



# Individual Fundraising TOOLKIT



## About our Walks to Defeat Dementia!

**T**he burden of dementia is huge. With more than 210,500 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 Defeat 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 comfort, assistance, resources and education, so that no family walks through this journey alone.

# Participating Is As Easy As ...

# 1

## Register

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 **Walk to Defeat 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 **Facebook** page. Be sure to use #DANCCARES! You can also send photos/videos to [info@dementianc.org](mailto:info@dementianc.org)



# Our IMPACT

## Your Support is Crucial

**T**he impact of dementia is huge and the number of cases continues to grow.

Community support and plays a critical roles in maintaining and expanding our services to meet the demand of the growing number of families across our state. Your donations support families and education communities impacted by dementia in many ways.



**165**  
support  
groups  
offered in  
**65**  
NC counties  
**91**  
new leaders  
trained



**1,438**  
hours of  
respite  
funded for  
caregivers



**170**  
educational  
programs  
held with  
**6,500**  
attendees  
and  
**5,700**  
views on  
You Tube



**692** families  
served by our  
Dementia  
Navigation  
program



**\$100,000**  
awarded to  
researchers at  
UNC-Chapel  
Hill



**131** Music  
& Memory  
kits given to  
families

- We continue to deepen and expand our programs which 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.
- We 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.
- We develop and deliver educational seminars and training featuring internationally acclaimed dementia care experts to inform and equip caregivers, professionals and the public.
- We provide support for research initiatives being conducted at the local and state level.





## Your Support Funds



**\$1,000**

provides a community workshop taking critical tools & resources across the state



**\$500**

provides a free educational webinar for caregivers



**\$300**

gives a person living with dementia a Music & Memory at Home Kit providing connection & joy



**\$100**

provides a personalized consultation with one of our dementia navigators



**\$60**

provides two hours of respite for an overwhelmed caregiver

## Talking POINTS

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



### MISSION:

**We improve 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 programs, and expands the network of support groups across the state.

### OUR APPROACH:

The burden of dementia is huge. With more than 210,500 North Carolinians impacted by dementia, including Alzheimer's, there is a great need to invest in **comfort, assistance, resources & education** that improves 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
- Present coworkers, former coworkers and LinkedIn connections
- Business contacts you connect with regularly - clients, partners & vendors
- Businesses you frequent - nail salon, hair stylist, dentist, financial advisor

# 10 IDEAS

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

1. Host a benefit 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 Human Resources Department about your company's match policy or employee giving program.
5. Host a poker night
6. Host an online wine tasting or craft cocktail event
7. Host a craft night
8. Video game tournament
9. Casual Friday, jeans day or hat day in your office
10. "Give Up Challenge" - Encourage your family or friends to give up treats like Starbucks or junk food for a week and donate to the cause!

## How to Raise \$100 in 5 Steps

1. **Personally Donate** - Kick start your fundraising by leading by example. Donate \$10 to get yourself started.
2. **Ask Family!** Reach out to four family members and ask them each to donate \$5.
3. **Ask Friends!** Reach out to five close friends or neighbors to each make a \$5 donation.
4. Ask two businesses you frequent to contribute \$10 each to bring in \$20. Think of your nail salon, hair stylist, dentist, financial adviser or insurance agent.
5. **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.