Sample posts to help get you started:

• “I #walk4ALZ in memory of my _____. Please support my efforts to raise awareness & funds for families like mine who are affected by Alzheimer’s or dementia. Share the message, donate, & join me!” [insert link to personal fundraising page]

• “Do good, feel good! Join us at #walk4ALZ and make a difference in your community. SIGN UP at AlzheimersLA.org/walk4alz.”

• “There are over 166,000 Angelenos living with Alzheimer’s. Every step counts when you #walk4ALZ. Join us at AlzheimersLA.org/walk4alz.”
Sample posts to help get you started. Don’t forget to include your fundraising link in your bio!

- [post photo of you & your donor] “Thank you @[donor’s handle] for supporting my #walk4ALZ effort! Link in bio.”

- [post photo of you walking] “Join me for @AlzheimersLA #walk4ALZ! I’m so excited to be a part of this wonderful cause & hope I can count on you for support to help families like mine, who are facing Alzheimer’s! Link in bio.”

- I’m going to #walk4ALZ in honor of my Grandma! Help me reach my goal to raise awareness & funds - LINK IN BIO! Your support will help @AlzheimersLA continue providing services to families in need.

HASHTAG IDEAS:

#AlzheimersLA #walk4ALZ #ALZtogether #beyondALZ #facingALZ #iwalk4 #supportlocal #givelocal #pawz4ALZ #everystepcounts #showyourheart #ALZsucks
Sample tweets to help get you started:

• “I’m participating in #walk4ALZ with @AlzheimersLA to honor my mom & raise money for #Alzheimers awareness. JOIN ME & make a difference!” [insert personal fundraising link]

• “Thank you @[donor’s handle] for supporting my #walk4ALZ effort! Your support directly benefits thousands of individuals facing Alzheimer’s. LEARN MORE about the cause: AlzheimersLA.org/walk4ALZ.”

• “Do good, feel good! JOIN ME and #walk4ALZ at AlzheimersLA.org/walk4ALZ.”

• “100% of funds raised at #walk4ALZ supports local families affected by #Alzheimers & #dementia. Let’s walk together: AlzheimersLA.org/walk4ALZ.”
REACH OUT TO YOUR NETWORK

PUT SOME LOVE INTO IT
The more personal your story, the more likely your followers will connect and support.

POST OFTEN WITH PHOTOS & VIDEOS
Algorithms prioritize posts with photos and videos. The more your network sees your posts, the more chances they’ll have to support. Be sure to include your fundraising link in posts.

GET CREATIVE
There are no limits on social media. Whether you have a blog, podcast, website, or email contacts, utilize all your platforms!

THANK YOUR DONORS & COMMUNITY
Don’t forget to thank your donors and community for their support. Tag everyone with your attitude of gratitude!
WHO WILL YOU WALK FOR?

For more info, contact:

ANGELA LANDIS | alandis@alzla.org

For digital assets & the Alzheimer’s Los Angeles toolkit, please visit AlzheimersLA.org/socialmedia

Until there’s a cure, we will provide the care.