

## **Social with a Purpose** *How-to Host an Offline Fundraiser*

Do you want to continue your support for people living with dementia by fundraising for **Social with a Purpose**, but don't know how to get started? You've come to the right place! Here we will outline how to reach out to your past Coffee Break® attendees, family, friends and community, and some of the best fundraising strategies you can use to help you reach your fundraising goal.

### What is Social with a Purpose?

As social distancing and physical isolation became a part of our daily routines, we began to understand the overwhelming feelings of loss and loneliness being separated from the community can bring us—**feelings that people living with dementia experience in their normal, day-to-day lives**. That's why we created **Social with a Purpose**, a do-it-yourself fundraising program that promotes the importance of socializing, staying in touch, and building strong, positive relationships with your friends, family, and community. Now more than ever, it is important to find new, creative ways to stay connected to our friends and family and at the same time, raise funds to support important services to help ensure people living with dementia are not isolated.

### How-to Fundraise for your Social with a Purpose Fundraiser

#### 1. **Define a goal**

Start planning your fundraiser by determining what your fundraising goal will be and how much money you will need to raise to achieve it. Defining a goal will help both you, and your donors, understand what exactly you're fundraising for and act as a motivational tool to help you visualize your fundraising progress.

#### 2. **Determine your fundraising strategy**

Once you have defined your fundraising goal, you must determine your fundraising strategy! How will you fundraise? Will you fundraise using pledge forms, by mail, by email, for those who are comfortable with it, or a combination of all the above?

#### Pledge Forms

Pledge forms are an easy, convenient way to secure donations from your friends, family, community, and your past Coffee Break® attendees. We have attached **Social with a Purpose** pledge forms to this package where you can collect your pledges all in one place. Once you have reached your fundraising goal,

completed your pledge forms, and collected all your cash and cheque donations, you can mail in your raised funds at the below address, or contact us regarding details on how your funds raised can be collected.

### Mail

If you want to fundraise by mail, we recommend mailing the customizable letter and reply card to your past Coffee Break® attendees, friends, family, and community members! That way, they understand why you're fundraising and can donate to your fundraiser!

### Email

If you are comfortable with fundraising by email, you can let your donors know you are hosting a **Social with a Purpose** fundraiser and use your pledge forms or you can reach out to us and we can set up an online fundraising page for you where your donors can make their donations electronically via credit card.

If you can't decide which fundraising strategy you want to use, you can use all of the recommended strategies! The more awareness you bring to your **Social with a Purpose** fundraiser, the more likely you are to meeting your goal.

## 3. **Tell Your Story**

When writing your story, try to answer the basic questions any donor would have like what will the funds be used for? How are you connected to people living with dementia and the Alzheimer Society? Why is raising money for people living with dementia important and why do they need these funds?

Some of these questions are answered in the letter template attached to this package, however making sure you add a personal touch to the letter by detailing your connection to people living with dementia and why you're fundraising, will help you reach your goal!

## 4. **Start sharing!**

So you've determined your fundraising goal, fundraising strategy, told you story, and now you can put it all together to start sharing! You can share your **Social with a Purpose** fundraiser by:

- **Reaching out to past attendees of your Coffee Break® event** – the attendees of your Coffee Break® event have already shown support for

both you, people living with dementia, and the Alzheimer Society. Whether you're sending them the attached email or mailing them the letter, starting with your known supporters will help you successfully fundraise.

- **Ask the people in your household for their support** – physical distancing is important and during these times of isolation, going door-to-door to collection donations isn't advised, but asking the people who live in your household for donations is a great way to try and meet your fundraising goal!
- **Emailing your friends and family** – send your friends and family an email explaining why you're fundraising! Use our email template attached to this package, but make sure to add your own personal touch and story.
- **Calling your friends and family** – a call is more personal than an email and can also greatly expand your reach as you will be able to talk to people who do not live nearby.

There are many ways you can start sharing and fundraising for your **Social with a Purpose** fundraiser!

## 5. **Show your donors some appreciation**

As you start sharing and begin receiving donations, make sure to show your donors some appreciation along the way. Sending them a simple thank you email for their support is a great way to show your thanks and, also, nurture a lasting relationship with them.

Thank you for choosing to host a *Social with a Purpose* fundraiser to help raise funds for much needed social recreation programming for those living with dementia and their care partners to help isolation. For every \$30 raised, you will be giving a person living with dementia and their care partner two sessions of Minds in Motion®—a program that is now being offered virtually to provide physical exercise, social interaction, and brain stimulation activities. Proceeds will also be used to support other virtual programming opportunities such as virtual music and art therapy, concerts, as well as small group in-person programs and services which we have just started to reinstate as provincial guidelines allow.