

# PROMOTING YOUR FUNDRAISER

---

Eye-catching flyers, tickets and other promotional materials will help create the awareness that will make your event a success. In addition to print materials, be sure to take advantage of social media channels to help spread the word about your event.

## Ways to promote your fundraiser at work

- Company newsletter (internal or external)
- Lunchroom bulletin board
- Poster in staff mailboxes
- Announcements at staff meetings
- Company-wide email



## AlzSWP Logo usage

We would be proud to have your event materials display Alzheimer Society Southwest Partners "In support of" logo and name as an endorser of your event. We ask that you please send your material(s) to us for branding approval before use. Please allow three business days for this.

For permission to use and to obtain a copy of this logo, please email [cheriss.lansens@alzwp.ca](mailto:cheriss.lansens@alzwp.ca) with the details of your event and intended use of the logo. Details of the event may include (but not limited to) the following:

- Event summary/description
- Date, time, event location
- Fundraising goal
- Your connection with the Alzheimer Society Southwest Partners and reason for wanting to host a fundraising event
- Intended use of logo and marketing, promotions and advertising plan

**NOTE: If pictures or videos are to be taken at the event, please be sure to post a sign that indicates photos will be taken and that they may be used for promotional purposes.**

## Promoting your event on social media:

Share photos, videos, and your fundraising page across your social media channels with captions that explain your event. Tag us at @AlzSWP on Facebook, Instagram and LinkedIn. Don't forget to use the hashtags #AnythingforAlzheimers #AnythingforAlz and #AlzSWP on your social media posts



## Event highlight "Donuts for Dementia"

On World Alzheimer's Day, Flavia and her team (Oak Crossing Long Term Care Home in London) run an annual Donuts For Dementia fundraiser selling boxes of Krispy Kreme donuts.

Events or promotions must be consistent with Alzheimer Society Southwest Partners' mission, vision, and values; adhere to our Anything for Alzheimer's Policies and Procedures; maintain a positive image for our organizations and the cause; and have profitability or public relations value.