



Community Fundraising

Community fundraising



- Works to get peer-to-peer engagement
- Good for increasing profile
- Fosters a sense of community



- Time consuming
- Cost of running event?
- Long time to profit-making



Galas and fundraising dinners



- Needs patrons/development board
- High maintenance
- Cost-to-income ratio can be very negative
- Need clear fundraising mechanism (e.g. silent auction)

How do you find your potential fundraisers?



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Your community



- **Schools**
- **Faith groups**
- **Scouts/youth groups**
- **Companies (employee fundraising)**
- **Service Clubs**
 - Rotary
 - Lions
 - Soroptimists

Creating a community of fundraisers



Create ideas for fundraising activities

- Sponsored swim/walk/run/cycle
- Cake sale
- Non-uniform day at school
- Dress down day at your work
- Themed music night
- Talent competition
- Christmas/Summer/Easter fair

How to 'sell' yourself :



- **Your organisation's vision, strategy and mission constitutes the nuts and bolts of your overall *case for support***
- **For each of your projects or activities you need to develop an individual *case for support***



Make a 'case for support'

Why should the community support you?

- Explain clearly why you need the money
- Motivate the donor to give to you rather than someone else
- Understand the donor, suggest activities relevant to them
- In the case of corporates think about employees' engagement

World Alzheimer's Month



September is World Alzheimer's Month
21 September is World Alzheimer's Day

- **Primarily an awareness-raising tool**
- **Also a fundraising tool, giving the opportunity to approach prospective donors**



www.worldalzmonth.org



We are here to help!

You have the potential to make your organization very rich and help more people with dementia and their families!

Thank you!