

# **SOCIAL** **with a purpose**

## **A New Reason to Stay Connected**





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## Introduction

**Thank you** for choosing to host a **Social with a Purpose** to help raise funds for much needed social recreation programming for those living with dementia and their care partners to help isolation. By fundraising just \$30, 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.

Throughout this host kit, you will find useful information that will help you plan, organize, and promote your very first **Social with a Purpose!**

If you still have questions or need any assistance, please contact us at:

## About 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.**

At the Alzheimer Society, we strive to do everything we can to minimize those feelings of loneliness and isolation by providing people living with dementia and their care partners access to our social and recreation programming. We have continued to offer many of our programs and services virtually, but we need your help to continue.

**Now more than ever, it is important to find new, creative ways to feel close to each other, even while staying physically apart.**

That's why we created **Social with a Purpose**. A rebranding of our traditional fall fundraiser, Coffee Break®, Social with a Purpose is a do-it-yourself fundraiser 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 Host a Virtual Event

In this how-to guide, we will outline some of the best digital fundraising kits we have to offer, how to invite your friends and family, and how to fundraise to make your first *Social with a Purpose* a success!

- 1. Choose your fundraising activity!** From an online card game with friends, virtual book club, or spicing up your Zoom meetings with a game of BINGO, you can support people living with dementia in your community by turning your next virtual social gathering into a fundraiser or use your fundraiser as an excuse to get together! Feel like doing something different or not sure where to start? Download one of our Social with a Purpose digital fundraising kits, such as:
  - Paint Night, Collage Night, Date Night with cooking lessons
  - Sing Along with Joanne & Riley
  - Game Nights - host a board game or card tournament with the family for ultimate bragging rights.
- 2. Choose your hosting platform!** There are many different video conferencing technologies available for you to choose from like Zoom, Skype, or Google Hangouts! You can check out our easy to use *How-To Use Video Conferencing Platforms* Guide on page 5 to help you choose which platform would be best for you.
- 3. Send out your invites!** Once you have chosen your fundraiser activity, your hosting platform, and determined how you'll fundraise, invite your friends, family, neighbours, and whoever else you'd like to attend!
- 4. Prepare!** Prepare for your fundraiser by purchasing what you need (depending on your activity), send your meeting invite/link to join the video call, and get ready to have some fun!
- 5. Have fun!** When the day of your *Social with a Purpose* fundraiser arrives, remember to have fun and the reason why you're gathering virtually—to stay connected, to be together, and to support people living with dementia.

## How-to Use Video Conferencing Platforms

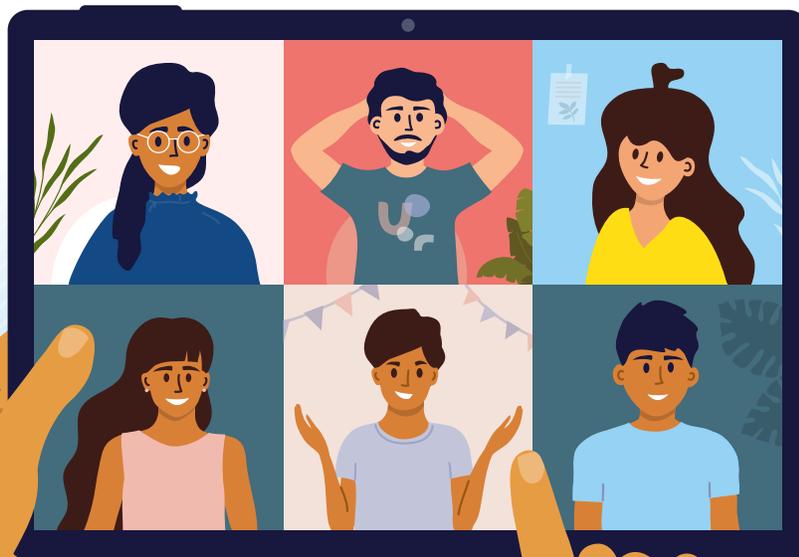
There are many different video conferencing apps and platforms that are available for you to use to host your **Social with a Purpose** – many of which you may already be familiar with! Here is a list of three of our favourite platforms that are best suited to host your events with your friends, family, or community.

### 1. Zoom

Zoom has become one of the most popular video conferencing platforms that will allow you to host your event! Zoom offers many features such as screen sharing, a chat box that allows attendees to chat or ask questions to the host or group, and an option to record the call so you can play back your Social with a Purpose fundraiser any time you would like! Zoom also offers a dial-in feature so if you can't get to your computer or are not comfortable using Zoom, you can still participate by using your phone. Zoom's basic plan is free and can host up to 100 participants for a 40-minute long call. You can also upgrade your plan to gain access to more features, like longer meeting times.

If Zoom is the platform for you, get started by signing into your Zoom account and creating a meeting invite for your fundraiser! For more information on how to use Zoom and other FAQs, go to <https://support.zoom.us/hc/en-us/sections/200277708-Frequently-Asked-Questions>.

**Note:** Only the host needs to have a Zoom account. Your attendees can join your Zoom meeting by simply following the link that is found within the meeting invite.



## 2. Skype

Skype is another great video conferencing tool that works for connecting with your friends, family, and community when wanting to host your fundraiser. With a free Skype account, users can invite up to 50 participants and can host a video call for as long as 4 hours! Typically, the host and all users would need to have a Skype account, however, Skype has introduced a new “Meet Now” feature that allows Skype account holders to create a unique, shareable link that will instantly connect the group—even if they don’t have an account. Like Zoom, Skype has a screen sharing and dial-in capability.

For more information on how to set-up your Skype account, use the “Meet Now” feature, or for general FAQs, go to <https://support.skype.com/en/skype/all/>.

