

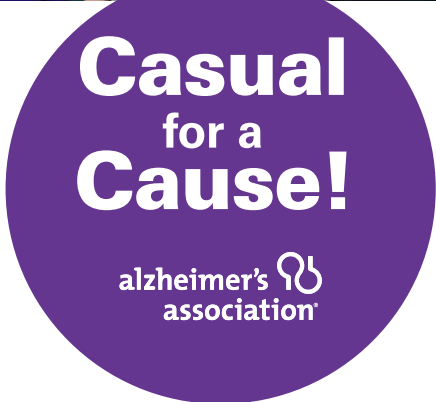


FUNDRAISING *idea.*



HOST A CASUAL FOR A CAUSE EVENT AT YOUR OFFICE

Invite your colleagues to get comfortable while joining the fight against Alzheimer's disease. Casual for a Cause allows your co-workers to wear jeans (or dress down) in exchange for a donation to the cause.



HOW IT WORKS:

- Ask permission to host a Casual for a Cause event at your office. Check with your human resources department.
- Determine a time frame — a week or maybe even a month.
- Offer colleagues an opportunity to make a donation to your Alzheimer's Association Walk To End Alzheimer's® team in exchange for a Casual for a Cause sticker. Each sticker is good for one day of casual dress.
- Consider setting up a table in a high traffic area to collect donations for stickers and offer additional information about Walk to End Alzheimer's and the Alzheimer's Association®.



CASUAL FOR A CAUSE IS A GREAT WAY TO:

- **Raise money** – Invite your colleagues or peers to support your Walk efforts. All funds support the care, support and research efforts of the Alzheimer's Association.
- **Increase awareness** – The event gives you an opportunity to promote the importance of joining the fight against Alzheimer's. And the stickers, which must be worn on the chosen casual dress day, represent support for the Alzheimer's cause.

Visit alz.org/casualforcause to order your free Casual for a Cause kit complete with stickers.