

Make Your Effort Count!



Running for a Reason!

ALZ Stars is a new program designed to help you make your effort count and benefit the Alzheimer's Association. If you are going to be participating in a structured event such as an ironman, triathlon, road race, run, walk or other event that does not have a primary donation beneficiary, and would like to help the Alzheimer's Association, this program is for you. We have all the help and support you need to get started with a personal Web site to both ask for and collect donations.

How to Start

- Visit www.actionalz.org
 - Click on "Get Active", under the Fundraising tab.
 - Click on "Sign up online" on the right-hand side.
 - Register to "Host an Event" and fill out your personal and event information.
 - Create a user name and password.
 - Go to your "Event Headquarters" and create your web page.
 - Send your web page to friends and family and ask for donations using the "E-mail Center".
 - Post-event, send out a thank you e-mail and update to your donors.

Fundraising Guide

The Rules of Fundraising

Use these simple rules to guide your fundraising and you are sure to succeed!

1. Make the first donation!
 - Donors are more motivated if they know you contributed to the cause.
2. Conduct an e-mail letter campaign.
 - This is the easiest and most effective way to raise money!
 - You can do it all online.
 - Create a flier that directs people to your webpage for more information or to make a donation.
 - If there is someone you come into contact with on a daily basis, don't be afraid to ask face-to face— that works too!
3. Make it as easy as possible for someone to give you money.
 - Utilize the webpage where they can donate online.
 - Let your family members what you are doing so they can field messages for you.
4. Make it clear why you are raising money.
 - You are raising money that directly contributes to better the lives of those affected by Alzheimer's and other related disorders. It's something to be proud of. Tell everyone!
5. Tailor your pitch to meet your donor's needs.
 - Think about what is going to motivate donors to reach for the checkbook.
 - To someone who is your close friend you ask, *"Will you please sponsor me?"*
 - To someone with an Alzheimer's connection you say, *"I'm raising money for the Alzheimer's Association so that we can make sure there are program and services to help your mother/aunt/sister. Will you please sponsor me?"*
 - To someone who owes you money you say, *"I'll forgive that loan if you sponsor me for \$X."*
 - To someone you sponsored in a past fundraiser you say, *"I really enjoyed the opportunity to sponsor you for \$50 last month. Will you return the favor to me?"*
6. Ask for a specific dollar amount rather than letting the donor decide.
 - Fundraising is not a "one size fits all" effort. Asking for a specific amount works best when you know the person fairly well. Think about your donor, and then ask for an amount that is a stretch, but not impossible.
7. Tell them about your training.
 - Potential and current donors want to hear how your training is going. Keep them in the loop by posting or sending out training updates and one last message before your event.
8. "Maybe" or "I'll think about it" does not mean "No!"
 - If someone says that they have to "think about it", give them something to think about! Let them know how their donation funds research, education and support services. Remind them of how good it will make them feel to help such a great organization. Let them know that your personal goal is \$X for Alzheimer's advocacy, research, education and support, and you want them to be a part of that effort.

9. Follow-up, follow-up, follow-up!

Following up with all the people whom you have asked for money will help you “seal the deal”. Things you can do to follow-up on a pledge request:

- Call.
- Call again.
- Stop by the person’s office and ask them what they decided.
- Ask if there any more information you can supply to that person –give them a flier with your webpage address.
- The most important thing you can say is, “THANK YOU.”
- Whether someone tells you yes or no, you have the ability to accomplish something with a “Thank you.” Either you can acknowledge their generosity and support, or you can leave the door open for next week or next year. Either way, you win, and so does the Alzheimer's Association!

Additional Fundraising Tips

Use the ideas below to enhance your participation and increase fundraising to surpass your goal!

- When writing an e-mail requesting donations, make it personal. The more emotionally vulnerable you are when sharing your experiences with Alzheimer’s, the more responsive your donors will be. Be certain to send your e-mail not only to family, friends, co-workers, and club, committee and religious organization members; but to those who provide you with services throughout the year and are grateful for your business, such as drycleaners, hair stylists, manicurists, dentists, accountants, lawyers, stock brokers and teachers.
- Widen the reach of your campaign by requesting the address books/email lists of your family and friends. You can send a different version of your letter to these lists, introducing yourself and making a new connection, e.g., “I am Mary’s sister, and you may know that our father has Alzheimer’s....” Or, ask your family and close friends, as well as your service providers and business associates with corporate emailing lists, to forward your donation request on to their friends and colleagues, or club, committee and religious organization members, adding their own plea on your behalf.
- Try keeping in touch with your donor list throughout the year, not just during the solicitation season. Send updates and progress reports regarding Alzheimer’s research, photos of inspirational experiences, or the Alzheimer’s Association’s Public Policy Alerts notifying your donors of pending legislation that affects people with Alzheimer’s, their families, and caregivers. Visit www.alz.org/mnnd for updates.
- Utilize existing fundraising programs in your community such as designated charitable donation days or organizations which focus upon charitable giving such as religious organizations, Lion’s Clubs, Shriners, etc., or existing programs in your schools and religious organizations which require students to earn and meet community service requirements or credits.
- Take advantage of fundraising kits such as Pizza sales kits or of the multitude of Candy, Beauty Products, Jewelry and Gift Wrap sales kits and home parties available to bolster your team total.
- Organize your own fundraising event such as a bowl-a-thon, spaghetti dinner, car wash, bake sale, black tie event, concert, golf outing, and garage sale; or honor a private event such as a birthday, Bar/Bat Mitzvah, First Communion, Confirmation or Wedding by accepting donations to the Alzheimer's Association in lieu of gifts or flowers.