PLANNING YOUR FUNDRAISER

01

Determine what type of fundraiser you are hosting

Ask yourself, Who do you want to attend your event? What does their participation, and involvement look like? Are you hosting this event as an individual, part of an organization or with friends and family? What is your fundraising goal? When will your fundraiser take place? What do you need to do before your fundraiser goes live?

02

Create a plan

Identify when, where and how you will be hosting your fundraiser. Is this event something that can be put together in a few days? weeks? months? Is there a certain time of the year that works best for the type of fundraiser you are hosting? Consider things like hosting your bake sale around Christmas time, your health and fitness fundraiser in January or your outdoor sports tournament in the summer. Think about all of the things you will need to organize beforehand.

Tip: Write your ideas out on paper and share it with a friend, family member, colleague or a member of the AlzSWP Team and get their feedback.

03

Are you fundraising online? offline? or both?

Setting up your online Anything for Alzheimer's fundraising page is an easy way to collect and track donations while keeping your friends and family up to date on your fundraising journey. However, if you are planning to fundraise offline, you can simply use our paper pledge form. Be sure to read the information about tax receipts in our Donation Collection and Accepting Tax Receipts resource document.

04

Let us know how we can help!

We love to be a part of community fundraising events and have lots of resources available to support you on your fundraising journey. Email communicationsalzswp@alzswp.ca providing us with your event details and let us know how we can help. This can include things like help creating marketing materials and access to Alzheimer Society promotional material such as balloons, coin boxes, flower cutouts etc. We may also be able to support you by sharing your fundraiser on our social media to help spread the word.