



TEAM FUNDRAISING GUIDE

The Rules of Fundraising

Use these simple rules to guide your fundraising and you are sure to succeed!

1. Make the first donation!

Donors are more motivated if they know you contributed to the cause.

2. Conduct a Letter Writing Campaign.

- This is the easiest and most effective way to raise money!
- You can do it online (visit www.alzco.org) or through the mail—or both!
- If there is someone you come into contact with on a daily basis, don't be afraid to ask face-to-face—that works too!.

3. Make it as easy as possible for someone to give you money.

- Utilize the team webpage where they can donate online.
- Pick up checks from people.
- Enclose a stamped envelope in the letters you send out.
- If you are talking to someone directly, offer to take a check right then and there.
- Let your family members and/or secretary know what you are doing so they can field messages for you.

4. Make it clear why you are raising money.

You are raising money that directly contributes to better Alzheimer treatments and support programs for those affected by this fatal disease. It's something to be proud of. Tell everyone!

5. Tailor your pitch to meet your donor's needs.

Think about what is going to motivate donors to reach for the checkbook.

- To someone who is your close friend you ask, *"Will you please sponsor me?"*
- To someone with an Alzheimer's connection you say, *"I'm raising money for Memory Walk so that we can fund the research that is going to find a cure for your mother/aunt/sister. Will you please sponsor me?"*
- To someone who owes you money you say, *"I'll forgive that loan if you sponsor me for \$X."*
- To someone you sponsored in a past fundraiser you say, *"I really enjoyed the opportunity to sponsor you for \$50 last month. Will you return the favor to me?"*

6. Ask for a specific dollar amount rather than letting the donor decide.

Fundraising is not a "one size fits all" effort. Asking for a specific amount works best when you know the person fairly well. Think about your donor, and then ask for an amount that is a stretch, but not impossible.



TEAM FUNDRAISING GUIDE

7. You have to ask for money to get money.

It's on your shoulders to do the asking. Unless you hang out with a bunch of mind readers, you'll have to tell them what you want and why.

8. "Maybe" or "I'll think about it" does not mean "No!"

If someone says that they have to "think about it", give them something to think about! Let them know how Memory Walk funds research and support services, and why. Remind them of how good it will make them feel to help such a great organization. Let them know that your personal goal is \$X for Alzheimer's research and education, and you want them to be a part of that effort.

9. Follow-up, follow-up, follow-up!

Following up with all the people whom you have asked for money will help you "seal the deal". Things you can do to follow-up on a pledge request:

- Call
- Call again
- Stop by the person's office and ask them what they decided
- Ask if there any more information you can supply to that person

10. The most important thing you can say is, "THANK YOU."

Whether someone tells you yes or no, you have the ability to accomplish something with a "Thank you." Either you can acknowledge their generosity and support, or you can leave the door open for next week or next year. Either way, you win, and so does Memory Walk.



TEAM FUNDRAISING GUIDE

Ten Fundraising Tips for Family Teams

Use the ideas below to enhance your participation in Memory Walk and increase team fundraising to surpass your goal! In addition to implementing these ideas, be sure to encourage your team members to raise at least \$200 each!

1. **When writing a letter requesting Walk donations, make it personal.** The more emotionally vulnerable you are when sharing your experiences with Alzheimer's, the more responsive your donors will be. Be certain to send your letter not only to family, friends, co-workers, and club, committee and religious organization members; but to those who provide you with services throughout the year and are grateful for your business, such as drycleaners, hair stylists, manicurists, dentists, accountants, lawyers, stock brokers and teachers. Sample letters and more ideas on starting a letter writing campaign can be found in the Team Captain Guide or online at www.alzco.org.
2. **Widen the reach of your letter writing campaign** by requesting the address books/email lists of your family and friends. You can send a different version of your letter to these lists, introducing yourself and making a new connection, e.g., "I am Mary's sister, and you may know that our father has Alzheimer's...." Or, ask your family and close friends, as well as your service providers and business associates with corporate emailing lists, to forward your donation request on to their friends and colleagues, or club, committee and religious organization members, adding their own plea on your behalf.
3. **Try keeping in touch with your donor list throughout the year**, not just during the Walk solicitation season. Send updates and progress reports regarding Alzheimer's research, photos of inspirational experiences, or the Alzheimer's Association's Public Policy Alerts notifying your donors of pending legislation that affects person with Alzheimer's, their families, and caregivers. To sign up to receive Public Policy Alerts from the Alzheimer's Association, please e-mail your contact information to inge.holmes@alz.org.
4. **Remember to thank profusely individuals who have donated to your team in the past.** Offer to provide their previous giving amounts in case they have forgotten. Donors often meet or exceed past donation levels when reminded of their own generosity and of how greatly it was appreciated.
5. **Take advantage of online Memory Walk fundraising tools** available on the Memory Walk website, www.alzco.org. Online tools provide Team Captains and Walkers a personalized, fun, easy, and effective way to recruit walkers, register, and fundraise online.



