



WALK FOR MEMORIES

Fundraising Guide

Alzheimer *Society*
TORONTO

www.walk.alz.to

Walk for Memories

This fun-filled, memorable event attracts over 2000 families, companies and volunteers from across the GTA. Funds raised help the Alzheimer Society of Toronto towards our mission: A world without Alzheimer's disease and other dementias.



About Alzheimer Society of Toronto

The Alzheimer Society of Toronto provides free counselling and education to people with Alzheimer's disease and other dementias, their families and caregivers. We deliver specialized training and professional development for frontline health-care providers, and public education and awareness events to increase accessibility to dementia information.

About Alzheimer's Disease

Alzheimer's disease is a progressive, degenerative disease of the brain, which causes thinking and memory to become seriously impaired. It is the most common form of dementia.

About Dementia

Dementia is a syndrome that causes a serious loss of cognitive ability, beyond that of normal aging. Symptoms of dementia include:

- Loss of memory
- Loss of judgment and reasoning
- Difficulties with speech and movement
- Changes in mood and behaviour

It is estimated that **46,000** people live with dementia in the Toronto area, and **564,000** Canadians living with dementia. By 2031, this figure is expected to rise to **937,000**, an increase of 66 per cent*

* Prevalence and Monetary Costs of Dementia in Canada, a report by the Alzheimer Society of Canada (2016)

Welcome Family Teams!

We want your family team to be successful, so this step-by-step guide will help target your efforts efficiently.

STEP 1 Identify your Team Captain

- Identify a key team member who is highly motivated.
- Choose a team name that represents your motivation for participating.
- Register the Team Captain first at www.walk.alz.to
- Invite walkers to join your team through the website. Online fundraising keeps Walk for Memories cost low allowing more money to be directed towards services.

STEP 2 Set Goals

- Set your team goal. A good benchmark to use is setting a suggested minimum fundraising amount of \$100 per walker on your team.
- Work with Walk for Memories staff to help set and develop your team goals.
- Attend the Family Team Kick-Off event.

STEP 3 Recruit Walkers

Who will you ask to join your team? The more walkers that participate, the more money your team will raise. Consider the following:

Family Fundraising Ideas



Pledge yourself the first \$50. People follow the leader on a pledge sheet.



Ask your employer about a potential matching funds program. They may match funds you and/or your team raises.



Send an email using Walk for Memories online fundraising tool. Mention if your team is walking in honour of a family member who was diagnosed with Alzheimer Disease or dementia.



Offer your fundraising reward as a draw for your donors.



Reach out to all of your contacts. Ask your friends to make a pledge on your personal page, as we accept credit cards for easy donation payment and they receive their tax receipt immediately.



Request to canvas at an LCBO Store (Tag Days Request) or dementia.

- Family, friends and neighbours
- Co-workers
- Your PSW/Long Term Care Facility

STEP 4 Motivate your Team

A motivated team will help you reach your team goal.

- Communicate regularly with your team. Ask how their fundraising is progressing, and encourage them to fundraise early to avoid last minute work.
- Design a team banner and fun t-shirt - *Now available on the Walk for Memories Website!*
- Be creative. Invite your team over to strategize on fun ways to raise more money.

STEP 5 Raise Money

- Call your Walk for Memories staff contact, or visit www.walk.alz.to for great fundraising ideas.

- Monitor your team's fundraising results online to see if your team is on track to achieving the team goal.
- You can personalize your fundraising through social media such as Facebook, Twitter, LinkedIn, Google+, etc. (Be sure to use our hashtag #WalkForMemories), or by creating a video and posting it on YouTube. With these tools you can reach a broad audience with minimal effort.

STEP 6 Attend the Walk

- Attend the Walk with your family and friends. Celebrate and have fun!
- You've met your goal. Congratulations! Bring your pledge forms and money on event day, and enjoy.
- The last - but NOT least - part of the Walk for Memories is expressing your appreciation. Consider ways to recognize your team and donors. Send thank you letters or emails.



Bring your pledge sheet to your partner to take into their work place.



Send out a request for support by mail or email telling people why you're raising funds! This is the most powerful fundraising method available to you.



If you have a milestone (e.g. birthday, anniversary, retirement, etc.) approaching, host a party and ask guests to contribute to your Walk in lieu of gifts.



Offer to sell food at an event, and donate funds raised to your team.



Create a Challenge Trophy and issue a challenge between your friends and families.



Don't forget great ideas such as a garage sale, golf tournament, bottle recycling drive, live or silent auction.

Welcome Organizational Teams!

We are so excited for your organization is joining the Walk for Memories. Organizational teams are a vital component to the on-going success of the Walk. We want your team to be successful, so this step-by-step guide will help your fundraising efforts efficiently.

Walk for Memories staff are available for advice and support, and additional resources are available online at: on.alz.to/wfmResources

STEP 1 Identify your Team Coordinator

- Identify and recruit a motivated, organized and resourceful individual to support your organization's fundraising initiatives.
- Liaise with Senior Management/Leadership Team to establish management support for the Walk For Memories campaign.

STEP 2 Set Goals

- Set your team goal. A good benchmark to use is setting a suggested minimum fundraising amount of \$100 per walker on your team.
- Work closely with Walk for Memories staff to help set and develop your organization's fundraising and participation goals.
- Secure and promote internal incentives to help motivate walker pledge results, and to encourage co-workers to register as walkers.

