

A person wearing a blue helmet, a red tank top, and black pants is bungee jumping over a lush green valley. The person is in a horizontal position, arms outstretched, with a blue rope attached to their harness. The background shows a dense forest and a rocky mountain slope.

Adrenaline junkie

Fundraising top tips

‘Don’t be shy to ask for donations! Alzheimer’s has impacted more people than we had realised and people were happy to donate to the cause. Sending reminders out in the build up to the event, and then following up with footage of the jump itself got a few more donations too.’

Becky Fry, who bungee jumped for Alzheimer’s Society



Make it heart-pumping.

Make it matter.

Raise hairs as you raise money to provide care and support for people affected by dementia.

The sky is (quite literally) the limit for you to fundraise for Alzheimer's Society. From providing support and improving care, to funding crucial research - every penny you raise will help people affected by dementia.

It's fun, simple and easy to organise but if you need a bit of inspiration, here are some ideas to get you started:

- bungee jump
- zip line
- airplane wing walk
- abseil.

There are endless ways to organise your adrenaline junkie event. And we'll be right behind you every step of the way, providing plenty of help, support and ideas for you to host your event whenever and however suits you.

Where your money goes:



£100

Our Helpline Advisers are experts in all things dementia. That doesn't happen by accident, only through thorough training. £100 pays for eight days of training for the team.



£345

A diagnosis of dementia can be a shattering thing for anyone to receive and too often it can have the added undeserved blow of isolation and loneliness. £345 can bring someone diagnosed with dementia together with a trained volunteer for a year to get them out in the community once again doing the things they love.

Ways to raise money:

Sometimes it's hard to know where to start! Here are some ways to turn your action-packed idea into vital money.

Sponsorship

Have family and friends sponsor your adrenaline adventure by creating a JustGiving page online or using our sponsorship form. To make the most of your fundraising page, make sure you:

- add a target so your friends and family know how much you want to raise
- add a story to share why you're taking on such an incredible challenge
- shout about your adventure on social media using **#makeitmatter**

Sweepstake

A sweepstake is a great way to do some extra fundraising. Whether it's Wimbledon, Strictly Come Dancing or Eurovision, why not set up a sweepstake with friends, family or colleagues? Whoever guesses the winner wins a prize of your choice!

eBay

Register yourself on **eBay.co.uk** or another auction site and auction off your old, unwanted items. You're likely to raise more money than you would from a car boot sale and have fun watching the items go up in price at the same time!

Matched Giving

Lots of employers will match some or all of the sponsorship you raise. It's a great way to increase your fundraising so check with your manager or HR to see if your company takes part in a matched giving scheme.

Got more questions?

Get in touch with our team at

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