



Nationally presented by

Genworth Financial 

Team Captains' Tools Raising Money

Casual-for-a-Cause



A fun and easy fund-raiser. People dress casually for a day, pay a nominal fee for the privilege, and wear a Casual for a Cause sticker. Not only does this help raise money for your Memory Walk team, it also increases awareness for the Walk, and the Association.

To get started, approach your human resource department to get your workplace involved. You can designate a specific day of the week (i.e. Friday) or employees could purchase the stickers and use them at will. The Alzheimer's Association will provide as many Casual-for-a-Cause stickers as you need, as well as any additional promotional materials to make the program a success. The Alzheimer's Association will also attend any manager or staff meetings to provide any training and explanation of the program.

Casual-for-a-Cause sticker sales can be year round or in the 4-6 weeks leading up to Memory Walk. At the end of the promotion, the business will submit proceeds to the Alzheimer's Association so recognition may be given appropriately.

Forget-Me-Not



Each year, thousands of paper Forget-Me-Not flowers are sold in local stores and banks across the country. Tellers and cashiers can sell the flowers to patrons for a nominal fee per flower at the point of purchase and then display all of the flowers sold to create a community-driven visual display. Other businesses may also sell and display the flowers.

The Forget-Me-Not program is designed to raise funds as well as awareness of Memory Walk and the resources available to the millions affected by Alzheimer's disease. It is a great way for your business to raise awareness of Memory Walk, and contribute to the Alzheimer's Association by engaging the local community.

Forget-Me-Not sales are typically sold in the 4-6 weeks leading up to Memory Walk. At the end of the promotion, the business will submit proceeds to the Alzheimer's Association so recognition may be given appropriately.

The Alzheimer's Association will provide your retail location with as many Forget-Me-Nots as you need, as well as any additional promotional materials to make the program a success. The Alzheimer's

Association will also attend any manager or staff meetings to provide any training and explanation of the program.

Neighborhood Garage Sales

Everyone has things they need to get rid of and one person's trash is another person's treasure! Pull your neighbors together and have them help your team raise money. Borrow a Memory Walk sign from our office to promote your event. You may even find some new team members!

Candy Sale

Who doesn't need a little sugar from time to time? Rather than paying the vending machine, have money go to your fundraising. Candy can be purchased inexpensively in bulk.

Food, Food & More Food

Hold a bake sale, sub sale, pizza sale, BBQ sale, ice cream social or lemonade sale in front of your house, at your office or anywhere people pass by. Get the kids involved, this is a great fundraiser for the whole family.

Restaurant Night

Partner with a local chain restaurant to donate a portion of the proceeds from the day. It could be a certain menu item – daily specials, desserts or appetizers. Advertise your “restaurant night” to your team, friends, family and co-workers. *Everyone loves to go out to eat especially when they are supporting you and your fundraising efforts!*

Auction

Plan your own auction to benefit your Memory Walk Team. Invite your Team Members to donate items, antiques, art, gift certificates, gift baskets, sporting equipment, and restaurant certificates, anything that could be auctioned off to support your team's fundraising goals. You can organize an online auction at www.missionfish.org.

Brown Bag Days

Have employees bring a bag lunch and donate the cost of what they would have spent going out to your fundraising efforts. Invite someone from the Alzheimer's Association to speak about disease-related issues.

Throw a Party

If you are always looking to have an excuse to entertain, this is the idea for you! Invite your friends, family, co-workers over for a themed party with food and fun at your house and ask people to make a donation to the Alzheimer's Associations in lieu of bringing food or wine.

Charity Poker

Play a friendly round of poker with all the winnings going to your walk team.