



Make it Matter this Christmas

Your fundraising guide



Thank you for making it matter!

However you choose to fundraise this Christmas, the money you raise will help us be there for people affected by dementia when they need us most.

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Where do I start?

The beauty of fundraising is that you can do it any way you like! Here's a step-by-step guide to picking your plan and kick-starting your festive fundraising:

1. Choose your activity

The possibilities are endless! Choose your festive fundraising idea and make it your own.

2. Pick your venue

From your local village hall to your living room, pick a venue to host your fundraising event. If you're fundraising at work and you're remote, set yourself up over Zoom. Candy cane filter, anyone?

3. Fix a date

Choose a date and time for your festive fundraiser and start spreading the word.

4. Set your target

Decide how much you want to raise and know that you will be supporting people who need it most.

5. Tell the world

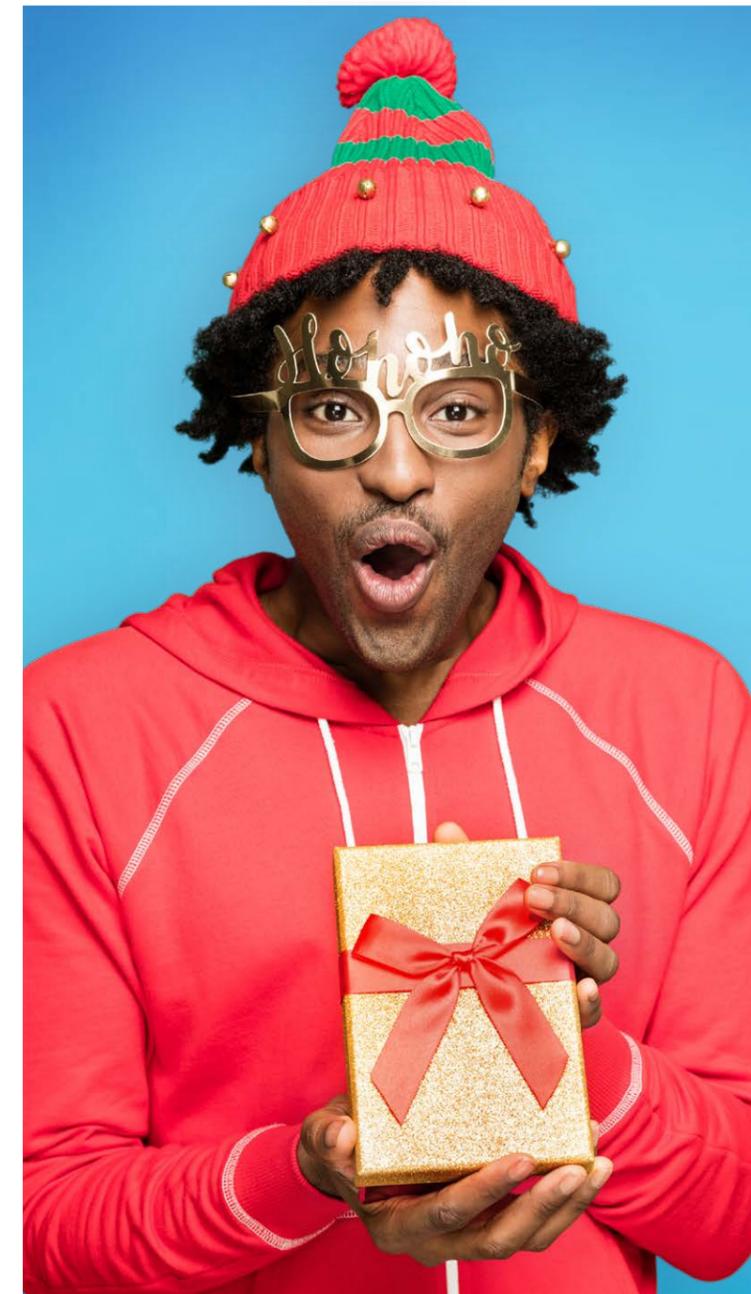
Share your event on social media and ask your friends to post about it too, using the hashtag **#MakeItMatter**. You could even get in touch with your local radio station and ask them for a shout out.

6. Host your event

We're here for all your last-minute questions. Just get in touch with your community fundraiser or send us an email at makeitmatter@alzheimers.org.uk. Most importantly – have a lot of fun!

7. Pay in the funds

When your event is done, you can start helping people with dementia right away. Pay in your kind donations and say a massive thank you to all the amazing people who helped make it happen!



