

Online Fundraising

Online fundraising is quick and easy, reaches those at a distance and no direct “ask” is necessary. WFA statistics report that online donations can be up to 25% higher than a verbal donation request.

Whatever motivates you to fundraise will motivate others to donate.

Let us help you

Contact our office for assistance or suggestions by phone at (519) 421-2466 or toll free at 1-877-594-2368. You can also e-mail us at WFA@alzheimer.oxford.on.ca.

Start by going to www.walkforalzheimers.ca

1. Click on ‘Select my Province’ and scroll to Ontario.
2. Click on ‘Select a City’ - your options are Tillsonburg or Woodstock. Click the Continue button.
3. Click on the ‘Participant Information’ tab and choose whatever best fits your Walk participation.
4. Follow the prompts to register.

That’s it! You’re registered and ready for online donations.

Generating online donations

Check out the ‘Tools & Tips’ tab for FAQs and fundraising ideas!

Online promotion

Use **e-mail**, **Facebook** and **other social media** vehicles to develop and promote your personal WFA campaign.

1. Make sure you let people know about the event and why you are fundraising for the Alzheimer Society of Oxford.
2. Personalize your WFA campaign page by adding photos or stories.



For more information, contact Henriette MacArthur, Fundraising Assistant:
519- 421-2466 ext. 224 or 1-877-594-2368 or email wfa@alzheimer.oxford.on.ca