



Hair raiser

Fundraising top tips

‘My Nana was my motivation to raise money for Alzheimer’s Society to help fund the valuable work that they do. Dementia made her forget but we will always remember.’

Sharon, who cut off 14 inches of her hair in memory of her Nana



Make it a new look.

Make it matter.

Whether you're braving the shave or letting your mates loose with the wax strips, Hair raisers like you are not afraid of a challenge. It's a great way to raise money and who knows, you might just love your new look...

Some activity ideas:

- head shave
- wax
- beard shave
- creative facial hair for a month
- grow your beard out
- dye your hair a bright colour
- wear a different wig every day for a week or month.

There are endless ways to organise your hair raiser 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:



£150

could pay for two people with dementia to attend Singing for the Brain® sessions for one year, where they and their carers can come together for an hour each week to sing and dance with music.



£200

could pay for 340 copies of our Dementia Guide. Our Dementia Advisors use our flagship publication to help and reassure the people they meet affected by dementia

Ways to raise money:

Sometimes it's hard to know where to start! Here are some ways to turn your hair-raising idea into help for people affected by dementia:

Sponsorship

Have family and friends sponsor your hair raiser 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**

Raffle

Why not turn your hair raiser into a fun evening event and add a raffle to help boost your fundraising! Ask your guests to buy tickets from you and try their luck at winning repurposed gifts or goodies donated by local businesses.

Make it a dare

Make things competitive. Ask your friends and family to bid on different ideas for your hair. The biggest donation wins and you'll have to follow through with their hair dare. Or if you're waxing, why not charge your friends £5 a strip to have a go?

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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