You are generously supporting people with dementia this Christmas

With your fundraising, you are helping dementia support teams continue to be a lifeline in dark times. Sadly, people living with dementia were among the worst affected by the coronavirus crisis, with 4 in 5 people's symptoms deteriorating from being cut off from loved ones and support networks. For many, these effects will be felt for a long time to come, and Christmas will be incredibly difficult. Thanks to you, when people need it most, there is somebody there to offer advice and a listening ear this festive season.

Here's what your life-changing fundraising will do for people living with dementia and their families:



£150

Just £150 turns 40 ordinary citizens into superhero Dementia Friends! There is a stigma attached to living with dementia that is hurtful and unfair, leading to many people with the condition feeling isolated and alone. Dementia Friends learn more about the condition and how to support those living with dementia better.



£100

£100 could pay for 15 calls from our volunteers to people living with dementia, helping ease the loneliness that many people are still experiencing. During lockdown we made over 30,000 of these calls – could you keep them going?



£50

£50 could pay for 312 people to access Talking Point, our online safe space, where a trouble shared can become a trouble halved. People accessing Talking Point can find other people in similar situations to them and share their experiences.

Make it festive at home

Home is where the heart is (and where all the presents are). Get some fundraising going at home with these top tips:

Movies and mulled wine

Ask for donations to snuggle up with a cosy mulled wine (or tea!) and a bowl of popcorn for a movie night with meaning. Can't get together in person? Have a watch party online.

Carol-oke

That's right, you heard it! It's time to grab the mic and the words to your favourite carols and have a proper singsong. Make it your own or use our [snazzy guide](#) for inspiration for a festive night you won't forget.

The Great Biscuit Ice-off

Ready, set, ice! Get your palette knife (or piping bag if you're fancy) at the ready and create your masterpiece on top of a biscuit. Who will win the contest for the most beautifully iced treat?

Christmas crafting

Suggest an activity day, and from painting baubles to mitten knitting, you can get crafty for Christmas. Donate to join in and sell your goodies online afterwards to top up those funds.

Doggy dress-up

Get sponsored to parade your pooches around town in their finest festive fancy dress. Get all your family and friends in on the fun!



Lily's story: How your donations will change lives

Whilst we delight in being silly this festive season and love talking about fun-filled fundraising, it's important to share a story that shows the very real reason why we're so grateful for your support this Christmas.

Please read on to hear Lily's story.

Lily is 76, and she was diagnosed with Alzheimer's disease in 2014. She was married to Bill, who was the love of her life, but he passed away around 10 years ago. Now, she lives on her own in a flat.

She really enjoyed helping out at her local dementia café by making tea and putting the other people who came to the café at ease. But as her dementia has advanced, she found she was more limited in what she could do. For example, she had to give up driving and now can only walk with a stick.

The lockdowns over the last 18 months have increased her sense of loneliness; at times she was so distressed that she cried every day, shouting at Bill's picture because he left her.

But thanks to supporters like you, there are glimmers of light in the darkness at a time when they are needed more than ever.

Every week, her support worker Lucy gives Lily a call. Lily says these lovely words about Lucy:

"Lucy means the world to me. She is wonderful, and those calls mean so much to me because when you are on your own, you think, O, someone remembers me. It makes you feel

somebody's there. You are connected. I don't know what I would do without Lucy".

It's so clear what a life-changing service fundraisers like you have provided for Lily. Lily also gets a social call from a volunteer which really helps her feel less alone.

"Every week, a young woman, a student rings me at the same time and talks to me for an hour. Over this last year, she has moved back and forth from her university to her parents. And she has never missed a call. We talk about everything. And she sends me drawings. It is lovely. She is lovely. It shows there are still nice people in the world. Someone who rings me every week, and asks me how I am? It's unbelievable!

"I don't think I would be here if Alzheimer's Society wasn't here."

People like you who generously sign up to fundraise mean that Lucy and her volunteer can keep supporting Lily, so that she and others in her situation never need to feel alone. So, while you're having a fabulously festive time with your fundraising, we want you to know this: with this truly special gesture of fundraising, you are changing somebody's life.

Make it festive at school

If you're a teacher or a parent of school-age children, why not bring Christmas fundraising to the classroom? Here are some of our favourite ways to get involved at school:



Communication by candy cane

For a small donation, students can send a candy cane with a message to their friends, to be delivered one day by Santa himself (or a willing teacher in a costume).



Raffle

Ask local businesses to donate prizes and top up with unwanted gifts from home for the ultimate festive raffle!



