



**WALK FOR  
ALZHEIMER'S**  
MAKE MEMORIES  
MATTER™

## ONLINE FUNDRAISING

**Online fundraising** is quick & easy, reaches those at a distance and no direct “ask” is necessary.

Walk statistics report **online donations can be up to 25% higher** than a verbal donation request.

Check out how to register online and tools to make use of social media to support your Walk for Alzheimer's at: <http://www.alzheimer.ca/en/oxford/Get-involved/Be-a-fundraiser/Walk-for-Alzheimers>.

***Whatever motivates you to fundraise will motivate others to donate.***

### ONLINE FUNDRAISING

Visit Walk For Alzheimer's National Website at [www.walkforalzheimers.ca](http://www.walkforalzheimers.ca).

#### REGISTRATION: FIVE EASY STEPS

1. **Click** on “Select my Province” and scroll to Ontario.
2. **Click** on “Select a City”. Alzheimer Society of Oxford options are Tillsonburg, Ingersoll & Woodstock.
3. **Click** “View Walk details” tab to register yourself as an individual, your team or join a team.
4. **Click** the participate tab that best fits your Walk participation.
5. **Follow the prompts to register.**  
That's it, you're registered and ready for online donations.

#### GENERATING ONLINE DONATIONS

**Check out** the Fundraising Tool Kit for tips & resources on the Alzheimer Society of Oxford's website at <http://www.alzheimer.ca/en/oxford/Get-involved/Be-a-fundraiser/Walk-for-Alzheimers>.

#### ONLINE PROMOTION

Use Email, Facebook and other social media vehicles to develop & promote your personal WFA campaign.

- Make sure you let people know you are fundraising for the Alzheimer Society and why it is important to you.
- Personalize your WFA campaign page by adding photos or stories.

#### LET US HELP YOU

Contact Sheena Poole, Events Coordinator for assistance or suggestions by phone, 519-421-2466 Ext. 224, 1-877-594-2368 or at [sheena@alzheimer.oxford.on.ca](mailto:sheena@alzheimer.oxford.on.ca).