



# FUNDRAISER TOOLKIT



**Saturday, November 14, 2020**



# WHERE DOES THE MONEY GO?


For over 35 years, Alzheimer's Orange County has been the leading organization in Orange County for helping improve the lives of families who are affected by Alzheimer's disease or other related forms of dementia. Every dollar raised from the Walk4ALZ & Run4ALZ directly fund Alzheimer's Orange County's services and programs, to help local families battling Alzheimer's and other related dementias. In 2019, we helped over 34,000 individuals with memory loss and their caregivers through services we offer:

- ◆ Telephone Helpline
- ◆ Adult Day Care Centers
- ◆ Caregiver Support Groups
- ◆ Connection to Local Clinical Trials
- ◆ Social & Cultural Programs for Individuals with Memory Loss
- ◆ One-on-One Consultations with Expert Social Workers
- ◆ Community Education, Training Classes & Programs
- ◆ ...and so much more

# WHY WE WALK & RUN


**Alzheimer's | ORANGE COUNTY**

There are thousands of reasons we walk in Orange County. Here is one....



**In Loving Memory of Aunt Judy**  
A Loving wife, Sister and Aunt.  
She made us smile and always reminded us that love is the most important thing

844-HELP-ALZ | [www.alzoc.org/walkrun](http://www.alzoc.org/walkrun)



Tell us why you #Walk4ALZ or #Run4ALZ by emailing us at [walk@alzoc.org](mailto:walk@alzoc.org) with your story and a photo of you and the person you walk or run for and you can be featured on our Facebook Page, Email Blasts or Website.

Want the chance to honor the person you walk or run for at Walk4ALZ & Run4ALZ? You can purchase one of our Tribute Posters for a small donation of \$50. You will get to customize it with a photo of your loved one and a short memo to them and we'll have it displayed during the event. You'll even get to take it home with you before you leave!

**\*\*Download our Tribute Poster order form on our website on the Event Forms page\*\***



# WALK & RUN CHECKLIST

## Organize

- ☐ Register for Walk4ALZ or Run4ALZ as an individual or a team
- ☐ Personalize your participant headquarters page
- ☐ Upload your email contacts and social media accounts for easy access

## Recruit

- ☐ Recruit your friends and family to join your team and Walk or Run with you
- ☐ Send out pre-crafted emails and social media posts from your Headquarters
- ☐ Make a self donation to help get your supporters on board and show your commitment to AlzOC

## Fundraise

- ☐ Utilize tools from AlzOC such as donation forms, Casual4ALZ stickers & more
- ☐ Organize a bake sale, restaurant fundraiser or other community fundraiser
- ☐ Find out if your company does matching gifts



# Earn your Badges & Incentives

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## **Selfless Self-Donor Badge**

Make a donation to your own fundraising page



## **Goal Getter Badge**

Reach your fundraising goal



## **Star Fundraiser Badge - Walkers**

Raise \$50 (You've earned your T-Shirt!!)



## **Star Fundraiser Badge - Runners**

Raise \$50



## **ALZStar Fundraiser Badge**

Raise \$150



## **Super ALZStar Fundraiser Badge**

Raise \$500+



# FUNDRAISING IDEAS

\*Email us at [events@alzoc.org](mailto:events@alzoc.org) for our Third Party Fundraising Toolkit\*



## Restaurant Fundraisers

Find a local restaurant that hosts giveback nights to partner with. Invite your friends and family to grab some food during your scheduled time frame and the restaurant will give a percentage back

**Popular Restaurant Choices:** Chipotle, Ruby's Diner, Chick-Fil-A, Lemonade

**\*\*See website for more information\*\***



## Office Involvement

Ask your coworkers or workplace to help with your fundraising. Host a Casual4ALZ day and have people donate \$5 to wear casual attire for the day. You can also check to see if your company has a matching gift program to double your funds.



## Community Sales

From community bake sales to a garage sale or car wash! Kick start your fundraising in your community and spread the word of Walk4ALZ & Run4ALZ at the same time!



## Game Nights

Host a game night. With either board games, card games or even casino tables and place all bets for Walk4ALZ & Run4ALZ.



## Celebration Donations

Get your friends and family's support your fundraising efforts by donating to your page as a gift for your birthday, graduation or special occasion.



# RESTAURANT FUNDRAISERS

## STEP 1: ASK



Get in touch with a couple of your favorite restaurants that are located close to you, your work, church or school to see if they host giveback nights. Let them know why you are fundraising for Alzheimer's Orange County and how their support helps.

**\*\*Pro Tip:** Some of our favorites include Chipotle (33%), Ruby's Diner (20%), Lemonade (50%)

## STEP 2: PLAN



PLAN

Coordinate the date and time with the restaurant for your fundraiser. Some restaurants will provide you with a flyer to use and other will give you a template to work off of. Make sure to clearly display date, time and location if using a provided template.

**\*\*Pro Tip:** Choose a date and time that works well with as many of your contacts schedules as possible

## STEP 3: PROMOTE



Spread the word and tell everyone! Post on your social media channels, create an event page for people to RSVP and get the information, email the flyer to everyone in your contacts and pass out printed flyers to your coworkers, club members, community center and local groups. You can even plan a lunch/dinner outing for your friends, family, club or work group.

**\*\*Pro Tip:** Email [walk@alzoc.org](mailto:walk@alzoc.org) your flyer to have posted on our #fundraiserfriday Facebook posts

## STEP 4: FOLLOW UP



After your event, follow up with the restaurant to make sure they make the final check out to Alzheimer's Orange County, have your team name listed in the memo and have the correct mailing address. **[Please note that we cannot accept any checks that are made out to the Alzheimer's Association].** After confirmation with the restaurant, email [walk@alzoc.org](mailto:walk@alzoc.org) to let us know where we should apply the funds when we receive the check.

**\*\*Mail to:** Alzheimer's Orange County (Attn: Walk&Run4ALZ) 2515 McCabe Way, Suite 200, Irvine, CA 92614