Join us virtually on 10.10.20
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 walk4ALZ.

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.

For further assistance, contact Brian at bwelch@alzla.org or 323.930.6228
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

DONATE FOR YOUR BIRTHDAY
Is your birthday coming up? If so, encourage your network to donate to your fundraising page as their gift to you.

FILM NIGHT
Make it a celebration of a favorite movie anniversary or link it to a holiday. This event can easily become virtual, and you can charge “admission” by asking guests to donate to your fundraising page.

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 additional 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. You can also send a text message to all your closest friends, 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!

LETTERS
You’ll be surprised how many people are now looking forward to actually receiving old-fashioned hard-copy letters in the mail.

Click here for our Social Media Toolkit for tips on how to utilize the medium successfully.
## 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 | Go beyond your immediate family  
|        | • Who did you see at the last holiday party or reunion? |
| Friends | Include friends from previous periods of your life  
|        | • Grade school, high school, or college |
|        | Informal groups or clubs  
|        | • Book clubs, poker night, sports groups |
|        | Ask friends to reach out to their social circles |
| Distant Contacts | Review your wedding or shower guest lists |
| | Review your holiday card list |
| | Sorority/fraternity sisters/brothers |
| | Anyone who you recently supported in a charity event of their own |
| Community | How are you involved in your community?  
| | • 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 | What businesses do you frequent and who do you interact with while there?  
| | • 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 | Ask within and outside your department or direct contacts  
| | • Outlook contacts, office staff directory |
| | Ask about your company’s matching gift program  
| | • Check in with your HR department about your company’s Employee Engagement Programs |
| Former coworkers from previous jobs |
| Business Contacts | Who do you regularly interact with?  
| | • Clients  
| | • Partners  
| | • Vendors |
| Professional Groups | Consider your LinkedIn network  
| | Think of different organizations whose meetings you regularly attend  
| | • Chamber of Commerce, Municipal meetings  
| | Networking groups  
| | • Industry groups, professional development |