Your fundraising action pack

The power to change lives is in your hands. Literally.
‘I held a charity night where we had cabaret dancers and Chinese bingo, a live band, and a silent auction – it was absolutely packed! I couldn’t of done it without the wonderful support from my friends, family and local town.’

Kristy
Where your money goes

With someone developing dementia every three minutes, dementia is set to be the UK’s biggest killer, affecting all our futures. It doesn’t discriminate, it devastates lives, and right now there’s no cure.

Alzheimer’s Society is the UK’s leading dementia charity. We provide information and support, fund research and are creating a more dementia-friendly society so people with the condition can live without fear and prejudice.

Research Services Campaigning

We’re the only UK charity investing in research into dementia care, cause, cure and prevention. We’re spending £150 million on cutting-edge research over the next decade, and every project is informed by the needs of people affected.

Our local services across most of the UK provide information, care and support to people with dementia, their families, friends and carers. These include Dementia Advisors and Side by Side volunteers who help people with dementia keep on doing the things they enjoy.

We fight for the rights of everyone affected by dementia. Our campaigns keep dementia firmly at the top of the political agenda.

#unitedagainstdementia
Five great ways to max the cash

Kick start your fundraising by setting up your JustGiving page. Here are five top tips for making your page a winner.

1 Keep it real:
Personalised pages raise 60% more, so make sure you explain a bit about why you’re taking on your challenge.

2 Set your target:
Pages with a target raise a whopping 75% more than pages without one – it’s a no-brainer.

3 Up your target:
As soon as you reach your original target, set a new one. Keep up the smashing work!

4 Set the bar high:
Try and make sure your first donation is a big one, then others are more likely to go large too.

5 Make it snappy:
Post regular updates on your challenge and make sure to add plenty of pics.
Fundraise like a pro

Straight from the experts: Six top tips from our past fundraisers:

‘Ask friends to sponsor you and in return they can choose a track for your training playlist!’
Molly, London to Paris cyclist

‘Don’t fundraise alone! Take advantage of your friends’ and family’s skills and contacts.’
Steve, Tough Mudder

‘People seemed to like that the target I set equated to an exact outcome. Explain what the money will provide and the benefit it will have for people with dementia.’
Daniel, Swansea half marathon runner

‘Never go anywhere without your sponsorship forms!’
Wendy, South Coast Challenge trekker

‘Use social media as much as you can to raise awareness of what you are doing – some of my biggest donations came from people I didn’t know.’
Steph, Belfast marathon runner

‘My advice to anyone is to spread the word, touch people’s hearts and never give in.’
Jane, Great Wall of China trekker
‘It was hard. But the sense of achievement I felt completing the marathon, as well as the generosity of everyone donating was incredible.’

Callum
Quick wins – fast and fun ways to fundraise

Here are some easy and really engaging ways to drive up your donations and get people on board with the cause.

**Bake up a storm**
If you fancy trying your hand at baking but aren’t quite ready for the Great British Bake Off, ease yourself in by whipping up some fairy cakes. They’re sure to sell...well, like hot cakes!

**Dress up, dress down, raise cash**
From superheroes to Hollywood icons, get people to come to work in fancy dress, and fine the ones who don’t. If your boss isn’t wild about dressing up, make it a dress down day instead.

**Sell your stuff**
One person’s trash is another one’s treasure, so seek out all those toys, trinkets and tat that are gathering dust and flog ‘em. Not only will you raise money, you’ll have a clutter-free pad.

**Hit the street**
Street collections are a great way to raise money – even better when you’re in fancy dress or wearing one of our charity tops. See ‘the legal bits’ page for the need-to-know stuff.

**Matched Giving**
A great way to help your fundraising go even further is to get your employers involved! Many will match some or all of the sponsorship you raise so it’s definitely worth asking!
Epic events – ideas for fundraising superstars

Some fundraising ideas just always work. They’re guaranteed to get people excited and really hooked into the cause, with the happy side effect of sending your funds sky-rocketing. Are you ready to fly high?

Pub quiz
Get a couple of mates on board as question master and scorer, then choose your date and venue (tip: it doesn’t have to be the pub, it can be a club, local hall, your office, even a shepherd’s hut halfway up a mountain if you like). Charge people to enter, individually or as teams. And don’t forget to include picture and music rounds – people go wild for them.

Raffle
If you’re holding an event, a raffle is a perfect way to maximise the money you raise. Start by asking local shops and businesses to donate prizes, get your ticket book and invite your guests. For more info, check out ‘The legal bits’ section in this pack.

‘I really used the power of social media for my fundraising! The local press caught hold of my story on Facebook and did an article which really helped. I also had a monthly article in the local church magazine. In the end I raised over £5,000.’

Phil
Charity ball
Not only is this a fantastic way to raise big dosh fast, it’s a great excuse to dress up and be the host with the most. Start by choosing your venue, date and a theme if you want one. Get friends and family on board to help – people love having a role. Draw up your guest list and tell the world on social media, posters, and local press and radio.

