



# 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 Pro-Am is an Edmonton-based 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.

### How do they do it?

- Through your individual fundraising page link by clicking "Donate"
  - Your offline donation form:
    - Print a copy from the APA website - [www.alzheimersproam.com](http://www.alzheimersproam.com)
    - Cheques payable to Alzheimer Society Alberta and Northwest Territories
    - Mail cheques to our Provincial office (Allendale Professional Building Suite 306, 10430-61 Avenue Edmonton, AB T6H 2J3) to have them processed and added to your online total.
- Please ensure that APA 2027 and your name are included in the cheque memo line in order to have the funds allocated to you.

## 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: #AlzProAm #HelpForToday #HopeForTomorrow #endalz

- Follow us on Facebook – @helpfordementia
- Follow us on Instagram – @alzheimernwt
- Follow us on LinkedIn – Alzheimer Society of Alberta and Northwest Territories, @alzproam

## 5. HOST A FUNDRAISING EVENT

Get in touch with Erin Martyshuk, Manager of Special Events with ASANT (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.

