



SOCIAL MEDIA TOOLKIT



Click SIGN UP NOW at AlzheimersLA.org for news & updates delivered to your inbox

FOLLOW US @AlzheimersLA

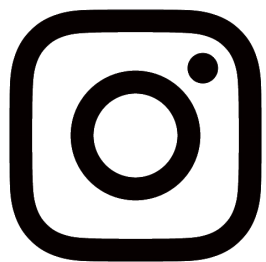




POST ON FACEBOOK

- Everyday, @AlzheimersLA delivers FREE programs, education & support to reduce the immense burden related to caring for someone with Alzheimer's or dementia. Until there's a cure, they provide the care. Visit AlzheimersLA.org or call 844.HELP.ALZ.
- Alzheimer's is tough, but you don't have to face it alone. @AlzheimersLA is with you until the only thing we forget is that the disease ever existed. Let's face it together. Learn about FREE programs & services at AlzheimersLA.org or call 844.HELP.ALZ.
- Every step counts. Join us and #walk4ALZ. 100% of money raised stays local and supports those affected by Alzheimer's & dementia. SIGN UP at AlzheimersLA.org/walk4alz.
- My birthday is around the corner and this year, instead of gifts, I would appreciate if you could give me the best gift – a donation to help support those affected by Alzheimer's. Please check out my fundraiser for @AlzheimersLA. Since I'm turning 25, I'm hoping to raise \$2,500. Can you help me out? If you need help creating your fundraiser for ALZ please contact Brian Welch at 323.930.6228 or bwelch@alzla.org.





POST ON INSTAGRAM

- “We make a living by what we get, we make a life by what we give” #Churchillquotes. Join me and #showyourheart by donating to @AlzheimersLA. All money stays local and provides FREE support & services to those affected by #alzheimers & #dementia. Visit AlzheimersLA.org/donate or call 844.HELP.ALZ.
- In #California alone, there are over 1.5 million unpaid #caregivers providing almost 2 billion hours of care for those affected by #Alzheimers or another #dementia. @AlzheimersLA is there to help. Visit AlzheimersLA.org and learn about their FREE programs & services, or call 844.HELP.ALZ.



HASHTAG IDEAS:

#alzla #alztogther #beyondALZ #iwalk4 #endALZ
#Alzheimers #dementia #ALZsucks #walk4ALZ
#dogood #showyourheart. #hope4ALZ #facingALZ



TWEET

FREE support & education classes from @AlzheimersLA both in person & virtually. See the full schedule at AlzheimersLA.org/calendar or call 844.HELP.ALZ. #ALZSucks

100% of donations to @AlzheimersLA stay local and provide FREE programs & services to those facing #Alzheimers & #dementia. Visit AlzheimersLA.org/donate to make an impact today & provide hope for local caregivers.

Help @AlzheimersLA improve the lives of those affected by #Alzheimers or #dementia
VOLUNTEER at
AlzheimersLA.org/volunteer or call 844.HELP.ALZ.

Knowledge is power.
@AlzheimersLA provides a wide variety of FREE presentations & classes for caregivers, in multiple languages & locations. Visit AlzheimersLA.org/calendar or call 844.HELP.ALZ.



REACH OUT TO YOUR NETWORK

- **FILM:** Share your story. Record a :30, :60, or :90 video — or go live — letting others know why you support @AlzheimersLA and why it's important to raise awareness for Alzheimer's and dementia. Post on your YouTube, websites & social media.
- **SNAP:** Share a pic or video telling others how you #showyourheart on your Instagram Story and tag using @AlzheimersLA!
- **BLOG:** Write your #ALZtogether story and share on your organization's blog or LinkedIn page. We suggest pieces run around 250 words and include photos, videos, and hyperlinks so people can learn more. Explain why the reader's support matters to your mission.
- **EVENTS:** There are countless ways to raise money for Alzheimer's Los Angeles. Whether you want to raise money for your birthday, wedding, anniversary or simply to give back, we're here to help. Contact Brian Welch at bwelch@alzla.org or 323.930.6228 to get started.

GET CREATIVE! There are no limits.

THANK YOUR DONORS & COMMUNITY

Don't forget to thank your donors & your community for their support. Tag everyone with your attitude of gratitude!



LOGOS GRAPHICS & MORE

You can find Alzheimer's LA logos & pictures at:

ALZHEIMERSLA.ORG/SOCIALMEDIA

For more info, contact:

ANGELA LANDIS | alandis@alzla.org



Until there's a cure, Alzheimer's Los Angeles provides the care.