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Fundraising TOOLKIT



Participating Is As Easy As ...

About Our Walks to De-feet Dementia!

The burden of dementia is huge. With more than 180,000 North Carolinians impacted by all forms of dementia, including Alzheimer's, there is a great need to invest in supporting caregivers, providing education and supporting research that improves the quality of life and gives hope to those facing the challenges that come with these diseases.

Our **Walks to De-feet Dementia** are days of celebration and remembrance that provide critical funds to support our mission and our belief - that everyone impacted by dementia deserves the resources to have an optimal quality of life and hope until there is a world without dementia.

Dementia Alliance of North Carolina is a 501 (c)(3) non-profit organization that relies solely on community support. Please register your team today and fundraise to ensure we can continue to provide CARE - Comfort, Assistance, Resources and Education, so that no family walks through this journey alone.

1

Register

Choose your community's campaign at www.dementianc.org/move.

Take a few minutes to register and personalize your fundraising page with your story and photos. Donors feel more inclined to support when they know why you're participating in the **Move to De-feet Dementia**.

2

Be Social. Ask Everyone!

Families, friends, and coworkers support causes that are trusted by their network. Share your story and explain why this cause is important to you. Often, you'll be surprised by what they say. Use social media to recruit, fundraise, and share your story. Tag those who've donated in thank you posts so their connections see the fun that's happening and are encouraged to join the festivities.

3

Join Us Walk Day or Get Out & MOVE!

We invite you to walk, move, and fundraise alongside your neighbors, friends, and family, united in a state of caring. You can walk, run, bike, swim, or participate in any kind of movement! Join us from your neighborhood, local track or wherever you are! Take photos and post to our special **MOVE Facebook** event page. Be sure to use **#DANCCARES!** You can also send photos/videos to sedwards@dementianc.org



Our IMPACT



Over **133**
Support Groups
in **52** Counties



Responded
to over **3,417**
family calls
including **354**
new families



\$200,000
awarded to
researchers at
Duke
University and East
Carolina
University.



Funded over
2,000 hours
of respite
helping over
66 families



118
educational
conferences
and work-
shops in
44 counties,
educating
more than
5,254
caregivers
and medical
professionals



77 Music
& Memory
kits given to
families

How Your Support Helps

Your support is critical in helping us increase our reach and impact across the state. You can rest assured that your donation will be leveraged to deliver services and conduct research that helps make N.C. a state of caring for those caregivers and individuals living with dementia. Your donations allow us to directly support locals impacted by dementia in many ways:

- Continue to deepen and expand our CARE programs that provide access to unmatched Comfort, Assistance, Resources and Education for caregivers and their loved ones, including our Music & Memory program and Dementia Caregiver Assistance program.
- Provide access to local, professional resources and dementia navigation services for individuals and caregivers seeking assistance to help them have the highest possible quality of life.
- Develop and deliver educational seminars and training featuring internationally acclaimed dementia care experts to inform and equip caregivers, professionals and the public.
- Provide support for research initiatives being conducted at the local and state level.



Your Support Funds



\$1,000 supports one 4-hour caregiver workshop



\$500 provides training for group facilitators to launch their own support group



\$250 provides a family with a Music & memory at Home Kit



\$100 provides an hour long consultation with our dementia navigator



\$50 provides us the ability to do an hour long online support group.



\$25 provides an hour of respite.



\$10 provides a packet of materials for families educating them about dementia and how to take care of their loved one.

Talking POINTS



These talking points will help you tell your friends and family about Dementia Alliance of North Carolina!

MISSION:

Improving the lives of caregivers and others impacted by dementia in North Carolina, engaging and empowering them through support, education and research.

BELIEF:

We believe that everyone impacted by dementia deserves the resources to have an optimal quality of life and hope until there is a world without dementia.

UNIQUES:

100% of money raised stays in North Carolina. DA-NC provides personal support via CARE programs, and expands the network of support groups across the state.

OUR APPROACH:

The burden of dementia is huge. With more than 180,000 North Carolinians impacted by all forms of dementia, including Alzheimer's, there is a great need to invest in supporting caregivers, providing **CARE - Comfort, Assistance, Resources & Education** that improves the quality of life and gives hope to those facing the challenges that come with these diseases.



Know Your NETWORK

- Immediate Family
- Extended Family!
- Friends - grade school, high school or College, Informal groups or clubs! Book club!
- Post on social media!
- Distant Contacts: wedding or shower guests lists, holiday card list, sorority, fraternity sisters/brothers
- Anyone you recently supported in a charity event of their own
- Coworkers! Don't forget former Coworkers from previous jobs
- Business contacts - Who do you interact with regularly? Clients, partners & vendors
- Businesses you frequent - nail salon, hair stylist, dentist, financial advisor
- Professional groups & LinkedIn contacts
- Networking groups, industry and professional development groups!

10 IDEAS

Here are more ideas to take your fundraising efforts to the next level!

1. Host a concert!
2. Include a raffle - Give out a raffle ticket to every donation you receive. At the end of each week pull a raffle ticket and give a homemade gift to the winner.
3. Wing eating competition or cooking demonstration!
4. Ask your company for a matching gift. Talk with your supervisor or HR Department about your company's matching gift policy or employee engagement program. If you do have a matching gift program, any coworkers who donate can also submit a request to get their gifts matched by your employer.
5. Host Poker Night
6. Host a online wine tasting or craft cocktail event
7. Host a craft night
8. Video game tournament
9. Casual for a Cause in office
10. "Give Up Challenge" - Encourage your family or friends to give up Starbucks or other treats for a week and donate to the cause!

How to Raise \$100 in 5 Steps

ONE: Personally Donate - Kick start your fundraising by leading by example. Donate \$10 to get yourself started.

TWO: Ask Family! Reach out to four family members and ask them each to donate \$5.

THREE: Ask Friends! Reach out to five close friends or neighbors to each make a \$5 donation to raise an additional \$25.

FOUR: Ask two businesses you frequent to contribute \$10 each to bring in \$20. Think of your nail salon, hair stylist, dentist, financial advisor or insurance agent.

FIVE: Be Social! Post a link to your fundraising page on Facebook and Instagram. Let people know that any amount is appreciated. If five of your connections each donate \$5, you are at your \$100 goal.