



HOST A DINE AND DONATE NIGHT.

Contact a favorite restaurant.

- Find an establishment that will partner with you to host a fundraising event.
- Ask what percentage of sales they will donate to your Walk to End Alzheimer's® team (most participating restaurants donate up to 20%).
- Leave or drop off the Dine and Donate information flyer with the restaurant manager. This resource may be able to answer many of their questions.

Promote the event.

- Ask friends, family and colleagues to help you get the word out.
- Create an event on Facebook and invite your contacts.
- Post flyers around town, including at your local library and supermarket.
- The Alzheimer's Association® provides a suite of materials to help your promotion efforts. Visit your Participant Center to access all Dine and Donate pieces.

Raise awareness at the restaurant.

- Use table tents, posters and flyers (available from your staff partner) so that all patrons, even those not there for the event, can learn more about Walk to End Alzheimer's and the Alzheimer's Association.
- Ask the restaurant to attach Dine and Donate stickers (available in your Participant Center) to takeout bags.
- Consider making it a trivia night and mixing in questions about Alzheimer's disease.
- Use purple balloons and other décor to help draw attention.

Make donating easy. *(Secure approval from the restaurant before implementing.)*

- Place donation canisters at the cash registers, bar or other highly trafficked areas.
- Put an envelope or canister on each table so people can easily make a donation.
- Sell paper Promise Garden Flowers. People can write their name or the name of a family member on a flower and hang it on a restaurant wall.

Visit alz.org/walk and log in to your Participant Center for more fundraising tips and tools.

