Read-a-thon
Do you have a favourite book that you’ve been wanting to re-read?
Or some undiscovered classics piling up on your bedside table?
Why not take part in a read-a-thon?

• Set yourself a challenge and timescale. It could be how many pages you can read in a day or how many books you can read in a month.
• Ask friends, family, and colleagues to sponsor you for the number of pages or books you read.
• Add some competition by getting colleagues involved. Challenge them to see who can log the most pages or read the most books.
• Offer a prize to the person who reads the most!

Virtual book club
Curling up with a good book is a great way to relax and unwind. So why not use your love of reading as an opportunity socialise and fundraise too?

• Round up some colleagues and set up a virtual book club.
• Encourage book-clubbers to donate the money that they would have spent on drinks and snacks, or donate the cost of the book, to Alzheimer’s Research UK!

Literary trivia
Unleash your inner book worm with some book-related trivia. Hold a lunch-time quiz and have teams of colleagues battle it out on their literary knowledge! You could theme each round on a different genre or author.
Book sale
Do you have a stack of pre-loved books that would benefit from a new owner? Why not ask friends and family to donate used or unwanted books for you to sell? You can sell them online, to friends, or to work colleagues, and donate the proceeds to dementia research.

Writing competition
It doesn’t just have to be about reading, share your own talents by holding a writing competition instead! Encourage colleagues to channel their inner Shakespeare and submit a short story or poem. Charge a small fee to enter.

Thank you for helping make breakthroughs possible.