

# TEAM TIDBITS:

July 2009

## Get on the MOVE to end Alzheimer's: 5 ways to "fun"draise in July!

### MATCHING GIFTS

Don't forget to ask your donors if their employer offers matching gifts. Go to [www.matchinggifts.com/memorywalk](http://www.matchinggifts.com/memorywalk) to find out if a company will match gifts to the Alzheimer's Association, and download a matching gift form.

### COMMITTEE MEMBERS NEEDED

Our newest event coming to the Gainesville area is a "Blondes vs. Brunettes" young professionals' flag football game. We're looking for new and innovative committee members to join our team. Contact Rachel at 359.5809 for more info!

### EDUCATIONAL SYMPOSIUM

We're pleased to announce that our first-ever Educational Symposium is coming to the Hilton Ocala on Thursday, November 12, 2009. This full-day event will feature Alzheimer's experts and CEUs are available. Contact Stacy at 372.6266 for more information or sponsorship opportunities.



### Team Captains Speak Out!

Betty Skinner, Team Captain of the Heritage at Lake Forest team, took advantage of our template "Forget-Me-Not Days" fundraising idea to raise money for her Memory Walk team. She created a paper tree on the wall near their receptionist area and strung tree-like branches with moss throughout the hallway (on the ceiling, see above picture!)

From there, they started asking for donations from friends, family, colleagues, vendors, and others that came into their facility. Each donor had the chance to write on one of our Forget-Me-Not paper flowers and they hung them from the branches for additional awareness. For extra exposure, they had a banner made that hung above the receptionist area! Not only did this help raise money, but it also brought a lot of exposure to Memory Walk and helped them recruit team members.

Our staff will provide the paper Forget-Me-Not flowers, a poster you can print, and a template request letter that you can send to vendors, clients, and others asking to support your "Forget-Me-Not Days" campaign! Just send a quick email to [Rachel.Johnson@alz.org](mailto:Rachel.Johnson@alz.org) to get started today!

Help us plant seeds of hope through Forget-Me-Not Days! All proceeds go towards your team goal.

### 1-Jeans or Casual Dress Day

If your school, organization or place of business has a strict dress code, opt for a day when people can donate a small amount (for example, \$5) in exchange for the option to wear jeans or casual dress. For an ongoing fundraiser, make it a regular Friday event.

### 2-Everybody's Going Skatin' Party

Host a party at a roller or ice skating rink. Many businesses are more than willing to donate their facilities to non-profit groups, especially at times that are slower for them. You may also be able to get food and drinks donated or a portion of the proceeds from the party's food sales!

### 3-Bachelor/Bachelorette OR Service Auction

This event is a live auction, and can be held alone or as part of a dinner party or wine tasting event. Auction off dates with eligible singles, or you can take it another direction and auction off skills and services of your team members. For example, auction off a gourmet dinner made by a great chef, or foreign language lessons by someone who happens to be bi-lingual. Find out your teammates' skills and put them to use for a good cause!

### 4-Dollar Walk

Invite supporters to help pave your "Dollar Walk" with dollar bills. Outline your walk in a hallway or large room with colored tape. Use masking tape (preferably one that isn't sticky enough to tear paper) to tape donated dollar bills as stepping-stones on your walk.

### 5-Yard Sale

One person's trash is almost always another person's treasure, which is why yard sales are such fun and successful events. Collect things from your team members and sell them to earn money towards your Memory Walk team goal!

### MEET OUR STAFF:



Stacy Merritt  
Program Coordinator,  
North Central Florida



Rachel Johnson  
Director of Events &  
Community Relations

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## SEND EMAILS

Use our templates to start a personalized email to friends and family. Sign into your HQ on our Memory Walk website to get started. Just click on the "Email" tab! You can even import your address book (confidentially)!

## UPLOAD A PERSONAL PIC ONLINE

Log into your HQ on our Memory Walk website and upload your own picture on your personal fundraising page. Just click on the "My Webpage" link!

## SEND DONATIONS TO OUR OFFICE

Don't want to keep all that cash in-hand? Send your walk donations to our office at the address below. (We don't recommend sending cash in the mail, so call our office to schedule a time to drop off cash donations!) Be sure to include your Team Name!

Alzheimer's Association  
North Central Florida Office  
2411 NW 41<sup>st</sup> Street, Suite A  
Gainesville, FL 32606  
352.372.6266

## Use Our Sample Fundraising Letter:



Dear (Name):

Millions of American families are caring for a loved one with Alzheimer's. The Alzheimer's Association, the world leader in Alzheimer's research, care and support, is dedicated to finding prevention methods, treatments and an eventual cure for the disease.

For all of those millions of people fighting this disease, I'm participating in the Alzheimer's Association Memory Walk. I hope to be able to raise at least \$200 to support the local Alzheimer's Association, which provides consultation, information and referral, and support programs to those affected by Alzheimer's.

I know I can do this with the support of friends like you. Would you please consider making a donation? Please visit my online fundraising headquarters at ([Enter Web Page](#)), to learn more and to make a donation directly online, or mail in a donation using the enclosed pledge form. Please note that checks should be made payable to the Alzheimer's Association, and are tax deductible.

Thank you in advance for your time and generosity. Please ask your employer if they have a matching gift program. They may double your donation.

Sincerely,  
(Your Name)

## How to Raise \$500 in 10 Days!

- Day 1** Sponsor yourself for \$25
- Day 2** Ask 2 family members to donate \$25 each
- Day 3** Ask 5 friends to contribute \$20
- Day 4** Ask 5 co-workers to contribute \$10
- Day 5** Ask 5 neighbors to contribute \$10
- Day 6** Ask 5 people from your place of worship to contribute \$10
- Day 7** Ask your boss for a company contribution of \$50 (better yet, find out if your company will match what you raise!)
- Day 8** Ask 2 businesses or companies that you deal with through work to sponsor you for \$25
- Day 9** Ask businesses you frequent to personally contribute \$15 (hair salon, dry cleaner, favorite restaurant, etc.)
- Day 10** Hold a team fundraiser (bake sale, car wash, raffle, etc.)

## SERVICES AVAILABLE

"Lunch n' Learn" presentations  
Support Groups  
24-Hour Helpline  
Professional training programs  
Safe Return (wander identification)  
Speakers Bureau  
E.A.S.E. series  
Resources at [www.alz.org](http://www.alz.org)  
Community educational programs  
Public Policy  
Research  
Educational Conferences & Seminars  
Local resource library  
and more!

alzheimer's association  
**memory walk**  
Taking steps to end Alzheimer's

Nationally presented by  
Genworth Financial