



Presented by
CD CHRISTENSON
COMMUNITIES LTD.

TOP TIPS FOR FUNDRAISING

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 Ltd. 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/2019/07/Donation-Form-AFO-2020.pdf>
 - Cheques payable to Alzheimer Society Alberta and Northwest Territories
 - Deliver cash/cheques to our office (Allendale Professional Centre 306, 10430 - 61 Avenue, Edmonton, AB T6H 2J3) 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:

#AFO2020 #alzheimersfaceoff #alzfaceoff #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) 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.



Alzheimer Society
ALBERTA AND
NORTHWEST TERRITORIES