

Fundraising Ideas

Who to ask?

Simple – everyone you know, and everyone you come in contact with throughout the day. For example:

- Everyone in your address book
- Friends
- Family
- Coworkers
- Favorite local restaurant owner
- Any favorite local shop that you frequent often
- Your doctor, dentist or lawyer
- Your teammates or gym buddies
- Your hairdresser or barber
- People at your place of worship

Timeline

8-12 weeks

- Build a personal Memory Walk Web page.
- Set your fundraising goal.
- Ask for your first donation via e-mail, phone call or letter.
- Find your company's matching gift policy.

4-8 weeks

- Hold a fundraising party.
- Continue to send out e-mails from your HQ, write letters and ask for donations.

2-4 weeks

- Try some of the more creative fundraising ideas listed on the following pages (garage sale, change jar, etc.)

1 week

- Be sure you have all the event details from the Alzheimer's Association[®].
- Follow up with anyone you have asked for a donation who has not responded yet.

Walk Day

- Turn in additional donations.
- Enjoy the day and celebrate the difference you are making.

After the Walk

- Follow up with anyone you have asked for a donation who has not responded yet.
- Send thank you notes (or e-mails) to all of your donors.
- Start planning for next year!

Fundraising with friends and family

- Send an e-mail out to everyone you know directing them to your HQ (personal fundraising Web page). The convenience of being able to pay with a credit card coupled with a “point and click” mentality makes your fundraising a snap.
- Ask friends and family to donate to your fundraising rather than buy you a gift for a special occasion like your birthday.
- Give something up – a movie, manicure or dinner at an expensive restaurant – and contribute what you would have spent to Memory Walk.
- Host a fundraising party and ask attendees to pledge their support. In addition to charging an entrance fee, make sure to solicit the establishment where you are holding the event to support you with 10 percent of the sales from the event.
- Take your fundraising letter and Memory Walk information everywhere.
- Encourage your donors to make donations in honor of, in memory of, or in support of someone who has been affected by Alzheimer's. This is a great way for your donors to be involved in Memory Walk. Offer to write the honored person's name on your shirt for a donation or carry a picture of that person with you on walk day.
- Change your home, cellular and work voice mail to announce to all that you will be participating in Memory Walk. It's a great way to spread the word!
- Print your donation forms on brightly colored paper. This will ensure that they stand out in a stack of bills and other correspondence.
- Host a coffee or tea party at your favorite local coffee shop. Ask the shop for a donation of the coffee, tea, and snacks and charge your guests a fee.
- Have a scrapbooking party in your home or at a local venue. If you have a personal tie to the cause, incorporate pictures of your loved one affected by Alzheimer's into the party. Get food and drinks donated and charge at the door.
- Send a newsletter, postcard, flyer or e-mail to update potential donors on your progress. Let people know how you are doing in reaching your fundraising goals and tell them something about Alzheimer's. In addition to updating your friends and family, it will serve as a reminder for those who haven't donated yet!
- Create a buddy system. Ask someone who cannot participate in the event to help you collect donations.

Fundraising in your office

- Sell candy, chips, popcorn, soda, bagels or donuts at the office. You may be able to get the goods donated so everything goes to your fundraising.
- Ask human resources if you can go “Casual for a Cause.” If your office has business professional or business casual dress, coworkers may buy a chance to wear jeans for the day.
- Ask you boss to donate a free day off. The winner gets a day off without using his or her sick time or vacation time.
- Most e-mail programs give you the ability to create your own signature at the bottom of each message. This is a great way to let both personal and business contacts know that you are walking. Add a link to your Memory Walk page and you may be surprised at the number of people who end up donating.
- Ask everyone in your office to donate \$25 a month for four months. Let them know they are only giving up one dinner out in these four months to help people with Alzheimer's.
- In the lunchroom or break room, leave a stack of donation forms and a sign with a picture of yourself and a note about why you are participating in the walk.

Fundraising in your community

- Ask businesses (doctor, dentist, salon, etc.) that you frequent for a donation of cash or services. If you do business there, they may appreciate your loyalty and donate.
- Ask a local place of worship if you could speak to the congregation. Share with the congregation your commitment to helping those with Alzheimer's and the research needed to end the disease. After the service, set up a table to collect donations or ask if a special collection can be taken up for Memory Walk.
- Get a jar to collect change and decorate it with Alzheimer's Association facts or a picture of you or the person you are walking in honor of. This is a great way to get friends involved too – have them put a jar at their office. Get everyone you know to create a “change jar” and make the effort not to spend their change but toss it your way instead.
- From a small town? Your heroic efforts may make great news! Call your local paper and see if they will write a story about you. Be sure that you include ways for people from your community to donate.