

Fundraising tips

Make a list. Family, friends, co-workers, neighbours, work-out buddies, are all potential donors. Make a list of everyone you interact with that might support you. Consider everyone a potential supporter.

Set your goal. Decide how much you want to raise. Having something to aim for will encourage you and encourage your donors to help you meet that goal. Of course, the moment you start to approach the goal, raise it again. Push yourself because this is a cause you believe in

Personalize your request. Write your email/letter and take the time to make each feel like it is not a form letter. Remind the recipient of shared memories with the person you are honoring, explain why you are raising funds and why this cause is so important to you. People will be more inclined to donate if they understand your motivation.

Use social media for your campaign. Using social media is a quick and time-efficient way to reach families, friends and colleagues. You will find many tips and all the material you need to promote your campaign, in the *Walk your Way toolkit*, such as profile pictures, Facebook banners and hashtags.

Be creative. Create short videos to promote your fundraiser and to invite people to donate. Videos really sell the story. They don't need to be professional — you can record a great one on your phone or tablet. More tips on how to make great videos, check out the Walk your Way toolkit on the Walk's website.

Go to your constant supporters. If this is not your first Walk, remember to go back to the people who have supported you in the past.

Ask, ask and ask again. You want to find the balance between wearing people down and annoying them, but don't hesitate to ask more than once. People are busy and sometimes mean to donate and just forgot.

Think broadly. Remember you don't have to limit yourself to people who live in the area. Reach out to friends and family elsewhere in Canada or even around the globe.

Consider a team. Other family, friends or co-workers may join you in fundraising and you can come up with an inspiring name and theme. Make it a fun or memorable challenge to inspire them to fundraise.

Gift matching. Many employers offer gift matching for employee philanthropy. Check if your organization is one.

Keep the cause in mind. Remember why you are walking to support the Alzheimer Society and bring that passion with you every step of the way.

Follow up and thank you's. You will have already thanked them when their donation came in but after the Walk is over, send a note to each team member and supporter thanking them for helping you reach your goal. Tell them how much they helped you raise, remind them that the money they donated goes to provide programs and services for the people living with dementia and their caregivers in your area.