

IG WEALTH
MANAGEMENT

WALK FOR ALZHEIMER'S

Alzheimer Society

FUNDRAISING CHECKLIST



**Now that you are registered,
we've got some steps to help
you get started!**

**Also, follow us on social for
support along the way:**



Set up your personal page

Your personal page is where people learn who you are walking for and why this cause matters to you. Sharing your story helps donors feel connected and understand the impact of their support. When donors understand your personal connection, they are more likely to feel engaged and support your Walk.

Start with a first donation

Making the first donation is a way to kick off your fundraising and show your commitment to the Walk. Many participants find it helps them feel confident and ready to invite others to support the cause. An early donation helps set the tone for your fundraising and often encourages others to give.

Decide who you will reach out to

Fundraising often begins with people who already know and care about you. Think about friends, family members, colleagues, or community connections who may want to support your Walk.

Choose how you will ask

Sharing your story in a personal and genuine way helps others understand why you are walking and how their support can make a difference. Choose the approach that feels most natural to you.

Follow up and say thank you

Be sure to thank your donors and show them how much their support means to you and to the Alzheimer Society.

Every step you take and every conversation you start helps support people living with dementia and those who care for them.