

alzheimer's association™

Minnesota-North Dakota

A Guide to Hosting Your Own Fundraising Event to Benefit the Alzheimer's Association

January 2009



Alzheimer's Association Minnesota - North Dakota

Vision and Mission

Until Alzheimer's disease is just a memory, the Alzheimer's Association Minnesota-North Dakota will continue to provide help and hope. The mission of the Alzheimer's Association Minnesota-North Dakota is to empower and equip persons and communities affected by Alzheimer's disease and related disorders with expert information and resources, compassionate guidance and effective education that improves lives.

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What do Fundraising Event Proceeds Support?

More than 120,000 people in Minnesota and North Dakota have Alzheimer's disease. Funds raised support programs and services for those individuals facing Alzheimer's disease and related disorders, as well as programs and services for their families and care partners. In addition, funds support advocacy for better care and research toward treatments and a cure. The Association's core programs and services include:

- a 24/7 multilingual telephone information helpline.
- a Safe Return® program for individuals with memory loss.
- support groups for individuals and families facing the disease.
- classes and workshops for individuals and families.
- education programs for professional caregivers.
- family care consultations for one-on-one support.
- public advocacy to legislative bodies and other interested parties.
- a public Web site for people with dementia, their families and their caregivers.
- a speakers bureau to educate civic groups.
- research into better treatments and a cure.

How to Plan Your Fundraising Event

Here are some suggestions that may make your event easier to plan and more successful, especially if you haven't planned this type of event before.

- Contact the Alzheimer's Association regional office closest to you to get information about how to plan an event and to inform the Association that you plan to host an event.
- Choose the type of event you want to have. Some examples of events include the following, though you're not limited to the following types of events!
 - motorcycle ride
 - spaghetti dinner
 - picnic
 - sporting tournament
 - pool party
 - turtle race
 - haunted house
 - costume contest
 - root beer float sale
 - bake sale
 - lemonade stand
 - book sale
 - community walk
 - fashion show
 - chili cook-off
 - fish fry
 - chess tournament
 - craft bazaar
 - golf tournament
 - benefit concert
 - variety show
 - fun run
 - dance contest
 - scrapbooking event
 - wine tasting
 - pizza party
 - prom dress exchange
 - senior citizen prom
 - pumpkin patch sale
 - community carnival
 - superbowl party
 - scrabble tournament
 - coloring contest
- Return your statement of intent (*form attached*) to let the Alzheimer's Association know about the event. Let the Association know how it can help you make your event successful.
- Form an event committee.
 - Share the responsibilities of putting together an event with a group of people that you know have great ideas and like to get things done.
 - Assign specific tasks to each person on the committee, or form subcommittees around areas like logistics, ticket sales, marketing/PR, finance, decorations, solicitation of donated items/supplies, etc.
- Find event participants.
 - Start marketing and public relations efforts early—with media, four weeks prior to the event is ideal.

- Send a personal letter to friends, family, professional colleagues, local businesses and community organizations inviting them to the event.
- Create flyers about the event and distribute in your community to local businesses, neighbors, schools, community groups, etc. Ask businesses to distribute information to their customers.
- Create an e-mail about the event and have event committee members e-mail it to friends, family and professional colleagues.
- Create a press release (*sample enclosed*) and distribute to local newspapers, magazines, television and radio stations and any other media outlets in your community. Also send the release to community organizations or businesses that produce newsletters and ask them to include the information in their next issue.
- Create postcards for the event and mail them to potential attendees.
- Encourage participants to support your event. Depending on the event, you may want to:
 - charge an entry fee and sell tickets.
 - have a raffle. (*note: raffles often require city or state licenses*)
 - encourage participants to get cash pledges or donations from friends and family; solicit area businesses to donate prizes for individual fundraising efforts.
 - hold a silent or live auction with items donated from local businesses.
 - sell donated items at the event.
- Hold your event.
 - Welcome participants and thank them for participating.
 - If there is a speaker or presentation, remind the participants about the purpose of the event and what the funds raised will support. If there is no speaker, post signage at the entrance and exits with the same information.
 - Have printed materials available about the Association.
 - Take photos of the event to share with your committee, your community media outlets and the Alzheimer's Association. (*Post a sign at the event saying that photos may be taken and used in publication to promote your future events or the Alzheimer's Association.*)
- Discuss the results with your Regional Director or the Special Events Manager.
- Send the event proceeds to the Alzheimer's Association.
 - Refer to page five for "collecting event funds."
 - Send photos of your event to the Association for use in mailings, publications or on its Web site.
 - Send the Association event registration information if possible, so the Association has the option to send information about future area events to participants.

