

Talk the Walk

Do I Need To Raise Money?

Isn't my attendance enough support?

The Alzheimer's Arkansas Walks are a fundraiser. Money raised helps Alzheimer's Arkansas continue our mission *"to provide the information and support needed so that all Arkansans affected by Alzheimer's disease and related dementias are able to live with dignity and comfort until a cure is found."*

While there is no fundraising minimum, there is also no registration fee; we encourage everyone who participates to shoot for a fundraising goal of \$_____.

Remember you are not asking for yourself. You are asking for Caregivers who take care of their loved ones who have Alzheimer's.

Sometimes getting your first donation is the hardest. Making a self donation is a good way to kick start your fundraising commitment to the cause which will inspire others to take action.

Fundraising Ideas:

Start Early – The earlier you start the more money you will raise.

Set a Goal – Goals = Success.

Ask – The key is to ask! If you don't ask, the answer is always no!

The number one reason people donate is because they were asked. If you ask someone for \$50, you might get \$50, or you could get less. You don't lose anything if someone says "no" to your request or gives less than you ask for. But you are losing out on a potential donation if you don't ask in the first place.

How to raise \$200 in a week:

- Day 1 - \$25 – Sponsor yourself
- Day 2 - \$40 – Ask 2 Relatives for \$20 each
- Day 3 - \$45 – Ask 3 Friends for \$15 each
- Day 4 - \$40 – Ask 4 Co-workers for \$10 each
- Day 5 - \$25 – Ask 5 Neighbors for \$5 each
- Day 6 - \$25 – Ask Your Spouse/Girl or Boy Friend/Significant Other
- Day 7 - \$200 – Celebrate Your Accomplishment!



Alzheimer's Arkansas
Walk 

Rally

and

 **Stroll**

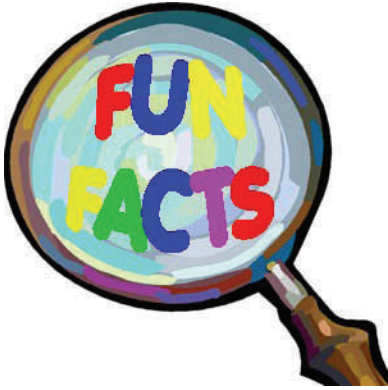
Across Arkansas

2016 Walk Schedule

- > 8/20 - Russellville
- > 9/10 - Conway
- > 9/17 - Hot Springs
- > 9/26 - Little Rock
- > 10/8 - Clinton

64% of Millennials prefer to fundraise through walk/run/cycling events.





How to Raise \$1000

Ask 10 co-workers for \$15

Ask 10 friends for \$20

Ask 5 businesses for \$50

If you increase the amount you request, you can easily increase the amount you raise!

FUNdraising Facts!

- Some studies have shown that it requires an investment of 15 to 25 cents for every dollar raised while others claim it takes about 50 cents for every dollar.
- Winston Churchill once said, "You make a living by what you get. You make a life by what you give." That's something to consider when approaching fundraising.
- According to the Association of Fundraising Professionals, 7% more women volunteer than men (on average, about 31% of women volunteer versus 24% of men). The most active age range for both genders is 35 to 54.
- Some of the world's richest people are also the biggest philanthropists. Microsoft founder Bill Gates and Virgin founder Richard Branson are among the billionaires who've pledged significant portions of their fortune towards worthy causes.
- Presidential campaigns are some of the biggest fundraisers today, and current candidate Barack Obama broke records with \$32.5 million raised in a three month period.
- 89% of American households contribute to charities or religious institutions
- Religious institutions receive the most charitable contributions (33% of all donations) followed by the educational sector (13%)
- Every time the Standard and Poor's 500 stock index drops 100 points, charitable giving declines by \$1.85 billion
- Warren Buffet became the biggest philanthropist when he donated \$31 billion (initial value of the gift) to the Bill and Melinda Gates Foundation
- The oldest recorded fundraising appeal was written by St. Paul around A.D. 55. It's an appeal to a group of church members in Greece to help impoverished church members in Jerusalem. The appeal is a masterpiece of donor-centered fundraising, spending most of its words describing the benefits of giving.
- Race and ethnicity are not good predictors of charitable giving. Age and sex, however, are strong predictors: Women give more than men, and older people give more than younger people.

***REMEMBER TO INCLUDE THE FUN IN FUNDRAISING.
USE YOUR CREATIVITY!***

Thank Your Donors

Donors appreciate and deserve recognition for their gifts. Let the people who have supported your walk know how grateful you are and how their contributions truly make a difference. Acknowledge them in personal and creative ways.

Send your donors thank you emails and/or letters for their generous donations.

Share your fundraising success with them, your Walk day photos, and most importantly, inform them of how Alzheimer's Arkansas is using their donation.



Mark your Calendars!

Join our Walk and Hope Committees Today ~ Call 501-224-0021

 <h2 style="text-align: center;">March 2016</h2> 						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
February 29 Conway Walk/ Hope Meeting 5:00 (Next Meeting 4/12)	1	2	3	4 Little Rock Hope for the Future	5 Conway's Cruisin' 4 Alz. Care	6
7	8 Van Buren Co. Walk and Hope Meeting 3:00 pm	9 Russellville Walk / Hope Meeting 1:30 pm	10	11	12	13
14	15	16	14	18 Hot Springs Walk / Hope Meeting at Noon	19	20
21	22	23	24 Advocate of The Year Dinner	25	26 Conway's Easter Egg Hunt 2:00 pm	27 
28	29	30	31	1 APRIL Russellville's Hope for the Future	2	3

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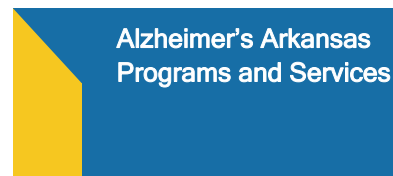


Instagram -
[@AlzArkansas](https://www.instagram.com/AlzArkansas)

Alzheimer's Arkansas is an independent 501 (c)(3) organization providing services to Arkansans. Our mission is to provide the information and support needed so that all Arkansans affected by Alzheimer's disease and related dementias are able to live with dignity and comfort until a cure is found. All family services are free of charge.

Programs and Services

- After hours and holiday telephone support for caregivers
- Family Support Groups
- Financial assistance to caregivers
- Early-stage patient/caregiver support group
- Family education
- In-service training for professional caregivers
- Lending library of printed and video materials
- Monthly newsletter
- Public policy advocacy
- File of Life Program



Supporting Arkansas Families Since 1984



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About Alzheimer's Arkansas and Our Walks Facts and Information for Teams and Sponsors

About the Alzheimer's Arkansas Walks

- Our walks take place in 5 communities in Arkansas and are held from August to October.
- Our walks are family friendly, some are even dog friendly.
- Our walks are more symbolic, you walk as much as you want or as little as you want.

Where does the money raised go?

- Funds from our walks stay in the local community to support and educate caregivers.

About Alzheimer's disease

- Alzheimer's disease currently affects about 100,000 Arkansans, about 4.5 million Americans.
- Alzheimer's disease is a disorder that causes the gradual loss of brain cells and is the leading cause of dementia.
- Nearly 50% of Americans over age 85 have Alzheimer's disease.
- By the year 2050 an estimated 14 million Americans will have the disease.
- Alzheimer's disease is the sixth leading cause of death in the US and the only cause of death among the top 10 in the US that cannot be prevented, cured or even slowed!

About Alzheimer's Arkansas

- We have been supporting Arkansas families since 1984.

