

# 10 ways to boost your fundraising!

Thank you so much for deciding to fundraise for Alzheimer's Research UK to help fund vital dementia research.

Here are some **top tips** for making the most of your fantastic fundraising:

- 1 Make it personal.** Make sure to personalise your fundraising page by uploading a photo and including a description about your story and motivation for supporting Alzheimer's Research UK. Fundraisers with pictures on their page raise on average 14% more per photo!
- 2 Shout loud and proud on social media!** Use Facebook, Instagram, Twitter, TikTok, LinkedIn, or whatever other social platforms you use to share your fundraising far and wide. The more people it reaches, the better!
- 3 Get your workplace or school involved.** Whether that's by including your fundraising page in your email signature or putting a collection pot at a reception desk, involving your workplace or school is a fantastic way to boost donations.
- 4 Speak to the press.** Write to your local newspapers and radio stations about your brilliant fundraising, as this can provide great exposure for your fundraiser.



More ideas on  
the **next page!**

- 5** **Speak to your employer.** Many companies offer matched funding for fundraisers, so it's definitely worth asking your employer if they offer this.
- 6** **Celebrate your milestones!** Make sure to shout loud and proud when you hit milestones in your fundraising. If you're feeling brave why not pledge to take on some mini-challenges when you hit specific points in your fundraising?
- 7** **Help raise awareness.** Make the most of our **dementia statistics hub** and **Share the Orange** videos by sharing them alongside your fundraising page to help people understand why dementia research is so important to support.
- 8** **Get kitted out!** Get your hands on one of our bright **orange t-shirts** and wear it proudly for everyone to see. This is also a great way to spread awareness of Alzheimer's Research UK to the wider public.
- 9** **Don't go it alone.** Get as many people involved with your fundraising plans as possible to drum up support and give you a helping hand. Don't forget to ask your friends and family to share your page on their own social media channels too.
- 10** **Get snap happy!** Make sure to take lots of photos and videos during your fundraising, perfect for sharing on your social media and great for including in press releases!

We're on hand to support your fundraising in any way we can, so please don't hesitate to get in touch if there's anything we can help with.

**Happy fundraising!**



### Get in touch

**Email:** [fundraising@alzheimersresearchuk.org](mailto:fundraising@alzheimersresearchuk.org)

**Phone:** 0300 111 5555

**Online:** [alzheimersresearchuk.org/about-us/contact-us](http://alzheimersresearchuk.org/about-us/contact-us)



**Alzheimer's  
Research  
UK**

Make  
breakthroughs  
possible

Registered charity numbers: 1077089 & SC042474