



# Your fundraising action pack

The power to change lives is in your hands.  
Literally.

**Step  
Up**  
for Dementia

**Alzheimer's  
Society**  
United  
Against  
Dementia

# We're over the moon that you've signed up to fundraise

If you need anything – help, advice, fundraising material, a peanut butter sandwich (well, maybe not that last bit) – we're here for you. Just pick up the phone or drop us an email. In the meantime, sit back, have a good read through your pack and start preparing for your epic challenge.

Alzheimer's Society are determined to be there for everyone affected by dementia during the coronavirus pandemic, but that's why we need your fundraising more than ever.

To ensure that social isolation doesn't leave people with dementia completely cut off from social contact we are rolling out a completely new service: companion calls. Our amazing team of volunteers will be there to have a much-needed chat, check on people's wellbeing, and help everyone get the right support during these times.

With your help we will put a virtual arm around the shoulders of people with dementia and let them know they are not alone.

**Thank you so much for going the extra mile and signing up to take on a challenge for us.**



# Where your money goes

**Dementia is the UK's biggest killer**, with a person developing it every three minutes. With your help, we can stop this. By taking on Step up for Dementia, you'll be raising money to power life-changing research and supporting people affected by dementia today.

As the UK's leading dementia charity, we are working tirelessly to change the world for people affected by dementia. Here's how we do it...



## Research

We are the only UK charity investing research into care, cause, cure and prevention. We're spending £150 million on cutting-edge research over the next decade. All our projects are driven by the needs of people affected by dementia their families friends and carers.



## Services

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



## Campaigning

We fight for the rights of everyone affected by dementia. Our campaigns keep dementia firmly at the top of the political agenda. For example, our Fix Dementia Care campaign asks people to stand with us to influence political change to improve the unfair social care system for people affected by dementia.

# 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.

The screenshot shows a JustGiving fundraising page for Alzheimer's Society. At the top, there's a search bar and a 'Start Fundraising' button. The main header features a photo of Maaïke Palmier-Claus and Mark Palmer, with a progress indicator showing 177% raised (£1,399.15) towards a £790 target. Below this is a 'Donate' button and a 'Share on Facebook' button. The page title is 'Maaïke and Mark are jumping out of a Plane!!'. The description states they are raising 10,000€ for Alzheimer's Society. The 'Story' section contains a detailed text update from Maaïke about a tandem parachute dive. The 'Supporters' list shows several donors with their names, donation amounts, and dates. The 'Updates' section shows a recent update from Maaïke with a photo of the couple.

**JustGiving** Search for a charity, friend or group [Start Fundraising](#) [Log in](#) [Sign up](#) [Menu](#)

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**177%**  
**£1,399.15**  
raised of £790 target  
by 33 supporters

[Donate](#)  
[Share on Facebook](#)

**Maaïke Palmier-Claus**  
**Maaïke and Mark are jumping out of a Plane!!**  
We are raising 10,000€ through the sky for Alzheimer's Society because they're working towards a world without dementia  
Team members: Mark Palmer Event: One Giant Leap - Skydive Day, 06 Aug 2017

**Alzheimer's Society**  
**One Giant Leap**  
run by Alzheimer's Society  
This year hundreds are taking One Giant Leap all across the UK, to help those affected by dementia.  
Charity Registration No. 286645

**Story**

Alzheimer's Society is transforming the landscape of dementia forever. Until the day we find a cure, we will create a society where those affected by dementia are supported and accepted, able to live in their community without fear or prejudice.

...And me and my dad are going to do a tandem parachute dive to support them! We will be jumping out of a plane at about 10,000ft and free falling for 5000 of those feet back to the ground... Needless to say even writing this is getting my palms sweaty!

As I work at the Alzheimer's Society I really know how important the work they do is (not just blowing my own trumpet, honest). Everything we raise will go to continuing the society's work to reach more people affected by dementia, fund research and increase awareness. This cause has become even more important to us recently following a diagnosis of Vascular dementia within our family.

We'll be incredibly grateful for any donations and if you need further motivation it's my dad's 60th this year so perhaps you could donate as an early Birthday present :)

... plus...  
...we ARE JUMPING OUT OF A PLANE!!

[Share this story](#)

[Facebook](#) [Email](#) [Twitter](#)

**Supporters** 33

**Kayleigh Haynes** 1 month ago  
Congratulations guys! You are both braver than me!!  
**£20.00** + **£5.00 GRR Aid**

**Beryl Palmer** 2 months ago  
**£50.00**

**Naomi Postans** 3 months ago  
Good luck Maaïke!!  
**£5.00** + **£1.25 GRR Aid**

**Anonymous** 4 months ago  
**£250.00**

**Dulcie Brown** 4 months ago  
Good luck! Hope you don't poo yourself!  
**£10.00** + **£2.50 GRR Aid**

**nigel Hosking** 4 months ago  
Staaaaay!! Have fun - looking forward to hearing about it  
**£30.00** + **£7.50 GRR Aid**

**Annabel Cullen** 4 months ago  
Terrifying! So impressed. You are both mad, and so brave.  
**£30.00** + **£7.50 GRR Aid**

[Show more](#)  
[Donate](#)

**Updates** 1

**Maaïke Palmier-Claus**  
Hi Everyone,  
I just wanted to let you all know that we did it! We managed to jump out of a plane at 12,000ft and fall back to earth with a few somersaults and spins on the way! It was terrifying and amazing in (almost) equal measure!  
Thank you so much to everyone who sponsored us, it really drove us on! I'd particularly like to thank the very generous anonymous sponsors who we haven't been able to thank personally.  
Thank you everyone!  
Maaïke and Mark

# 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



**'Offer people something in return for their donation. When friends sponsor you, let them choose a track for your training playlist!'**

Luca, climbed Snowdon



**'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



Talking Point is our online forum where people with dementia can connect with people going through the same, often frightening, experiences from the safety of their homes.