TEAM FUNDRAISING GUIDE

6. **Utilize existing fundraising programs in your community** such as designated charitable donation days or organizations which focus upon charitable giving such as religious organizations, Lion's Clubs, Shriners, etc., or existing programs in your schools and religious organizations which require students to earn and meet community service requirements or credits.
7. **Take advantage of fundraising kits** such as Pizza sales kits or of the multitude of Candy, Beauty Products, Jewelry and Gift Wrap sales kits and home parties available to bolster your team total.
8. **Organize your own fundraising event** such as a bowl-a-thon, spaghetti dinner, car wash, bake sale, black tie event, concert, golf outing, and garage sale; or honor a private event such as a birthday, Bar/Bat Mitzvah, First Communion, Confirmation or Wedding by accepting donations to Memory Walk in lieu of gifts or flowers.
9. **Make use of the fundraising techniques utilized by major corporations** in your very own work environment or your child's school including donations made to "dress down/casual days" to "jail" the boss or principal for the day.
10. **Involve as many people as possible.** Bring a friend to every Memory Walk-related event (such as the Team Captain Kick-off Luncheon), and invite everyone you know to join your team by registering at www.alzco.org. If they are unable to participate on Walk day, ask them to be a "Silent Walker" who joins your team and requests donations on your team's behalf without actually walking the day of the event.

BONUS TIPS

Create team spirit by designing a team t-shirt and promote a playful competitive spirit by rewarding the highest contributing team member ... And, NEVER forget to remind your team members, those you ask for donations, and everyone you meet exactly why you are so devoted to finding a cure Alzheimer's disease!

TEAM FUNDRAISING GUIDE

Fundraising Ideas for Corporate Teams

- **Jeans/Casual Day:** For a donation of \$5, employees dress casual on a designated day. Or, sell a year's worth of Jeans Day privileges for \$100, or one month for \$25.
- **Team Spirit Day:** For a donation of \$5, employees wear a jersey, t-shirt, sweatshirt or cap of their favorite sports team.
- **Clean Out the Corporate Closet:** Offer employees the opportunity to purchase excess inventory items such as coffee mugs, t-shirts, lap top computer bags, etc., with sales benefiting Memory Walk.
- **Collection Of "Extra Change" Near The Register In The Cafeteria or at the Reception Desk**
- **Drawing for Gift Certificates, Tickets, or Prime Parking Space at the Office:** For a donation of a specific dollar amount, donor is entered into drawing.
- **Food/Beverage Sales:** Cookies, donuts, bagels, breakfast burritos, popcorn, muffins, hot dogs, pizza, ice cream, smoothies, etc.
- **Car Wash**
- **Break A Balloon Contest:** Buy a dart for \$1-\$5 and throw it at a wall of balloons to collect the prize inside. Prizes can include casual days, prime parking spots, free lunch, gift certificates, etc.
- **Recognition Day:** Sell balloons, cupcakes, flowers, cards, etc. to be given to a co-worker on a designated day as a show of thanks or appreciation.
- **Button Drawing:** Each employee receives a button after participating in a Memory Walk fundraising activity with a printed number. Weekly, one number is selected for a prize.
- **Manager Job Switch Sale:** For an hour, day or afternoon.
- **Jail A Manager:** Place a management employee "under arrest," charging \$1-\$5 a minute to keep him/her in jail.
- **Cook Off:** Charge an entry fee and donation to Memory Walk to cast your vote.
- **Golf Tournament, Putting Contest or Longest Drive With a Marshmallow Contest**
- **Executive Dunk Tank or Pie Throwing Event:** Employees make a donation to Memory Walk for each toss.
- **Relaxation Day:** Bring in a massage therapist to perform neck and back massages for a donation to Memory Walk.
- **Meeting or Workshop "Etiquette Rules":** Fine co-workers a \$1 or \$5 donation to Memory Walk for arriving late, not turning off cell phones, having side conversations, etc.
- **Lunch with the Boss:** Employees who donated to Memory Walk are entered into a drawing for lunch with a top level executive.
- **Live, Silent or Online Auction**
- **Manager Cook Out:** For a \$10 donation, employees dine on food prepared by the management team.
- **Special Event:** If you have a birthday or anniversary approaching, host a party and ask that guests provide you with a donation to Memory Walk in lieu of gifts.
- **A Day of Silence for Memory Walk:** Accept pledges to silence an "exuberant" employee for a day.