

FUNDRAISING IDEA



HOST A GIVE-BACK NIGHT AT A FAVORITE LOCAL RESTAURANT.

Contact the restaurant.

- Find an establishment that will partner with you to host a fundraising event.
- Ask what percentage of sales they will donate to your Alzheimer's Association Walk to End Alzheimer's® team (most participating restaurants donate up to 10 percent).

Promote the event.

- Invite your friends, family and colleagues and encourage them to help you spread the word.
- Create an event on Facebook and invite your contacts.
- Tweet the event details.
- Share via LinkedIn.
- Post fliers around town, including at your local library and supermarket.

Raise awareness at the restaurant.

- Use table tents, posters and fliers (available from your staff partner) so that all patrons, even those not there for the event, can learn more about Alzheimer's disease and Walk to End Alzheimer's.
- Consider using 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 on each table so people can easily make a donation.
- Sell pin-up 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 into your Participant Center for more fundraising tips and tools.

