

# FUNDRAISING IDEAS

## FOR ANYONE:

1

### **THROW OUT A CHALLENGE**

For every \$5 raised, I'll walk an additional 1,000 steps for people living with dementia! Share screen shots on your social to show your progress.

2

### **DO A FUN, VIRAL DANCE CHALLENGE**

Share it as a video on social media and ask your network to donate.

3

### **FOR THE TRENDSETTERS**

How about turning your hair blue for Alzheimer's awareness? It's a fun and bold way to show support, spark conversations, and make a memorable impact. If dying your hair is too much commitment, how about a blue wig?

4

### **ARTISTIC EXPRESSION DAY**

Encourage your friends and family to express themselves through art – whether it's painting, drawing, or crafting – and auction off the creations to raise funds.

5

### **HOST AN EVENT**

Organizing a game night, wine tasting, or scavenger hunt is an excellent way to bring together people and have fun while raising funds for your fundraiser.

f @ in

@alzswp

Follow us  
on social  
media!

DON'T FORGET TO  
USE THE HASHTAG  
#IGWalkforAlz

## FOR WORKPLACES AND SCHOOLS:

1

### **MEMORY LANE MONDAY**

Encourage employees or classmates to share nostalgic items or stories related to their past on Mondays to spark conversations and fundraise.

2

### **BRAIN-TEASER TUESDAYS**

Incorporate fun and challenging brain teasers into your workplace, and in class, to stimulate cognitive engagement and raise awareness about Alzheimer's and dementia.

3

### **DRESS DOWN FRIDAY'S**

Ask your employer or school if they can dedicate a few Fridays to dress down, and even encourage people to wear blue for the Walk for Alzheimer's.

4

### **TECH-FREE TIME**

Promote a day where employees voluntarily disconnect from technology, fostering face-to-face interactions and emphasizing the importance of human connection.

5

### **CORPORATE MATCHING GIFT PROGRAM**

Matching gifts are a type of giving program that is set up by companies as an employee benefit. Check with your company if they offer this.

**IG** WEALTH  
MANAGEMENT

**WALK FOR  
ALZHEIMER'S**

Alzheimer Society  
SOUTHWEST PARTNERS

[alzswp.ca/wfa](http://alzswp.ca/wfa)