**£250 could give  
over 1,500  
people access  
to Talking Point**

# Easy ways to collect donations at home

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



## Donate your travel costs

If you've found yourself suddenly working from home, and are no longer catching the train, bus or tram every day, why not donate the money you're saving on transport to your JustGiving page.



## Swap your morning coffee

Instead of your usual £2 latte, your £2 could pay for a DNA replicator, used to understand the genetics of dementia.



## 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 on eBay. Not only will you raise money, you'll have a clutter-free pad.



## #Sofaselfie

Raise awareness and post a selfie of yourself from your sofa, nominate three friends to post and donate £3 to Alzheimer's Society.



**“COVID -19 is just massive for me. I can’t see my daughters or my grandchildren. I am worried about paying bills. I am worried about getting shopping. You cannot get shopping delivery slots for love nor money. The list of vulnerable people doesn’t include people with dementia. Isolation is not for me. I can feel I am beginning to get depressed. I am confused as to what is happening. My husband has to keep explaining why I have to stay in. I think Alzheimer’s Society have been brilliant during this though.”**

Michelle Nelson-Greensmith

# Epic events – ideas for fundraising superstars



## Host a virtual quiz

During this time of social distancing a great way to have fun with your friends and family whilst raising money is to host a virtual quiz. Ask everyone to donate £10 to your fundraising page to enter. You can live stream it via Facebook or use a Zoom video call so you can all see each other. You could even ask families to enter as teams.



## Host a games night

Everyone loves a bit of healthy competition! Host a virtual games night with your friends or colleagues with an entry fee and a prize for the winner. Classic games including Scrabble, Monopoly, Cluedo, Pictionary, Battleship and Scattegories are all available to play online with friends, without the need for a board or cards.



## Share your skills

Do you have a special ability that you can share with your friends and family? Whether you're a yoga instructor in the making, an expert baker, a keen DIYer or a craft whizz, host an online class to teach your skill to your friends, family and colleagues for a donation.



## Start a book or film club

Ask your friends to submit suggestions for a small donation and pick the next book or film out of a hat for everyone to watch or read, before hosting an online discussion. You could even watch films with friends and chat in real time, using the new 'Netflix Party' feature. Ask for a donation equal to a cinema ticket or popcorn towards your fundraising.



## Cupcake Day

Host your Cupcake Day whenever, however and wherever you like! Bring your workmates together virtually, use what's in your cupboards or get creative with the kids. Get your free fundraising kit at [alzheimers.org.uk/cupcakeday](https://www.alzheimers.org.uk/cupcakeday)

# Social distancing

We must do all we can to fight coronavirus, and everyone needs to play their part. Here are some top tips from us to help you hit your target whilst staying safe.

## If you are heading out to get your steps in, please:

- Make sure you only go out once a day
- Make sure you go out alone or with members of your household
- Don't arrange to meet anyone else while you're exercising
- Please keep at least 2 meters apart from other people while out

**Please be mindful of the guidelines when you are heading out or taking on any fundraising, your health and safety is always our number one priority. If you are unsure, to see the latest advice please check: [www.government.org.uk/coronavirus](http://www.government.org.uk/coronavirus)**

## There are lots of ways to get your steps in at home as well. Why not try:



Running or walking up the stairs a few times



Taking part in an exercise class



Walking some laps of your garden



Tracking your steps while taking out normal household tasks like cleaning, cooking etc. – they all count!

# How to pay in your donations

Once your challenge is done and dusted, it's time to pay in your donations. We've made it as easy as possible to get your money to us.

**There are three easy ways to do it:**

1

If you've fundraised through a **JustGiving** page, everything happens automatically: the money is sent to us, Gift Aid collected, and your sponsors thanked. Job done.

2

If you have cash to pay in, bank it and pay us by credit or debit card over the phone – our Customer Care team will be ready and waiting on **0330 333 0804**.

3

You could also send us a cheque (payable to **Alzheimer's Society**) for any cash collected and post it to **Alzheimer's Society, Scott Lodge, Scott Rd, Plymouth, PL3DU**. Please include your sponsorship form or your paying in form detailing your contact details and how the money was raised.





Registered with  
**FUNDRAISING  
REGULATOR**

Alzheimer's Society a registered charity in England and Wales (296645); the Isle of Man (1128) and operates in Northern Ireland.

20053SO

[alzheimers.org.uk](http://alzheimers.org.uk)

**Call us on:**  
0330 333 0804

**For running events:**  
[events@alzheimers.org.uk](mailto:events@alzheimers.org.uk)

**For all other challenges:**  
[challenge@alzheimers.org.uk](mailto:challenge@alzheimers.org.uk)