## 3. Google Hangouts

Anyone who has a Gmail account has free access to Google Hangouts, a basic video hosting and chat platform that can support small gatherings of up to 10 people with **no time limit** so your fundraiser can be hosted for as long as you’d like! To use Google Hangouts, do the following:

- Go to: <https://hangouts.google.com>
- Choose “Video”
- Enter the Gmail addresses of the people who are coming to your event or click “Copy Link to Share” and send that to your friends to join your call!

For more information, go to: <https://hangouts.google.com>.



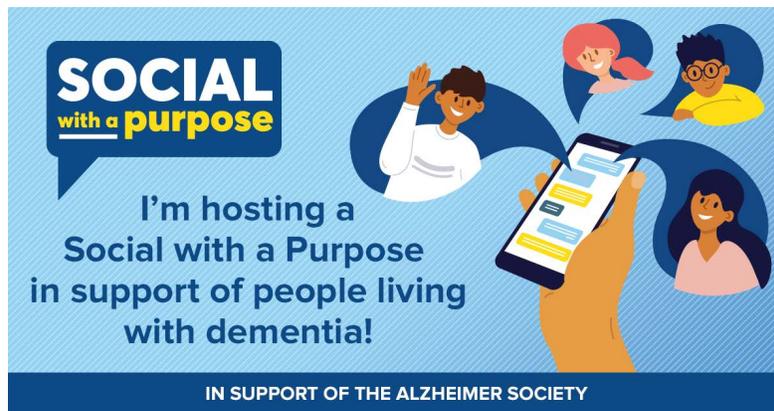
## Ways to Promote Your Fundraiser

In an effort to help you seamlessly promote your Social with a Purpose, we have put together sample social media posts, along with images and banners, as well as a sample email template for you to share on your personal social media channels and with your contacts to help you let your friends, family and community know that you are fundraising to support people living with dementia and the social recreation programs that your local Alzheimer Society offers!

**Social Media** - Hashtag - #SocialWithAPurpose

### POST 1

On [DATE], I'm hosting a Social with a Purpose in support of the Alzheimer Society. Join me in helping raise funds for the much-needed social recreation programs that people living with dementia depend on, now more than ever.



### POST 2

#### Facebook/Instagram

The Alzheimer Society has created a new fundraising initiative called Social with a Purpose that helps promote the importance of socializing, staying in touch, and building strong, positive relationships with friends, family, and your community.

During these times of social distancing and physical isolation, people living with dementia and their care partners depend on the social recreation programs that the Alzheimer Society offers them, but they need our help to continue to provide them.

I'm so excited to be hosting my own Social with a Purpose to help make a difference in the lives of people living with dementia and their care partners.

### Twitter

I'm so excited to be hosting my own Social with a Purpose, in support of the Alzheimer Society, to help make a difference in the lives of people living with dementia and their care partners.

Join me on [DATE] to help me reach my fundraising goal!



### POST 3

Hosting a Social with a Purpose gives me an excuse to get together with my loved ones all while raising funds for a good cause! I am doing [TYPE OF FUNDRAISER] to help support people living with dementia and the social recreation programs the Alzheimer Society offers them.

Help me reach my fundraising goal today! [LINK TO FUNDRAISER]



## POST 4

People living with dementia are some of the most isolated individuals in our communities and during these times of social distancing and physical isolation, they need our support more than ever. [EXPLAIN WHY YOU'RE HOSTING A SOCIAL WITH A PURPOSE].

That's why I decided to host a Social with a Purpose! I downloaded an easy to use digital kit that helped me plan my first Social with a Purpose and fundraise to help support the Alzheimer Society's crucial social recreation programs.

Help me reach my goal by participating in my fundraiser today!  
[LINK TO FUNDRAISER]

## POST 5

Join me online on [DATE] to participate in my Social with a Purpose fundraiser in support of the Alzheimer Society and the crucial social recreation programs they offer people living with dementia.

Register for my fundraiser/donate here: [LINK TO FUNDRAISING PAGE].

## POST 5

Help me reach my fundraising goal by participating in my Social with a Purpose today! [LINK TO FUNDRAISER]

## POST 7

By helping me fundraise just \$30, a person living with dementia can attend two sessions of Minds in Motion®, an important program offered to people living with dementia by the Alzheimer Society that helps promote social connections and physical activity.

Join me online on [DATE] to participate in my Social with a Purpose to help make programs like this possible.

## Social Media Banners

Facebook  
Twitter  
Instagram



## Email

**SUBJECT:** Help me reach my fundraising goal to support people living with dementia and the Alzheimer Society!

### Body:

Dear [NAME],

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.**

The Alzheimer Society strives to do everything they can to minimize those feelings of loneliness and isolation by providing people living with dementia and their care partners access to social and recreation programming. During these unprecedented times, they have continued to offer many of their programs and services virtually, but **they need our help to continue.**

That's why I decided to host my own **Social with a Purpose**—a unique fundraiser that promotes the importance of socializing, staying in touch, and building strong, positive relationships with your friends, family, and community.

[EXPLAIN WHAT YOUR SOCIAL WITH A PURPOSE IS ABOUT, YOUR STORY, AND HOW YOUR ATTENDEES CAN HELP.]

By coming together, we can help provide those living with dementia and their care partners needed social recreation programming. By fundraising **\$30**, a person living with dementia and their care partner will be able to attend **two sessions** of **Minds in Motion®**—a vital program that provides physical exercise, social interaction, and brain stimulation activities, that is now being hosted virtually.

Thank you for wanting to help me raise awareness for people living with dementia, their care partners, and our local Alzheimer Society.

If you need any help donating or registering for my event, please let me know!

[SIGN OFF]