

Dear Event Host,

We are thrilled that you want to organize a fundraising event on our behalf! In producing a fundraising event, we understand that you may have many questions, and this “tool kit” will help be your guide to organizing and producing a memorable fundraising event. We trust you will enjoy hosting your own event and hope you can see the difference it will make in the lives of those touched by Alzheimer’s. Thank you for your involvement in helping to make a difference.

As you may know, today there are more than a half million Illinois residents affected by Alzheimer’s disease – including those who have been diagnosed, plus their family members and caregivers. By hosting your own event, you will increase awareness of this devastating disease, and help us move closer to achieving our vision of a world without Alzheimer’s.

Please don’t hesitate to contact me at 847-933-2413 or [erin.king@alz.org](mailto:erin.king@alz.org) with any questions you have.

Thank you in advance for your support,



Erin King  
Manager, External Relationships

**Bloomington**

303 N. Hershey Road, Ste. 2A, Bloomington, IL 61704  
309 662 8392 **p** 309 664 0495 **f**  
217 351 1726 **p** (Champaign)

**Carbondale**

320 E. Walnut, Ste. A, Carbondale, IL 62901  
618 985 1095 **p** 618 549 2362 **f**

**Chicago**

8430 W. Bryn Mawr, Ste. 800, Chicago, IL 60631  
847 933 2413 **p** 773 444 0930 **f**

**Joliet**

850 Essington Road, Ste. 200, Joliet, IL 60435  
815 744 0804 **p** 815 773 7340 **f**

**Rockford**

1111 S. Alpine Road, Ste. 307, Rockford, IL 61108  
815 484 1300 **p** 815 484 9286 **f**

**Springfield**

2309 W. White Oaks Dr. Ste. E, Springfield, IL 62704  
217 726 5184 **p** 217 726 5185 **f**

## Third Party Event Fundraising Ideas

**Host a Concert** - Do you know any singers or bands that will host a small concert on our behalf? Ask a local bar if they would welcome the band for a night. The admission fee and a percentage of the drink or tip proceeds from the night could be donated to the Alzheimer's Association. Mix it up a bit and make this a talent show!

**Spaghetti Dinner** - Spaghetti is a low-cost meal that's easy to make in large amounts, and everyone loves it! Some other fun, low-cost dinner options are pancakes and hotdogs. Add a twist and have a black-tie pancake supper. You can also make this a hot breakfast, lunch, afternoon tea or brunch event.

**Trivia or Bingo Night** - A bingo or trivia game night is an easy way to raise awareness and funds for Alzheimer's. Sell bingo cards for a few dollars each and get some prizes donated for the winners. You can host this event at someone's home or at a local bar or restaurant.

**Throw A Party** - Invite your friends over for a themed party with food and fun at your place and ask people to make a donation to the Alzheimer's Association in lieu of bringing food or beverage.

**Game Time** - Set up games like badminton, volleyball, a round of cards, or a scrabble tournament. Charge an entry fee to participate in each game or sporting event. Or host a Golf Tournament! Everyone loves a little friendly competition! Local businesses can sponsor a hole and teams pay a fee to play.

**Wine Tasting** - Host a wine-tasting event at one of your favorite local restaurants. Guests can purchase tickets to sample wine selections and learn about different varietals. Add a silent auction or raffle to this event to raise even more money!

**Craft Show** - Get a group together, show off your artistic skills and help raise awareness and dollars for the fight against Alzheimer's disease. This is an especially great idea around the holidays. Sell snacks and treats to combine baked goods with your crafts.

**Skating Party** - Host a party at a roller-skating or ice-skating rink. Many businesses are more than willing to donate their facilities to nonprofit 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 food sales.

**Car Wash** - Everybody's car gets dirty! This is a great way for people to get out of doing the washing themselves and is a great fundraiser. Or, mix it up a little and add a pet wash.

**Collection Jar** - Could you place a collection jar at the front desk of your office or business? Many people hate carrying loose change in their pockets; encourage them to donate it to a great cause!

**Purple Ribbon Distribution** - Make small purple ribbons to bring awareness to our fight against memory loss. Sell them to friends, family members, classmates, co-workers, neighbors, and others.

