

THE LONGEST DAY

ALZHEIMER'S  ASSOCIATION®

ORGANIZE YOUR LONG-TERM CARE COMMUNITY TO FUNDRAISE



The Longest Day® is the day with the most light — the summer solstice. Join us to fight the darkness of Alzheimer's through a fundraising activity of your choice on a day that works for you. The funds you raise advance the care, support and research efforts of the Alzheimer's Association®.

**1 SELECT AN
ACTIVITY.**

**2 START RAISING
FUNDS NOW.**

**3 ASK OTHERS
TO JOIN YOU.**

FUNDRAISING IDEAS:

CONTACT:

GET STARTED.

Visit alz.org/thelongestday to sign up and select an activity. We'll help with easy ideas that bring friends, family and colleagues together for a great cause. From community events to crafts, there are plenty of ways to create an enjoyable fundraiser for long-term care communities on or around the summer solstice!

Start fundraising early and you'll make an even greater difference! Association staff and volunteers will be there for you every step of the way with tools, tips and coaching.

Easy fundraising ideas for long-term care communities:

- » Sell name cards for a donation. Residents should write the name of someone they want to honor on each card and create a public display.
- » Download your fundraising webpage QR code from the Participant Center, and pass out fliers containing the code to residents and visitors.
- » Organize a community bake sale with treats baked by your kitchen and residents' loved ones. Add a drive-thru to get outside customers.
- » Have residents make artworks that can be put on the front of blank greeting cards. Sell packs of the cards to loved ones, staff and visitors.
- » Invite residents and their loved ones to cozy up with blankets and stuffed animals for a pajama party. Charge admission, and let staff wear pjs for the day for a donation.

Spread the word about your fundraising activity:

- » Ask for donations on social media with a Facebook Fundraiser. Share your fundraising webpage via email, and ask friends and family in person.
- » Promote your fundraiser in community newsletters and emails with a link to your fundraising webpage.
- » Encourage your town or region to join you for The Longest Day.
- » Do you have a connection to the cause? Ask your Alzheimer's Association chapter to share your story on their blog or social media.

Start now. Select your activity at alz.org/thelongestday.

Contact your Alzheimer's Association chapter for additional fundraising ideas and resources.

**THE DAY WITH THE MOST LIGHT
IS THE DAY WE FIGHT®**