Quiz Kringle

Once you've forgiven us for this dodgy pun, divide the kids into teams and make use of our ready-made [Christmas quiz](#) rounds for some quiz-tastic entertainment.



Story-time

T'was the night before Christmas... and the best excuse for the big kids (mums, dads and teachers we're looking at you) to secretly enjoy a cosy story-time with the small kids. Ask for a donation to join in and use Zoom to expand the audience – the more the merrier.



Make it festive at work

Bring a sprinkle of glitter and joy to the workplace with your fundraising. Need some inspiration? Look no further:



Santa's Auction House

A volunteer Santa simply brings out a big bag of gifts and starts a workplace bidding war. Gifts can be sourced from local businesses or unwanted presents and all proceeds will go towards supporting people living with dementia.



Festive bake-off

Compete to bring the best festive bake to the table. Leave your classy Victoria Sponge at home as this contest will need you to go full Christmas – may the most over-the-top cake win!



Decorate your space

Whether it's smothering your whole desk at the office with tinsel or just your visible 'Zoom rectangle', this competition is all about the best dressed workspace. Bonus points if you make a giant cardboard gingerbread house.



Fancy beard

Exactly as it sounds – if you have a beard, make it beautiful with some baubles. This could be a contest or (not for the faint of heart!) get sponsored to keep it for the week.



It's all about promotion

Take your event to the next level with our top tips on how to get your event the attention it deserves.

The power of social media

Spread the word. Share your event across all the platforms you can and ask others to join you.

Your story rocks. Telling your story is a powerful way to help people connect with you and why you're fundraising, helping you to raise even more for people living with dementia!

Repetition, repetition, repetition. Post regular updates on how you're feeling and how your planning is going. Sharing a bit about yourself each time is a great way to keep people reading your posts - if you have one, make sure you include a link to your donation page each time.

Picture perfect. Include pictures in your updates for that personal touch.

Donation page tips

JustGiving. Create a donation page such with JustGiving to give people a quick and easy way to donate to your event, even on the day!

Keep it real. Personalised pages raise 60% more, so make sure you explain a bit about why you're taking part in your festive fundraising.

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

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

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

Use your community connections

If appropriate, invite 'local celebrities' such as your Mayor to attend the event.

Ask local businesses to endorse the event on their social media pages, put up posters in their windows or better still, donate items that will support your amazing fundraising.

Get the support of family and friends so that you can share both the work and the amazing feeling you'll get at the end!



What else is going on at Alzheimer's Society this Christmas?

Our Christmas Shop:

From cards to gifts you're sure to find **something** for all the family, including gifts specially designed for people with dementia. Every penny you spend in our Online Shop goes straight back into our work, supporting people affected by dementia.

Elf Day is back!

Ready, set, SNOW! Unleash your inner elf this December. Pop on your elf hat and **find out how to get started** with your free Elf Day fundraising kit.



Paying in your donations

Once your amazing event is over, it's time to pay in those fabulous donations.

There are three easy ways to do it:

- 1** If you've fundraised through your JustGiving page, everything happens automatically: your donations are sent off to help people with dementia, Gift Aid is collected, and your sponsors are thanked. Job done!
- 2** Pay in by credit or debit card **over the phone** – our customer care team will be ready and waiting on **0330 333 0804**.
- 3** Pay securely through **our online donation portal**.

The practical stuff

Raffles and lotteries

If you run a lottery over a period of time, or at more than one venue, you'll need a license from your local council. If you plan to draw your lottery or raffle winner on the same day you sell the tickets, you won't need a license but will have to charge a standard price.

Check out gamblingcommission.gov.uk for the low down.

Data protection

You'll need to make sure your fundraising stays within data protection laws. Worry not, this isn't as daunting as it sounds; it's mostly about protecting people's names, contact details, photographs and other personal information. Think about how you'd want your personal details kept safe by an organisation.

Other considerations

The health and safety of you, your friends and your family is the most important thing. If you're fundraising for us, please ensure you are following guidance set by the Government and the NHS around social distancing and self-isolation. This is especially important if you care for someone living with dementia or other vulnerable people.

Check for the latest information here: gov.uk/coronavirus

Thank you so much for being there for people living with dementia. We are so grateful for your support. For any extra fundraising support or advice, please get in touch with the below details:

Email [**makeitmatter@alzheimers.org.uk**](mailto:makeitmatter@alzheimers.org.uk)

Visit [**alzheimers.org.uk/makeitmatter**](https://alzheimers.org.uk/makeitmatter)

Call **0330 333 0804**

#MakeItMatter



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