

# Fundraising beyond justGiving

Spreading the word and boosting your sponsorship

## ***Welcome to #TeamAlzScot!***

We're thrilled that you have accepted the challenge to make sure that nobody faces dementia alone in Scotland.

You're now part of a 3,000+ strong army of people who are determined to do their bit to make life better for people with dementia, their families and carers in Scotland. Every single penny you raise will help us do that.

So, where should you get started with your fundraising?

### ***1. Set up an online sponsorship page***

Go to [www.alzscot.org/justgiving](http://www.alzscot.org/justgiving) and click on the *Fundraise for us* button to set up your JustGiving page.

### ***2. Personalise your page***

The most powerful tool you have in your fundraising journey is your personal story.

Why have you decided to raise money for Alzheimer Scotland? 76% of people in Scotland know somebody who is living with dementia. Are you one of them?

Your friends, family and colleagues will be more motivated to sponsor you if you open up and share your reasons for supporting Alzheimer Scotland.

## Add a photo or make your own video

A picture speaks a thousand words and including your photo really makes your page much more personal. You could even use a picture of the person with dementia who has inspired you to fundraise for Alzheimer Scotland.

*Pages with a picture raise an average of 14% more!*

## Set a target and increase it if you reach it

On average, pages with a target raise a whopping 46% more!

**JustGiving** Search for a charity, friend or project Log in | Sign up | Menu

**42%**  
**£1,095.00**  
raised of £2,500 target  
by 53 supporters

[Donate](#)  
[Share on Facebook](#)

**Double Marathon Challenge**  
Michelle Mckee

I am running two marathons within four weeks for Alzheimer Scotland because I'm passionate about supporting this charity.

In memory of: Caroline Frost  
Event: London and Stirling Marathons, 23 Apr 2017 to 21 May 2017

Thanks for taking the time to visit my JustGiving page.

I'm fortunate enough to be the face of their 2017 campaign 'Challenge Dementia' and have witnessed first hand the incredible work they do.

I'm running in memory of my mum who passed away in November after living with dementia for 12 years.

[Read full story](#)

Share this story

[Facebook](#) [Twitter](#) [Email](#)

**Updates** 2

**Michelle Mckee** 2 days ago  
Adding another run to my fundraising page! Just been given a place in the Great North Run! X [Share](#)

**Michelle Mckee**  
Absolutely overwhelmed at all the incredibly generous donations! I know it's a cliché but it really does mean the world to me and Alzheimer's Scotland so thank you from the bottom of my heart, you are amazing! Over £1000 now and only 10 weeks to go. Training going well! X

**Alzheimer Scotland**  
We support people with dementia in Scotland to make sure nobody faces dementia alone.

**Supporters**

- Duncan MacIntyre** Good luck **£20.00**
- clair buchanan** You are awesome! **£20.00**
- Anonymous** **£100.00**
- Stuart Martin** 8 days ago Huge respect for what you are going to do for a truly worthwhile cause. **£20.00**
- Shona the cleaner** 8 days ago Good luck **£10.00**
- Charlie McGhee** 9 days ago Hope your faster than your dad lol **£20.00**
- Paul** 9 days ago Good Luck Michelle **£20.00**

## Make it personal

Sometimes it can be difficult to talk about the impact dementia has had on your family and your life, but sharing these stories is so powerful. Open up about your story as much as you feel comfortable to do

## Tell people what Alzheimer Scotland does

Let your friends, family and colleagues know what Alzheimer Scotland does to support families living with dementia and the positive impact it has on people's lives

## Update on your progress

Let people know how you're getting on with your challenge. Let them know the effort that is going into training. If you're doing something like an abseil or skydive, tell people how you're getting mentally prepared

## Contact your besties

Get the word out to your most generous friends and family first! An empty sponsor page or form can be intimidating and people tend to match amounts already listed. You didn't hear it from us, but some people even donate a large sum to their own page anonymously or with a made up name to set the bar for bigger donations. Sneaky!

