

Fundraise...



Call a Team Meeting
Get Everyone Involved
Brainstorm Ideas
Be Creative
Devise a Plan
Start TODAY

Fundraising Tips and Ideas

Follow these steps to fundraise like a pro:

- Think about what you like to do and/or what your loved one likes(d) to do.
- Capture your supporter's attention by including your personal story.
- Create a plan. Strategize and be inventive.
- Start early - do not procrastinate
- Educate your donors – about Alzheimer's, about the Chapter, about your personal quest to complete this race and to raise funds to fight Alzheimer's.
- Follow through - send reminders to potential donors
- Recruit volunteers to help you raise funds. Friends, family members, co-workers and significant others can be a great help in soliciting donations and spreading the word about events you plan to host.
- Give back to donors. Wear their logo, bake them cookies, throw a victory party in their honor, send a personalized thank you letter with a picture of you finishing the walk
- Ask BIG before going small.
- Think of how to double your money without doubling your efforts. Ask your donors if their employers will match their gifts. Ask your boss if the company will match whatever amount you fundraise.
- Stay positive - Keep a good attitude - Remember the reason. Fundraising comes with a lot of "No's." Forget those and keep going for the "Yes's."
- Just ASK, ASK, ASK!! Print off the donation form from your Personal HQ & take it with your everywhere.



Checkout [Event Central](#) for fundraising ideas of all shapes and sizes!