

# IG WEALTH MANAGEMENT WALK FOR ALZHEIMER'S

Alzheimer Society  
BRITISH COLUMBIA



## Our Top 5 Tips

### 1. Ask, ask, ask!

Why don't some people give money? Because they're never asked!  
Make a commitment to ask at least one person every day for a donation.

### 2. Invite past donors to renew their donation

Many donors give to the same charity year after year. Don't be afraid to remind them that you're walking again this year.

### 3. Keep the momentum

The earlier you start fundraising, the better. Always follow up with every person you've asked. And if they donated, don't forget to thank them.

### 4. Make it real

If you've got a story, special memory or fantastic person you're walking for, share it! It will motivate people to support your fundraising efforts.

### 5. Have fun!

Organize a bake sale or a garage sale; offer your services in exchange for a pledge; take on a challenge.

How much are friends and family willing to give you to look silly? Involve your workplace: challenge your co-workers by placing a fundraising thermometer and spare-change jar on your desk. Every penny counts!



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