

Top fundraising tips

- Get started right away to avoid a last minute rush. Download our [fundraising planning sheet](#) and take a look at our advice on [planning your fundraising](#) to make sure everything goes without a hitch.
- Spread the word - tell everyone you know that you're taking part in an event for Alzheimer's Society and carry a sponsor form with you at all times. [Download posters, flyers and invitations](#) and find out how to [publicise your fundraising](#) in your local area.
- [Set up an online fundraising page](#). It's really easy and people will be able to donate online from wherever they are in the world.
- Make sure the first pledge on your sponsor form or online fundraising page is a high one, as this sets a standard for others. Ask someone who you know will give a larger amount - a parent, partner, close friend - to be the first to donate.
- Ask your workplace to support you. Many companies offer matched giving programmes and will double the amount you raise. Alternatively think about ways that you can fundraise in the office - dress down days, cake sales and guess the baby competitions are good ideas to begin with.
- Ask friends if they could organise an event or donate their skills (for example haircutting, crafts or cookery lessons) in exchange for donations.
- Wear an [Alzheimer's Society T-shirt](#) as often as you can when soliciting donations.



- Make sure you claim [Gift Aid](#) on as many donations as you can and boost your fundraising by a possible 28 per cent.

Alzheimer's Society National Dementia Helpline

England, Wales and Northern Ireland: 0300 222 11 22

9.00am-5.00pm Monday-Friday

10.00am-4.00pm Saturday-Sunday

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