‘Come Dine With Me’
Do the smash hit TV series for real. Get four groups of four friends to compete against each other, with everyone putting in, say, £25 to participate. The four winners from each group go into the grand final. At the end of this nail-biting, goodie-munching event, the overall winner takes home a prize, with the rest going into your fundraising pot.

Football/netball/volleyball/any ball tournament
As well as being great fundraisers, tournaments are a brilliant way to get new players and supporters along to your club. As it’s for charity, there’s a good chance you’ll get the venue for free – ask around locally for the best deal. When setting your entry charge, make sure it’s enough to cover a fab prize for the winner and net oodles of cash towards your target.
‘The highlight was the last couple of miles when despite everyone struggling, we helped each other over the finish line. It was an emotional day and one I’ll always remember’

Julie
Fundraising in action

How Wendy made it happen: big time.

Wendy’s family had been rocked to the core by dementia. But she wasn’t going to take it lying down. Spurred into action, she brought together a team to take part in the South Coast Challenge. Their goal: to raise as much money as possible.

‘My father was diagnosed with dementia in 2007 and passed away within a year. More recently, we lost my father-in-law. Dementia is awful, for those suffering, those caring, and those left behind. So we decided to sign up for the South Coast Challenge.

We started with our Just Giving page, and got everyone to put it on their email signatures. We never left the house without a sponsorship form and made sure everyone in the family had one.

Our raffle was key to our fundraising. Local companies donated prizes after I contacted them via email, visited them, or used contacts I had. I work for a rail tour operator who kindly let us hold the raffle on the train during a day out. It all paid off, the raffle alone raised over £1,400!

My top tip: Be cheeky; never be afraid to ask for things!’
‘At times around the ride, I found myself awash with emotion. Despite your muscles screaming at you, you realise the significance of what you are doing - supporting a fabulous charity.’

Tim
Wild-card fundraising

Here are some slightly more left-field ways to raise money (and probably eyebrows, and definitely smiles) and get your creative juices flowing.

**Swishing**
A swishing (AKA clothes-swapping) party is a fun way to refresh your wardrobe while raising money. Double win! Everyone must bring at least one quality item. Give them a minimum of half an hour to browse (no item can be claimed before the swish opens). Then let the swish begin!

**Footgolf**
Footgolf is really big right now, which makes it a great way to fundraise. Choose your course at ukfootgolf.com, decide your ticket price, pick your teams, and get footgolfing! Tip: try and get the course for free if you can – it’ll make a big difference to your fundraising total.

**Escape room/scavenger hunt**
Real life escape rooms and scavenger hunts are also really popular at the moment. Just choose your venue, then get to work creating your puzzle. Make it fiendish – you can really test your mates’ brain power with this challenge.

**Go veggie/vegan**
Get people to sponsor you to go veggie/vegan for a month – this is one big trend that’s here to stay, so there are loads of fab meat-free goodies out there to graze on.

**Auction off chores**
Get your friends, family and workmates together for a grand auction in which you sell off their skills to the highest bidder. A butler for a week, anyone?
The legal bits
A few key bits of extra info to help everything go smoothly with your challenge.

**Raffles and lotteries**
The most straightforward way to host a raffle is to make sure:
- all tickets cost the same amount
- sale and draw of tickets happens on the same day/night – you’ll need a licence if tickets are sold in advance (see website below)
- no more than £500 is deducted from ticket sales to cover the cost of prizes
- tickets are only sold to people aged 16 and over.

If you’re looking to do something slightly different, please give our lovely customer care team a call on 0330 333 0804. There’ll be able to advise you on whether you’ll need a license. You’ll also find handy info on raffles and lotteries at gamblingcommission.gov.uk

**Collections**
To collect money in public places you might need a street collection licence – visit www.gov.uk/street-collection-licence for all the details. If you’ll be collecting on private land – a supermarket or train station for instance – you’ll need permission from the landowner or manager.

**Food and drink**
If your event involves food and drink, food.gov.uk is your onestop shop for all the info you need before hosting an event.

If you have any doubts or question about anything, we are, as we pledged at the beginning of this pack, here for you. Just call or email us and we’ll pull out all the stops to help.
Fundraising went well, I got lots of help and support from family and friends and nice encouraging messages from people who work for Alzheimer’s Society. Training has been hard for my Tough Mudders, but worth it when you get to the end in one piece!

David

How to pay in your donations

OK, this is the really important bit. We’ve made it as easy as possible (obvs) for you to get your money to us.

Here are your options:

- With your JustGiving page, everything happens automatically: the money is sent to us, Gift Aid collected, and your sponsors thanked. Job done.

- If you have cash to pay in, you can:
  - Bank it and pay over the phone with a credit or debit card – call our lovely customer care team on 0330 333 0804.
  - Bank it and send us a cheque payable to Alzheimer’s Society. Include a copy of your sponsorship form and post this to: Alzheimer’s Society, Scott Lodge, Scott Rd, Plymouth PL2 3DU.
Alzheimer’s Society operates in England, Wales and Northern Ireland. Registered charity number 296645

Call us on:
0330 333 0804

For running events:
events@alzheimers.org.uk

For all other challenges:
challenge@alzheimers.org.uk