### 3. Use social media

Share on you Facebook, Twitter, Instagram, Snapchat, Linkedin, Pinterest, blog, Youtube channel. Anywhere you keep in touch with your friends!

#### Facebook



Facebook is a particularly good platform to share your fundraising journey, with a massive 97%

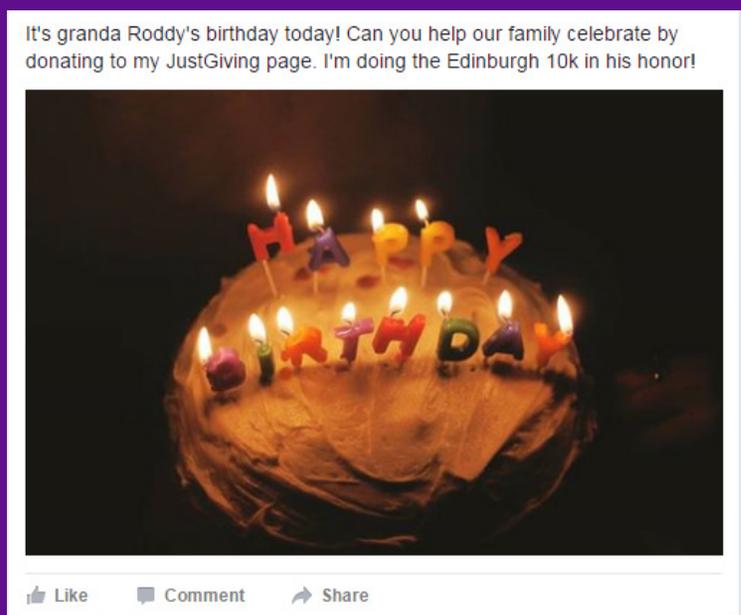
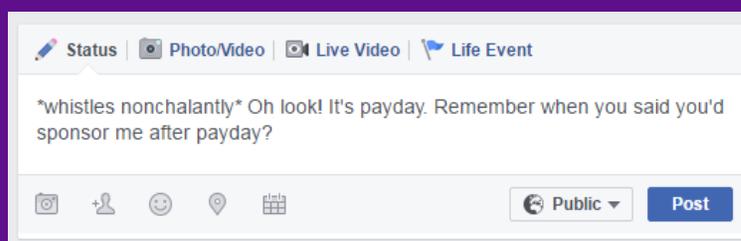
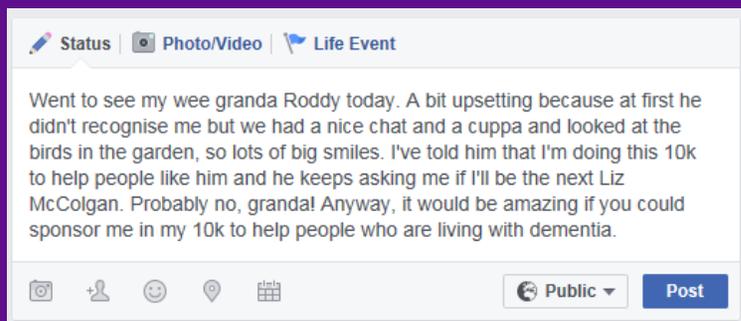
of all donations that come from social media driven from Facebook.

Update your friends as much as you can and mix your messages up. Some of your posts could be about your training, some could be about your personal situation, some could link to news stories.

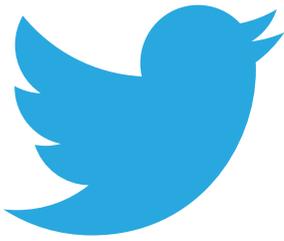
Using photos really helps with your status updates - whether that's vintage family photos, or a quick snap you took on your latest training session. We also have a bunch of images you can download and share to your page to add some flair to your fundraising messages.

