

Mark your calendar and join the 2009 Alzheimer's Association Memory Walk!

Be part of the movement to end Alzheimer's. Together with friends and family, you can bring help and hope to millions of Americans living with this disease – and millions more at risk. Your participation can make a difference.

Sign up today! Together, we'll build a world without Alzheimer's disease.

Need ideas to raise funds for your Memory Walk team?

Did you know the average letter-writing campaign raises \$2,500?

Write a letter about your walk efforts and include:

1. Your personal goal
2. Why you are walking to cure Alzheimer's disease
3. If you have an Alzheimer's connection, discuss how this has affected your life and the lives of your family
4. What the money will benefit... Alzheimer's research and local programs and services
5. Where to send their contributions
6. Mail the letter to your family, clients, vendors, friends & neighbors or e-mail it utilizing the online fundraising tools at www.alz.org
7. Collect your donations through the online fundraising tools or through the mail, then Walk!

Additional fundraising ideas include:

- **Answering Machine Message:** This will alert everyone who calls you at home that you are up to something special! Let them know that you need their support and why!
- **Ask your local restaurants to place a money jar at the front of the restaurant:** Check with the restaurant manager. They may be willing to place the jar in a high traffic area so lots of patrons can see it.
- **Ask your local waiter/waitresses to donate a portion of one day's tips:** Ask your local servers to donate a portion of their tips to your cause.
- **Bake sale:** Everyone's favorite! Include baked foods from around the world.
- **Bowling Nights:** Plan a fun night of bowling at the local lanes. Ask the owner to waive the cost of bowling and you can collect the money.

- **Casual for a Cause:** Ask your employer to allow an official Dress Down Day. For the privilege of dressing down, employees pledge “x” amount.
- **Car wash:** Hold a weekend car wash to raise money or make yourself (and friends) available to run errands, do yard work, or walk dogs, etc. Make up fliers to advertise your services and explain where the money will go - Alzheimer's research.
- **Christmas Tree Ornaments:** Get creative (and ask some friends to pitch in) and make some ornaments for the holiday season. Sell them at a local bazaar or fair.
- **Church Bulletin:** place an advertisement in your Church bulletin letting the congregation know what you are up to!
- **Community Auction:** Ask families, friends and community businesses to donate their specialties - including skills to be auctioned off. Be creative! Restaurant and theater owners can donate dinners and seats to shows. This takes some organizing but can raise lots of money and will alert the community and get everyone involved as well. Create posters; canvas the neighborhood for donations, etc.
- **Creative Friends:** Find a local artist or ask a creative friend if they would donate a piece of art or some jewelry that you could auction off.
- **Delegate:** Get 10 friends to ask 10 people for \$10 to help raise money for the Alzheimer's Association.
- **ebay.com:** Remember the garage sale idea? How 'bout rounding up the goods from your friends and putting it all in Ebay.com to be auctioned off?
- **Extra Change in My Pocket Box:** Create little boxes for your friends and family and have them place it on their dresser. At the end of the day, they can drop that spare change in the box and at the end of designated period can turn their extra change box back over to you.
- **Fast:** Give up one meal a week or give up junk food for one week and donate the money to Alzheimer's. Place large containers in break rooms in which employees can place their change.
- **Forget-Me-Not:** Have employees Alzheimer's Association paper Forget-Me-Not flowers to sell to their family, friends & neighbors. Display the sold paper flowers in the lobby or break room.
- **Fundraising Dinner:** Ask your favorite local restaurant to host a Fundraising Dinner.
- **Game night:** Get out those board games and start playing! Charge per game played.
- **Garage Sale:** Know all that stuff that's been hanging out in your garage...in your attic...in your basement? Gather it up and ask your friends to do the same. Put it in your front yard and sell, sell, sell!
- **Good Karma Tipping Jar:** Ask local businesses to put one of those jars near the register or on their front counter. Tape of picture of yourself and a short explanation of why you are raising money.
- **Hair Salon:** Ask your barber or hairdresser to donate \$2.00 of every haircut they complete over one weekend.
- **Have a read-, dance-, or walk-a-thon:** Collect pledges from family, friends, and neighbors for each hour or mile you walk or dance, or for each book read.
- **Inspirational Book Marks:** Create them and sell them to your friends and family.
- **Juice Me Up Day:** Host a Smoothie (yogurt) sale in the cafeteria.

- **Lifesaver Candy Sale:** Buy a Lifesaver and become a life saver for individuals affected by Alzheimer's disease.
- **Local Stores:** Ask a local store manager what the hot selling item is these days and THEN ask if they would be willing to donate a percentage of the sales from that particular item.
- **Local theater to donate tickets to a performance:** Ask a local theater to donate a couple tickets to one of their plays or musicals and auction them off.
- **Meet the Press:** Does your company distribute a newsletter? Take advantage of this to get the word out about your fundraising efforts for the Alzheimer's Association!
- **Movie ticket donation:** Ask your local movie house to donate several movie tickets. Sell them and put the money toward your pledges.
- **Neighbor:** Write to all your neighbors on your block stating what you are doing and ask them to make a donation.
- **Neighborhood Chores:** Many of your neighbors would probably rather pay you than someone else. Place signs around your neighborhood advertising your services (i.e. watering gardens, cleaning roof gutters, sweeping the driveway, babysitting, painting a room, etc.).
- **Pet sit:** Are your neighbors going out of town? Offer to watch "Spot" or "Fido" and charge them what they would have paid the boarding facility?
- **Poetry reading:** Hold a poetry reading in your favorite cafe. Pass the hat and ask diners to contribute. Explain where the money will go. Try to get local news coverage for your event --- this will also appeal to the restaurant owner whose establishment gets free advertising!
- **Prime Parking Spots:** Sell chances for a prime parking spot.
- **Round-Up Days:** Ask your local grocery stores/retailers to ask customers to round up their purchases to the nearest dollar with all proceeds to benefit Alzheimer's research.
- **Seasonal celebration:** Hold a seasonal pot-luck dinner. For instance, in autumn ask participants to bring a seasonal dish. Eat outside under colorful trees. Organize simple games and activities to attract children to the event - leaf rubbings, scavenger hunt, storytelling, autumn poetry readings, etc. Charge admission.
- **Television show premiere/finale party:** It would be fun to gather a big group of friends to tune in to watch a big season or series premiere or finale. Of course, charge 'em at the door and put the \$\$ toward your pledges.
- **Used book sale:** Everyone has books that have been sitting on shelves or in the attic in boxes or in the basement collecting dust. Ask your friends, family and neighbors to donate whatever they've got and set up a little weekend book sale in

HAPPY FUNDRAISING!