Organizational Team Fundraising Ideas



For a donation of \$2-5, have employees wear sneakers on a designated day and donate the money to your team. Or, sell a year's worth of Sneaker Day privileges for \$500 (that's only about \$20/pay!), or one month for \$50.



For a donation of \$5, have employees dress casually on a designated day and donate the money to your team. Or, sell a year's worth of Jeans Day privileges for \$500 (that's only about \$20/pay!), or one month for \$50.



Set up a table outside your local LCBO and have a Paper Forget Me Not flower sale. Participating in a Paper flower sales campaign is an easy way for retail stores/departments to build excitement and awareness about the Walk in their community while raising dollars.

- Identify other ways to reach your team goal (e.g. sponsor the Walk, make a corporate donation, match employees' fundraising efforts, or implement internal fundraising activities).
- Attend your Team Captain Kick-Off event.

STEP 3 Recruit Team Captains

- Send an email/internal memo from the Senior Management/Leadership Team encouraging all employees to join your Organizational Team.
- Recruit one Team Captain for every ten walkers.
- Register yourself first, and then your team online at www.walk.alz.to.
- Recruit fellow employees, friends and family to join your team.
- Communicate regularly with Team Coordinators to share progress.

STEP 4 Motivate Your Team

- Announce your internal Kick-Off event
- Ask Walk for Memories staff to arrange for a Walk for Memories Ambassador to attend your kick-off event

- Show a video (YLC)
- Team Captains can hang posters and distribute pledge forms throughout their area

STEP 5 Raise Money

- Monitor your team's fundraising results online to see if your team is on track to reaching the goals you have set.

STEP 6 Attend the Walk

- Attend the Walk for Memories with your friends, family and colleagues. Celebrate and have fun!
- Communicate your team's meeting place and time for event day.
- Encourage team members to print and bring a copy of their online fundraising summary, pledge forms and donations.
- The last - but NOT least - part of the Walk is expressing your appreciation. Consider ways to recognize your team and donors. Send thank you letters or emails.



Draws for gift certificates, tickets, or prime parking space at the office. For a donation of a specific dollar amount, donor is entered into draw.



Challenge your suppliers and vendors to form teams and fundraise. Have competitions to see who raises the most funds.



Ask your local coffee shop, bakery or salon to host a paper sale campaign on your teams' behalf!



Ask your HR team to donate a vacation day you can auction off! Sell tickets and don't forget to put up posters announcing this great campaign!



Collection of "Extra Change" near the coffee station at your office



Ask your employer if they will match the funds you raise.

Follow this Fundraising Guide to Stay on Track

STEP 1

- Identify a motivated member to create a team.
- Register the team captain first at www.walk.alz.to
- Encourage all walkers to register at www.walk.alz.to
- Invite walkers to join your team electronically www.walk.alz.to

STEP 2

- A good benchmark is setting a suggested minimum fundraising amount of \$100 per walker on your team.
- For example, if you have five walkers on your team, a reasonable goal is \$500.
- Work with Walk for Memories staff to help set and develop team goals.
- Attend Walk for Memories Kick-Off events for inspiration.

STEP 3

- The more walkers that participate, the more money your team will raise.
- Register yourself first and then your team at www.walk.alz.to
- Use the fundraising system on the website to recruit and motivate team members.

STEP 4

- Communicate regularly with your team. Ask how fundraising efforts and progressing and encourage them to start early.
- Be creative. Invite your team over to strategize on fun ways to make money.
- View the Walk video online for inspiration.

STEP 5

- Equip walkers with tools and tips for fundraising and watch the dollars grow.
- Contact our office, or visit www.walk.alz.to for great fundraising ideas.
- Monitor your team's fundraising results online to ensure you are on track to reach your goals.

STEP 6

- Attend the Walk for Memories with your friends, family and colleagues.
- All team members bring a copy of their online fundraising results, pledge forms and donations.
- Celebrate and thank everyone! Consider ways to recognize family, friends and colleagues that pledged you or walked.

Frequently Asked Questions

Q: Is there a registration fee?

A: Although there is no registration fee, the Walk for Memories is a key fundraising event for Alzheimer Society of Toronto and as such, we encourage each participant to raise a suggested minimum fundraising amount of \$100.

Q: Is there a fundraising minimum?

A: Our goal, through the fundraising efforts of our participants, is to help fund programs and services offered by the Alzheimer Society of Toronto. We are confident that each participant can raise \$258 (the average amount raised by our 2017 fundraising participants) and are pleased to offer support/advice on exceeding your goal! Participants raising the suggested minimum fundraising amount of \$100 will be eligible for fundraising prizes..

Q: Can we volunteer if we are walking?

A: Yes. Walk for Memories has many volunteers who choose to help either before or after they have participated in the actual Walk. Contact our office to find out more.

Q: Who will receive a tax receipt?

A: Tax receipts will automatically be issued for offline donation amounts for \$20 and over. All online donations are automatically issued an electronic tax receipt. All other tax receipts will be issued upon request. To receive a tax receipt, the donor's name and address must be complete and legible.

Q: Am I considered a "Family Team" if my company is walking?

A: Your family is welcome to register to walk with you and join your "Organizational Team." The Walk promotes fun, family and a sense of community. There are many types of activities for the entire family to participate in. "Family Teams" are families, friends, caregivers or anyone who has been touched by Alzheimer's Disease or Dementia and consist of friends and family for a member of the family walking with the disease.

Q: Who should I call if I have more questions?

A: Visit www.walk.alz.to for additional FAQ's and contact information