

Fundraising Workshop

ADI – Chicago

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Introduction

- ▶ AAL was established in 2004
- ▶ Only source of funding (so far) are fundraising activities
- ▶ Funds are used to initiate new programs and to cover the expenses of AAL
- ▶ Fundraising is a **continuous** effort
- ▶ Communication is essential
- ▶ Fundraising can be uncomfortable and not “natural” to you
- ▶ BUT, you don't need to be a professional fundraiser to have a successful activity



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Advice

- ▶ Should have a dedicated person for fundraising (even if part time basis)
- ▶ Should have a board that will help
- ▶ Should have a clear fundraising message
- ▶ Connect with people that are passionate about your cause
- ▶ Connect with companies that share your values
- ▶ Don't be shy to use your personal contacts

Fundraising idea: #AlzIron

- ▶ Activity was well defined: finish a half Iron Man challenge
- ▶ Purpose was well defined: funds will be used to offer FREE professional help at home
- ▶ Target was well defined: raise USD40,000
- ▶ Mechanism: crowdfunding website, pledges, direct donations

How Did We Do #AlzIron

- ▶ We connected with a person who's father has Alzheimer's
- ▶ We connected with an ad agency that wanted to help with a social project. They donated their time for free
- ▶ We connected with a filming company who was interested in helping our cause. They offered a one day shoot for free
- ▶ We asked our members to encourage their friends and contacts to follow #AlzIron and help in pledging for the cause
- ▶ We used social media to promote our event



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Result

- ▶ A **BIG** interest in the event
- ▶ Traditional media picked on it and invited us to be on air to talk about the event, the NGO and Alzheimer's in general. Several TV and radio appearances
- ▶ The largest number of pledges
- ▶ Cost of production of campaign and video: **ZERO** USD
- ▶ Raised a net of **USD52,940** (beating our target by almost USD13,000)



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Based on that success...

- ▶ We followed the same format last year and participated in Beirut Marathon (the largest yearly sports event) and again we were very successful in raising funds
- ▶ This year, not only we are following the same format, but I am training to run the full marathon on behalf of the NGO to collect more funds!



Take Home Messages

- ▶ Fundraising is a **continuous** effort
- ▶ Stay connected with your sponsors and donors (and not only once a year!)
- ▶ Use social media (free and wide reach)
- ▶ Have a **clear** goal and message in mind
- ▶ Connect with people, companies, institutions that are in tune with your cause and they will be able to help for free
- ▶ GOOD LUCK!



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