



walk4ALZ[®]

Sunday
Oct. 20th
2019



2019 walk4ALZ[®] FUNDRAISING TOOLKIT

Los Angeles State Historic Park • 1245 N Spring St • Los Angeles, CA 90012

walk4ALZ[®]

Fundraising 101



Get Started

Take a few minutes to personalize your fundraising page with your story and photos. Donors feel more inclined to support when they know why you're participating in this challenge. If you need help personalizing your page, contact Lawrence at lsilveira@alzla.org or 323.930.6228.

Ask EVERYONE

Families, friends, and coworkers support causes that are trusted by their network. Share your story with them and explain why this cause is important to you. Often, you'll be surprised by what they say. Use the worksheet on the last page to help plan your ask.

Ask Your Company for a Matching Gift

Many companies will match employee donations if asked. Talk with your supervisor or HR Department about your company's matching gift policy or employee engagement program. If you do have a matching gift program, any coworkers who donate can also submit a request to get their gifts matched by your employer.

Follow Up

The average person needs around FIVE reminders to do something. Odds are they meant to donate but ended up getting busy and forgot. Be polite, but persistent!

Give Thanks

Donors will receive an official acknowledgment letter from Alzheimer's Los Angeles, but a personal "thank you" goes a long way. Your "thank you" lets the donor know how much YOU appreciate their support and encourages them to continue supporting you and Alzheimer's Los Angeles.



walk4ALZ[®] How & Where to Promote

Every donor has a preferred method of communication. Some can only be reached by text while others reply to everything. Try all possible mediums until you get a response. Use this checklist to make sure you are utilizing every outreach method you can!

Host a Small Fundraiser

When it comes to hosting a fundraiser, the sky is the limit. Here are some simple ideas:

Donate For Your Birthday

Is your birthday coming up? If so, encourage your network to donate as their gift to you. Visit our site at alzheimersla.org/birthdays4alz for more information.

Film Night

Turn your living room into a movie theater and invite family and friends over for a movie night! In return, ask attendees for donations toward your fundraising goal.

Step Challenge

In exchange for donations, get family and friends to challenge you to walk a certain number of steps each day.

Be sure to keep an eye out for emails from us with more fundraising ideas and tips!

Social Media

Take advantage of social media. Share your fundraising link regularly on all your social media pages and update supporters on your progress. Check out our Social Media Toolkit for tips on how to utilize the medium successfully.

Email

Emails are a great way to do an initial ask to the bulk of your network. However, people receive so many emails, so make sure your subject line is compelling, and something they can't ignore opening. Always follow up if you don't hear back.

Phone Call or Text Message

Call your contacts and share your fundraising journey with them. Leave a message if they don't answer and follow up with an email including your fundraising link. Or send a text message to all your closest friends and share your story and include your fundraising link. Your fundraising page is mobile-friendly and makes it very easy for supporters to donate from their phone!

In Person

Seeing friends and family any time soon? Casually mention that you're raising money for Alzheimer's Los Angeles, why it's so important to you, and ask them to help you reach your goals.

Letters

You'll be surprised how many people are now looking forward to actually receiving old-fashioned hard-copy letters.

Know Your Network Worksheet

PERSONAL Write down your ideas of who to contact and how (phone, e-mail, text, social media, letter-writing, fundraising events, etc.), and then put those plans into action!	
Family	<input type="checkbox"/> Go beyond your immediate family <ul style="list-style-type: none"> Who did you see at the last holiday party or reunion?
Friends	<input type="checkbox"/> Include friends from previous periods of your life <ul style="list-style-type: none"> Grade school, high school, or college <input type="checkbox"/> Informal groups or clubs <ul style="list-style-type: none"> Book clubs, poker night, sports groups <input type="checkbox"/> Ask friends to reach out to their social circles as well
Distant Contacts	<input type="checkbox"/> Review your wedding or shower guest lists <input type="checkbox"/> Review your holiday card list <input type="checkbox"/> Sorority/fraternity sisters/brothers <input type="checkbox"/> Anyone who you recently supported in a charity event of their own
Community	<input type="checkbox"/> How are you involved in your community? <ul style="list-style-type: none"> Volunteer activities/organizations Your children's activities PTAs, Scouts, parent's groups Civic or religious organizations Facebook groups Support groups Connections on social media
Local Business	<input type="checkbox"/> What businesses do you frequent and who do you interact with while there? <ul style="list-style-type: none"> Grocery stores, dry cleaners, gyms, salons, coffee shops, etc.

PROFESSIONAL Write down your ideas of who to contact and how (phone, e-mail, text, social media, letter-writing, fundraising events, etc.), and then put those plans into action!	
Co-workers	<input type="checkbox"/> Ask within and outside your department or direct contacts <ul style="list-style-type: none"> Outlook contacts, office staff directory <input type="checkbox"/> Ask about your company's matching gift program <ul style="list-style-type: none"> Check in with your HR department about your company's Employee Engagement Programs <input type="checkbox"/> Former coworkers from previous jobs
Business Contacts	<input type="checkbox"/> Who do you regularly interact with? <ul style="list-style-type: none"> Clients Partners Vendors
Professional Groups	<input type="checkbox"/> Consider your LinkedIn network <input type="checkbox"/> Think of different organizations whose meetings you attend regularly <ul style="list-style-type: none"> Chamber of Commerce, Municipal meetings <input type="checkbox"/> Networking groups <ul style="list-style-type: none"> Industry groups, professional development