



# HOLIDAY PARTY FUNDRAISING GUIDE

Alzheimer Society  
BRITISH COLUMBIA

## ***Thank you for choosing to support the Alzheimer Society B.C. with your holiday fundraiser!***

### ***Let's Get Started!***

Now is a great time to start thinking about how you can incorporate fundraising into your annual holiday parties. Whether you are getting together with family members, friends, co-workers, neighbours or clubs, you can turn festivities into fundraisers!

Take this holiday party kit and make it your own. Whether your party is planned for winter solstice, Christmas or other winter celebrations, this kit will show you how to make your idea into a fundraiser.

### ***Event Spotlight: Tacky Sweater Party***

Have you started unpacking your winter sweaters yet? Perhaps you've come across that hand-knitted Rudolph vest with the sparkly red pom-pom nose? That's great news because you already have a valuable holiday fundraising tool!



Why not host a tacky sweater holiday party at the office? Challenge your co-workers to find the tackiest holiday sweater possible and choose a date to wear them while celebrating the holidays together.

## ***Step by Step Guide for an office party (adapt for a home party):***

1. Set the date and recruit co-workers for a volunteer planning committee.
2. Choose a venue - your office, a co-workers home or a local restaurant.
3. Decide on fun fundraising activities:
  - a. Vote on the tackiest sweater, charge an entry fee for individuals or teams, and have a prize for the best result.
  - b. Have a talent contest, karaoke challenge, mini-tree decorating contest or popsicle stick tree building challenge.
  - c. Get prizes and have an auction or raffle ([BC Gaming information](#))
  - d. Have a donation box and Alzheimer Society of B.C. donation forms (for tax receipts) at the event. ([Tax Receipting Guidelines](#))
  - e. Swap out gifts for donations if you do an annual gift exchange.
  - f. Add a craft or bake sale, host a cake wheel or have a twoonie toss.
  - g. Challenge individuals to fundraise through their personal network and reward the top fundraisers with prizes.
4. We make online fundraising easy with personal, customizable page. Any donations over \$15 made online are automatically tax receipted and all donations will be tracked towards your company's fundraising goal.
5. We'll also promote your event with its very own page on our Anything for Alzheimer's website with a link to your fundraising page!
6. Have an "Elfies" photo booth with props:
  - a. Decorate a wall to use as a photo backdrop.
  - b. Have a few props people can have fun with like a headband with deer antlers, tree decorations and garland, Santa hats and Rudolph noses.
  - c. Ask someone to be the volunteer photographer.
  - d. Offer printed photos by donation and use our photo frame card template to give your event guests as a memento.
7. Promote the event:
  - a. Put an ad in your company newsletter.
  - b. Use our poster and invitation templates.
  - c. Let the world know - share the link to your fundraising page, invite them to donate and help you make a big impact for people and their families affected by Alzheimer's and other dementias.
  - d. Ask everyone to share the link through social media (LinkedIn, Facebook, Twitter, Instagram or even Pinterest).
  - e. Add the link to the bottom of your email signatures.

8. Decide on refreshments, shop, setup and decorate.
9. Have fun at your party and take lots of pictures!
10. Record your event revenue and send in your donation with some fun photos.
11. Use our thank you card templates or send a thank you by email to let everyone know your fundraising total. Don't forget to share your photos!
12. We'll update your event page with your photos and your final fundraising total.
13. Share your success and inspire others!

### ***Get Started Today!***

- Complete the [application form](#)
- Visit [anythingforalzheimers.ca](http://anythingforalzheimers.ca) for more information
- Call Theresa Frazao, Development Coordinator, at 604-742-4947
- Email: [tfrazao@alzheimerbc.org](mailto:tfrazao@alzheimerbc.org)

***We look forward to hearing from you!***

### **Alzheimer Society of B.C.**

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