



# TOP TIPS FOR FUNDRAISING

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## 1. GET ORGANIZED

HERE ARE TWO QUESTIONS TO THINK ABOUT BEFORE YOU ASK PEOPLE TO PLEDGE YOU

### What are you asking people to do?

Pledge a gift!

The Alzheimer's Face Off presented by Christenson Communities is an Edmonton-based world class tournament that pairs hockey enthusiasts with some of their favorite NHL Alumni. This fun-filled weekend event focuses on raising funds to provide help for today for those living with dementia and their families and hope for tomorrow through research.

### How do they do it?

- Through your individual fundraising page link by clicking "Donate"
- Your offline donation form:
  - Print a copy from the AFO website  
<https://www.alzheimersfaceoff.ca/wp-content/uploads/2018/11/Donation-Form-AFO-2019.pdf>
  - Cheques payable to Alzheimer Society Alberta and Northwest Territories
  - Deliver cash/cheques to our Provincial office (High Park Corner Building, Suite 308, 14925-111 Avenue) to have them processed and added to your online total.  
Office hours are 8:30 a.m. to 4:30 p.m. Mon to Fri.

## 2. THINK ABOUT YOUR OPTIONS

Support can come from unexpected places! Consider putting a request out to friends, family, neighbours, and coworkers.

## 3. SET ACHIEVABLE GOALS

If just four friends give \$25 each, that would be \$100 raised!

## 4. SHARE ON SOCIAL MEDIA

Share your donation link.

Are you hosting a fundraiser? Tag us on social and we will share with our network. Hashtag ideas:

#AF2019 #alzheimersfaceoff2019 #ilivewithdementia #alzawareness

- Facebook: <https://www.facebook.com/Dementiaabnt/>
- Instagram: @dementiaab\_nt
- Twitter: @dementiaab\_nt

## 5. HOST A FUNDRAISING EVENT

Get in touch with Erin Martyshuk, Associate Lead, Philanthropy with AS AB/NT (587-520-9581 or [emartyshuk@alzheimer.ab.ca](mailto:emartyshuk@alzheimer.ab.ca)) to find out how the Society can help!

## 6. DOUBLE YOUR IMPACT

Many employers offer matching gift programs. Find out if yours does and mention it when you're asking for support.

## 7. MOST IMPORTANTLY... SAY "THANK YOU"

Showing your appreciation is the best way to secure continued support. Be sure to personally acknowledge support as soon as you can.