Another Idea for a Friendraising/Fundraising Event

One simple way to make more people aware of the Alzheimer's Association is to introduce friends, family and colleagues to the organization by holding a "get to know the Alzheimer's Association" party. Invite 10-15 friends to your home for a party and use 10 minutes of the time to tell them about what the Association does and why you support it. Have Alzheimer's Association brochures and donation envelopes available in the event people would like more information or like to make a gift to the Association!

Ideally, this would spread the word by encouraging 2-3 people from your event who feel as you do to host their own parties, and so on, and so on. Soon, many more people will be aware of the

Alzheimer's Association and possibly also get more involved by making a donation or participating in special events like the annual Memory Walk.

How the Alzheimer's Association Can Help

We can help your event be successful by:

- providing suggestions and guidance via phone and e-mail.
- allowing your event to use the Alzheimer's Association logo. **Please note that the Association must approve all uses of its logo in advance of use due to national branding guidelines.** (see page 9)
- providing your event with Alzheimer's Association printed materials and information.
- thanking your event donors who give \$100 or more to your event.
- providing you with proof of the Association's nonprofit status (501(c)(3)) in order to help you solicit pledges for your event or receive a discount on services.
- sending an Association representative to your event, if one is available. Some ways an Alzheimer's Association representative may be utilized include:
 - as a speaker at the event.
 - as a resource to speak to event donors or community members.
 - as an event volunteer or participant.

Unfortunately, the Association is unable to provide:

- the Alzheimer's Association logo without review and approval of its use.
- Alzheimer's Association letterhead for your event's use.
- printed materials or pre-printed materials into which you can insert your own event information.
- postage for your event mailings.
- t-shirts or other clothing items for event participants.

Collecting Event Funds and Sending Them to the Association

- Please do not mail cash to the Alzheimer's Association. If you receive cash, please convert it into a cashier's check or bank check before mailing, payable to the Alzheimer's Association Minnesota-North Dakota. The Association's mailing address for donations is:
Alzheimer's Association Minnesota-North Dakota
4550 West 77th St., Suite 200
Minneapolis, MN 55435
- Please note that if your event participants make checks payable to the Alzheimer's Association, you are unable to cash or deposit those checks. They must be sent directly to the Association.
- Donors to your event who desire a receipt for their gift must make checks payable to the Alzheimer's Association Minnesota-North Dakota and indicate on the check that they would like a receipt.
- If you have questions or concerns about funds from your event or how to handle them, please contact Robin Thorstenson, Alzheimer's Association Minnesota-North Dakota Director of Finance and Operations, at 952-857-0530 or e-mail robin.thorstenson@alz.org.

Fundraising Event Sample Press Release

Quick Guide to Press Releases:

- “For Immediate Release” – always include this wording and the date for release at the top of the page.
- Be sure that your contact information is also on the top of the page.
- Always put three number signs (###) at the very end of your press release, centered and below the last paragraph. This indicates it’s the end.
- Before sending the press release to any media outlet, call ahead to obtain the correct contact information, including the spelling of contact names, titles and addresses.

You may use the sample below as a guide, but feel free to tailor it to your own event and your own community.

For Immediate Release (date you are sending this out)	Contact: (contact name) (title) (phone number)
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**(insert name of event) Event to Raise Funds for the
Alzheimer’s Association Minnesota-North Dakota**

Name of your group is holding a fundraising event to benefit the Alzheimer’s Association Minnesota-North Dakota. **Name of your event** will be held on **Day, Month, Date and Time**. The event will be held at **place,address**. **Describe your exciting event in detail**. For tickets or additional information, contact **contact name and phone number**.

Alzheimer’s disease is a progressive brain disorder that gradually destroys a person’s memory and ability to learn, reason, make judgments, communicate and carry out daily activities. Currently, more than 5 million Americans suffer from the disease. Until Alzheimer’s disease is just a memory, the Alzheimer’s Association Minnesota-North Dakota will continue to provide help and hope. The mission of the Alzheimer’s Association Minnesota-North Dakota is to empower and equip persons and communities affected by Alzheimer’s disease and related disorders with expert information and resources, compassionate guidance and effective education that improves lives.