**Candy Sale** - Who doesn't need a little sugar from time to time? Rather than feeding the vending machine, have money go to your fundraising event! Remember: Candy can be purchased inexpensively in bulk.

**Raffles** - Sell raffle tickets for a good prize donated by a local merchant. The prize could be a gift certificate to a restaurant, a store, or tickets to a sporting event. Make sure to check local raffle permit procedures!

**Go Casual for a Cause** - Dress up for work? Organize a jeans day at work for those who make a small donation (\$5) to the Alzheimer's Association. Don't dress up for work? Host a "Go Purple" day instead.

## Third Party Event Fundraising Ideas *(continued)*

**School Awareness Drive** - Have children in school? Talk to the administration or parent-teacher group about hosting an Alzheimer's Awareness Drive at the school. Please see below for school fundraising ideas.

- May is the month of our Forget-Me-Not Point of Purchase Program. Your school could participate in this program by asking families and friends to make a donation and the Alzheimer's Association would provide the school with the paper Forget-Me-Not flowers for those who donate to sign. You can make a garden of flowers throughout the halls to show school spirit for this awareness and fundraising drive.
- September is World Alzheimer's Month. Your school could honor this month by encouraging students and faculty to wear purple (our signature color) to school on a specified day or week. The Alzheimer's Association would provide the school with special stickers for those who wear purple to enhancing school spirit. Also, the Alzheimer's Association could provide students with donation-collection envelopes to encourage students to ask their families and friends to make a donation to the fight against Alzheimer's.
- November is National Alzheimer's Disease Awareness Month. Your school could honor the importance of this month by hosting a "purple pep-rally." The pep-rally would be an opportunity for students who have a loved one with Alzheimer's disease to share their story with their peers, illuminating why the fight against Alzheimer's disease is so important. The Alzheimer's Association could provide students with donation-collection envelopes to encourage students to ask their families and friends to make a donation to the fight against Alzheimer's.
- The Alzheimer's Association has a Dunk Alzheimer's fundraiser, where we ask students to sell "Dunk Alzheimer's" stickers (that we provide) to those that attend the basketball games. Your school could sell these stickers during its basketball season, at just one game or a series of games. Proceeds are donated to the Alzheimer's Association.

## Third Party Event Guidelines

Thank you for considering the Alzheimer's Association, Greater Illinois Chapter as the recipient of the proceeds from your charitable event. These proceeds will benefit the nearly 790,000 people in Illinois who are affected by Alzheimer's, including those with the disease, their families and caregivers.

### **Event Procedures:**

1. All Third Party Events must receive the approval of the Chapter.
2. The use of the **name or logo of the Alzheimer's Association may be used only** with prior written permission from the Alzheimer's Association. The official logo will be made available upon Third Party Event Registration and approval.
3. The event must be financially self-sustaining, not incurring any debt to the Alzheimer's Association, without written permission. This includes new charge accounts, charges to existing Alzheimer's Association accounts, or invoices drafted in the Alzheimer's Association name. **Event proceeds should be sent to the Alzheimer's Association within 30 days** of the completion of the event, unless otherwise agreed upon.
4. It is the responsibility of the person(s) organizing the event to obtain all applicable permits, licenses and insurance certificates that may be required for an event. All contracts and permits related to the event must be issued in the name of the sponsor and signed by an authorized representative of the sponsor. Contracts or permits must not commit the Alzheimer's Association to any contractual obligations, and no representative of the sponsor may sign anything on behalf of the Alzheimer's Association.
5. If you are selling tickets to your event and plan to issue receipts for the charitable donation portion of your ticket price, this amount must be clearly identified and differentiated from the "fair market value" of the event. Products or tangible items such as the purchase of raffle tickets, admission tickets, greens fees, and goods are not eligible as tax-deductible charitable contributions, unless the purchase price is greater than the value of the goods received. The Alzheimer's Association will acknowledge all event contributions as allowed by law. It is understood that you must provide a complete list of those contact names, addresses, donation receipts and proof of value.
6. Schedule permitting, Alzheimer's Association employees may be available for assistance upon request.