Motor Enthusiasts!
Start your engines to help make breakthroughs in dementia research possible!

Whether on two wheels or four, there are plenty of ways to steer your love of motoring to raise vital funds for dementia research. Rally fellow motor enthusiasts from your workplace, local car or motorbike club and fire up those engines while supporting Alzheimer’s Research UK. Here are some ideas to get your motor running!

Registered charity numbers: 1077089 & SCO42474

For more information and support email: fundraising@alzheimersresearchuk.org
**Fundraising ideas**

**Gaming - virtual motoring contest**
Virtual motor racing is booming. Follow in the footsteps of your favourite F1 driver and host an eSports series. Using a game such as F1® 2020, invite friends to join you to compete. Ask for donations to join. Run a competition for the best commentary on the race.
Visit Tiltify to set up your fundraising page and stream your race live via twitch. Viewers can donate while they watch the race. Let us know about your event so we can add your fundraising to your company’s grand total.

**Run the racetrack**
- Set yourself a racetrack themed running challenge via JustGiving and track your distance with the help of Strava.
- Create a Strava group and challenge colleagues, friends or family to run a route that maps out an iconic track - such as the Silverstone circuit (see left).
- Set up a team on JustGiving* to cover the full distance of the F1 circuits over the course of the season, donate as you log your kilometres.

**Top tip:** Your WhatsApp, Facebook, NextDoor and Slack groups are great places to motivate people with a bit of gentle competition...

* If your workplace is a corporate partner of Alzheimer’s Research UK, please find their preferred fundraising page here: alrez.uk/create-your-page
Virtual rally
There are no hard and fast rules to taking part in a virtual Rally Run and they are naturally socially distanced!

- Pick a date for your Rally Run and choose your distance whether it’s a short pootle to pick up the papers or something further afield, ask people to share a picture on social media.
- Turn it into a Twitter relay and tag a friend to keep the wheels rolling.
- “I’m supporting @alzresearchuk on my #RallyRun to raise vital funds for dementia research! I’m passing the baton to X to do the same. Donate, hit the road, copy this message and nominate”.
- Don’t forget to include the link to your rally fundraising page!

Add some friendly competition:
- Give your rally a theme and choose a winner. You can have Best of British makes, Best Agricultural or commercial vehicle, Favourite from a classic era, Vehicle requiring most work, Pimp your ride or most entertaining dash-cam video. You can post pictures on your intranet or in a Facebook group and ask colleagues to vote for the winner. Source prizes from local motoring businesses.

Fundraising ideas:
- Set up a Just Giving page* for your car or motorbike rally and ask people to make a donation for taking part.

Round off with a social event
- Hop on your preferred video platform, such as Zoom or Google Hangouts.
- Donate to join!
- Host a car-themed quiz online.
- Ask everyone to bring their favourite piece of car memorabilia to share on screen.
- Arrange for everyone to have lunch in their car - anything goes!
- Hold a car-themed bake off. Who can bake a cake that looks most like their classic car?

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Plan a road trip?

Make the most of our glorious British countryside and take to the open road to help drive a breakthrough in dementia research.

Assemble a team

• Gather a group of friends from your local motor club.
• Seek out the other petrol heads at work.
• Go solo!

Select your vehicle

• Go topless with a convertible.
• Can you handle a monkey bike?
• Pop a passenger in your sidecar.
• Bomb about in an old banger!

Plan your route

• From Lands End to John O’Groats.
• Across the Pennine Way.
• Head for the heights of Hardknott Pass.
• Meander the moors and valleys of Yorkshire’s finest.

To set up your fundraising page*, click here

Guess how many balls in the car

Got an unused car sitting on the driveway, from an old banger to a much loved classic or a child’s car? Fill it with balls or other orange items you have. Take a photo and share on your work intranet for colleagues to guess how many items in the car. You could also ask neighbours, friends and fellow motoring enthusiasts to guess. Set up a fundraising page* with a photo and invite guesses with people’s donations. Have a prize at the ready for the winner with the closest guess.

Top tip: Share your fundraising page easily and safely with a QR code to display next to the car. Just add /qrcode

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An employee from Dyson set out with his motorcycle group on a ride the length of the country on Honda Monkey bikes. The intrepid group dealt with flat tyres, wrong directions and driving rain. Here are their top tips to make this a successful event:

• Try to secure a sponsor for your motoring challenge.
• They posted a video montage of their adventure on Facebook to boost final donations.
• See if your employer can sponsor your team, or match fund your monies raised.

John Laity, from the Dyson Motorcycle Club, organised the challenge said:

“Riding from each end of the UK isn’t as easy as it looks, many of us are over 6ft tall so the bikes can be quite uncomfortable. It also took us a while to work out whose sat nav to follow, after we spent 20 minutes riding in circles around Exeter! Our bright orange Alzheimer’s Research UK t-shirts, got us lots of smiles and waves from other road users – it goes to show how many people have been affected by this condition and we were proud to do our part to support vital dementia research.”