



WALK4ALZ

FUNDRAISER TOOLKIT





WALK4ALZ

WALKER CHECKLIST

Organize

- ☐ Register for Walk4ALZ 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 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

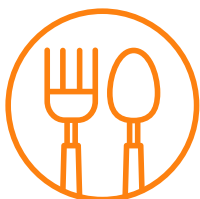
Fundraise

- ☐ Utilize tools from AlzOC such as donation forms, social media toolkit and registration tutorial to get others to support you and your team
- ☐ Organize a bake sale, restaurant fundraiser or other community fundraiser
- ☐ Find out if your company does matching gifts



FUNDRAISING IDEAS

Email us at 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 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



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 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 to let us know where we should apply the funds when we receive the check.

****Mail to:** Alzheimer's Orange County (Attn: Walk4ALZ) 2515 McCabe Way, Suite 200, Irvine, CA 92614