Funds raised will support programs and services including a 24/7 multilingual telephone information helpline, support groups and classes for individuals and families, education programs for professional caregivers, one-on-one family care consultations, public advocacy for better care and research into better treatments and a cure. To receive more information about Alzheimer’s disease or the Alzheimer’s Association Minnesota-North Dakota’s programs and services, please contact the Association at 952-830-0512 or visit www.alz.org/mnnd.

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Minnesota-North Dakota -- Statement of Intent

Thank you for providing the following information about your event, which may be used to help promote the event to Association constituents in your area.

Organization Detail:

Sponsoring Company/Organization: _____

Contact Person: _____

Day Phone: _____ Evening Phone: _____

Address: _____

City/State: _____ Zip: _____

E-mail: _____

Event Details:

Date: _____ Time: _____

Name of Event: _____

Event Location: _____

Type of Event (concert, dinner, etc.): _____

Target Audience (adults, seniors, etc.): _____

Estimated Attendance: _____

Are you interested in having this be an annual event?: _____

Fundraising Details:

(Please check all that apply and show how revenue will be generated from each component of the event)

- Per Person Ticket/Registration Fee/Cover Charge/etc: \$_____
Raffle: How much per chance? \$_____
Sales: Estimated cost range of items - from \$_____ to \$_____
Auction: Estimated cost range of items - from \$_____ to \$_____
Other (attach separate sheet with details if necessary): _____

Estimated total donation to the Alzheimer's Association: _____

Estimated date for receipt of donation at the Alzheimer's Association: _____

(Please forward all monies to the Alzheimer's Association within 30 days of the event.)

Yes, if available, we would like to:

- Have an Alzheimer's Association representative at the event.
- Have Association printed materials (e.g. newsletter, brochures, etc.) available at the event.

Please initial:

- _____ I received and reviewed the Association's guide for hosting an Alzheimer's Association fundraising event.
- _____ I understand that the Alzheimer's Association Minnesota-North Dakota does not provide insurance coverage or liability protection for any events planned and conducted by third parties.
- _____ I understand that, if I would like to use the Association's logo in marketing materials, I must complete and submit the logo request form for review and approval at least one month prior to desired use of the logo.
- _____ I understand that to qualify for tax-deductibility, donations made to this event must be checks made payable to the Alzheimer's Association Minnesota-North Dakota.
- _____ I understand that I, as a third party, cannot cash or deposit checks made payable to the Alzheimer's Association.
- _____ I agree to send any checks made payable to the Alzheimer's Association to the Association within 30 days of the event date.
- _____ I understand that the funds raised will support the Alzheimer's Disease and Related Disorders Association, Inc., Alzheimer's Association. (Federal TIN: 41-1361624)

I agree to the foregoing terms and conditions.

Sponsoring Organization (if applicable)

Representative Signature

Printed Name

Date

***Please make a copy of this document for your records and mail or fax this form to the Regional Center Director or Special Events Manager in your area.
(See page 2 for contact information.)
Thanks for supporting the Alzheimer's Association!***

6. On what third-party product and/or materials will the Association's trademark or name be used? For example, program or event invitations or signage, an advertisement, flyer, product or Web site, etc.

7. Will the Alzheimer's Association be the only organization recognized on materials?

8. How long will the Association trademark or name be used by the third party?

- One Time Use for event- (Month, Day, Year)

or

- Extended Period- Start (Month, Day, Year) and End (Month, Day, Year)

9. How many people will see the Association's trademark or name through this use?

10. Who is likely to see the Association's trademark or name? For example, who is the third party's main audience/constituency?

11. In what geographical location will the third party use the Association's trademark or name? *(Circle one)*

National

Regional

Local

12. Please describe the program, event, Web site, ad, flyer or other item to which the Alzheimer’s Association brand or sub-brands will be applied. How long will the trademark be used? (Enclose a draft design if available.)

13. Will the event have a Web site? If so, what is the Web address:

14. Is the Alzheimer’s Association the only nonprofit organization being recognized at your event? If not, please name the other organizations being recognized.

15. Is there any other information you’d like to share about your event?
