

# TIPS TO FUNDRAISE YOUR WAY TO SUCCESS.

Thank you for joining the fight against Alzheimer's! You've taken the first important step by signing up for Walk to End Alzheimer's®. Now it's time to start working toward your fundraising goal! Every dollar you raise will help enhance care and support programs and advance research toward methods of treatment, prevention and, ultimately, a cure.

Here are some fundraising tips to help you get started:



**Set a goal.** A goal gives you something to reach for while fundraising. You can measure your progress against this amount. If you reach the goal, you can always raise it and work toward a new target. Participants who reach specific fundraising milestones earn additional rewards and gain entrance into the exclusive Champions Club. Learn more at [alz.org/championsclub](https://alz.org/championsclub).



**Share your story.** Your reason to end Alzheimer's is personal and your fundraising should be, too. Participants who include a photo and story about why they participate in Walk on their personal fundraising page raise three times as much as those who do not.



**Lead the way.** Kick off your fundraising with a self-donation. A self-donor badge will be prominently displayed on your personal page for all to see your commitment to the cause.



**Email, email, email.** On average, one in five fundraising emails will result in a donation. The more emails you send, the better your odds for receiving a donation. Use one of the pre-written emails available in your online Participant Center or draft your own.



**Get social.** Share your story on Facebook, Twitter, LinkedIn and other social networks in order to maximize your fundraising reach. Set up a Facebook Fundraiser so that all donations received through Facebook will credit to your personal fundraising page.



**Take it offline.** Those who raise funds both online and offline raise three times more than those who fundraise just one way. Have a bake sale, make a phone call or start a conversation while at a community event.

Visit [alz.org/walk](https://alz.org/walk) and log in to your Participant Center for more fundraising tips and tools.