You can also use Facebook messenger to cut through the noise of all the posts about people's new babies, perfect pooches and political rants. If you have the time, don't underestimate the power of writing to people individually. It will yield much better results than sending the same message to everyone.

Pin your posts! A pinned post will stay at the top of your Facebook profile and will not slip down the timeline when you add new posts. To pin a post, click the edit pencil icon in the top right corner of a status update. a drop-down menu will appear, choose **Pin to Top**.



## Twitter



It can be a bit more challenging to ask for sponsorship on Twitter than on Facebook, but it is great for finding like-minded people.

Follow us over at [@alzscot](#) and give us a tweet to let us know you've set up your JustGiving page and how your training is going.

Check out the hashtag [#TeamAlzScot](#) to connect with other people who are fundraising for us. You can swap your stories and experiences and send motivational messages!

You can also find the Twitter accounts and hashtags for the event you're participating in and keep up to date with the news and tips (for example, Edinburgh Marathon is [@MrHairyHaggis](#), Great Scottish Run is [@GreatScotRun](#) and Pedal for Scotland is [@PedalScotland](#))

### 4. Fundraise offline too!

Download sponsor forms for those who'd like to sponsor you the traditional way.

Use your local media – a few lines in the local paper, or an appeal for sponsorship on your local radio station.

Visit our fundraising toolkit to customise your own posters and flyer – you could put them up in your workplace, local gym or community centre.

### 5. Put things in perspective

Let people know what the money you're raising could mean to us. We need to raise £105,000 every week to sustain our vital services and support across Scotland. Here are just some of the activities that could be supported by your fundraising.

**£88** will fund our mobile information unit – the **Memory Bus** – for one day. This means Alzheimer Scotland can reach people in even the most remote parts of Scotland.

**£250** will fund one of our **singing groups** for 9 months. These groups provide a wonderful opportunity for people with dementia and their carers to socialise, express themselves through music and take part in a fun and enjoyable hobby.

**£500** will fund 30 hours of research at our innovative **Dementia Research Centre**.

**£1000** will fund 62 sessions with one of our **Specialist Dementia Advisors** who offer emotional support and practical information for people living with dementia, their family and carers in communities across Scotland.

**£2000** will fund our vital 24-hour **Dementia Helpline** for one full week.

**£5000** will fund one of our **Dementia Cafés** or **Reminiscence groups** for a year. These community based services offer invaluable social engagement, therapeutic interaction and peer support for hundreds of people affected by dementia in locations across the country.

## ***6. Boost your fundraising***

Give people an extra reason to donate e.g. 'If I raise £100 I'll go to work in fancy dress!'

Ask 100 Facebook friends for £1 – it's a small amount to them, but a huge amount towards your target!

Don't forget to ask for Gift Aid as it means more money for Alzheimer Scotland with no extra cost to your supporters. Find out more about Gift Aid.

## ***7. Keep everyone updated***

Update people on your progress so they are reminded to sponsor you. Change your picture, post training updates or write a blog.

If you ask people to sponsor you after payday they may be feeling more generous!

Let supporters know how much you've raised so far. People are interested and it will nudge those who have not donated yet.

## ***8. Get your workplace involved***

Your company may be prepared to add your page to its website or intranet.

Some companies offer **Matched Giving** where they offer to match any amounts you have raised. Ask your manager or HR department about schemes with your company.

## ***9. Pass it on!***

Personalise your thank you message to each donor and ask them to share your page too.

Nominate your friends to join you or take up their own challenge – people that are a part of a team raise 10% more.

## ***10. Don't stop at the finish line***

20% of all donations come in after the event, so don't stop fundraising once you've crossed the finish line. Update your page and tell your supporters how well you've done!

***Need a hand with your fundraising? We can help! Give us a call on 0131 243 1453 or email [events@alzscot.org](mailto:events@alzscot.org).***

Every penny counts towards our goal of  
***Making sure nobody faces dementia alone.***

