



Prepare to
unleash your
inner elf

Elf
Day



It's fun. It's festive. And it's for a fantastic cause.

Yes, 8 December is Elf Day, when people across the nation unite in support of people affected by dementia. Hosting an Elf Day is a great way to get friends, family or colleagues together to raise vital funds for Alzheimer's Society and have copious amounts of fun in the run-up to Christmas. Taking part is not only fun, it's ridiculously easy. Here's how:

1 Pick a day and tell the world

Can't do Friday 8 December? No problem. You can host your Elf Day on any date in December. Use the Elf Day poster inside this pack to help get the word out and get the people in your world on board.

2 Make your day great. Express yoursELF!

Whether you go elf from head to toe or host an elf-themed bake sale, there's a sledge load of different ways to make it a day to remember – check out the ideas in this pack.

3 Donate

Once the fun is done and you've collected all your donations, all that's left to do is pay them in – full details at the back of your pack.



Every little (and not-so-little) helper makes a big difference

Dementia is set to be the 21st century's biggest killer, with someone developing it every three minutes. It doesn't discriminate, it devastates lives and so many people are facing it alone. But by uniting to unleash our inner elves, we can beat dementia.

On Elf Day you'll be helping us get closer to a world without dementia. All the money raised by your little and not-so-little helpers will go towards improving diagnosis, care and treatment, and finding a cure.



£116 would pay for a carer of someone with dementia to attend support sessions for a month, where they can share experiences and practical tips with other carers – and, most importantly, know they're not alone.

£210 would pay for a year's testing of drugs in a clinical trial, accelerating the search for an effective treatment for small vessel disease, a leading cause of vascular dementia.



**It all adds up.
For every pound
you raise, thank you.**

Now this is what we call FUNdraising!

Some ideas for raising money on your day

Go elf

The easiest way to do Elf Day is to get everyone to go elf. Ask all your friends, family members and colleagues to dress up in festive gear (for those who don't fancy going elf head to toe, just a hat is fine). Collect £2 from everyone taking part, and create categories and prizes for the best dressed elves to spice things up.

Sponsored challenge

Turn your Elf Day into a sponsored challenge. Ask people to sponsor you to do your weekly shop, the school run, or attend a big work meeting in your elf gear. Set a target and let everyone know you'll only go through with it if the target is met.

Or how about a bit of elfy competition? Ask your management team, club members or a group of friends to set up a Just Giving page for Alzheimer's Society. Set a deadline: the person with the lowest donations by the deadline has to dress up for the day.

Go to [justgiving.com/alheimerssoc](https://www.justgiving.com/alheimerssoc) now to set up your Elf Day page, and use the poster in this pack to boost donations.

Bake up some elfy treats

Host an Elf Day bake sale. Think gingerbread, mince pies, candy canes and anything red and green. Britain loves baking, so encourage people to get creative in the kitchen so you can sell their elfy treats to raise funds. You could also get a Christmas cake donated and do a 'guess the weight' competition.

More FUNdraising ideas

Fun and games

Lay on some festive games on your Elf Day – use the games in this pack, or try one of the ones here...

Guess the candy canes in the box

Buy some candy canes (or see if you can get some donated) and wrap them up in a nice Christmassy box. Ask people to pay £1 to guess how many candy canes in the box – but no peeking, they can only rattle it! Give the closest guess a prize.

Christmas bingo

Yule love our festive bingo cards (sorry, once the puns start we can't stop!) Download the cards at [alzheimers.org.uk/elfmaterials](https://www.alzheimers.org.uk/elfmaterials) and let the fun commence. Don't forget to ask everyone taking part to donate, and give the winner a prize.

Elf Day pub quiz

Download our Elf Day quiz sheet at [alzheimers.org.uk/elfmaterials](https://www.alzheimers.org.uk/elfmaterials) and host a festive pub quiz. Everyone pays to enter and there's a prize for the winning team.

Elf Olympics

How quickly can you decorate a Christmas tree? Who can wrap up a present fastest? Who can create the longest paper chain in 10 minutes? These are just a few suggestions – we're sure you can think of more. Everyone pays to enter, and the top Elf Olympian wins a prize.



**Elves
unite**

Elf support

We have lots of fabulously festive extra materials you can download to help make your Elf Day a huge success:

- Bunting
- Paper chains
- Elf mask
- Elf quiz sheets

Just skip along to alzheimers.org.uk/elfmaterials

Have questions? Need support? Concerned about elf & safety? Email Team Elf at elfday@alzheimers.org.uk or call **0330 333 0804**.

Elf Day ideas

You'll find them all here: alzheimers.org.uk/elfsupport

Shop for Elf merchandise

Elf-themed goodies for sale at alzheimers.org.uk/shop including t-shirts, hats, props and glasses.

Tell the world about your Elf Day

As well as using the poster in this pack, shout about your fundraising by downloading our Facebook cover photo at alzheimers.org.uk/elfmaterials. Share your sELFies and Elf Day pics on social media using #elfday and let everyone know you're fundraising for [@alzheimerssoc](https://alzheimers.org.uk)



Paying in the money

Set up a JustGiving page

The easiest way to fundraise for Elf Day is with a JustGiving page. Ask friends, family and colleagues to donate directly via your page, and these donations will come to us automatically. Visit justgiving.com/alzheimerssoc to set up your JustGiving page now.

Pay in online

Pay in your donations online at <https://secure.alzheimers.org.uk/elf-day>

Pay in by phone

Call 0330 333 0804 to pay in your donations using a credit or debit card.

Post us your donations

Use the donation form and FREEPOST envelope in this pack to pay in by cheque.

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**Thank
you**

Email elfday@alzheimers.org.uk

Visit alzheimers.org.uk

Call **0330 333 0804**

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