

Your fundraising timeline

to keep you on track to success!

Welcome to #TeamAlzScot

Let's get started:

- **Set up your JustGiving page** - It's a simple, safe and hassle-free way to fundraise: www.justgiving.com/alzscot
- **Spread the word** - You are doing something amazing so let everyone know about it. Social media, email, phone or text, whatever works for you!

Step 1 Tell your Story

Why have you chosen to support Alzheimer Scotland and what does our cause mean to you? Your story could resonate with others and inspire many. Stats show that sharing your story results in **36%** more donations.

£

Target: Try to get your first donations in

Connect with us

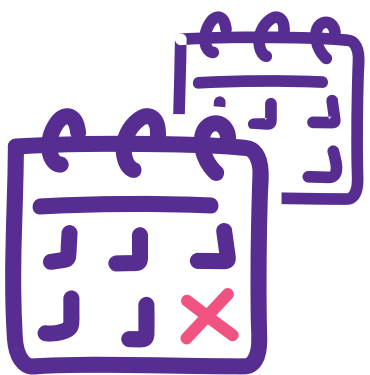


Step 2 Sharing is Caring

Keep sharing your JustGiving page and add regular updates, images and videos. On average, donations increase by **8%** per update. Telling people how their donations will be used is another great source of encouragement.

£ £

Next goal:
Try to raise £25-£50



Step 3 Halfway to the Big Day!

You should be around halfway to your target now but if you feel like donations are slowing down, we're here to fill you with inspiration!

Every penny goes a long way. Check out our **20 Ways to Top your Target** to give your fundraising a boost or get in touch with us for ideas.

£ £ £

Next goal:
Try to raise £50-£100



Step 4 Working 9-5!

Many employers will match your fundraising efforts, sometimes as much as £ for £, so it's worth asking if this is offered in your workplace.

If the answer is yes, then let people know! **84%** of people are more likely to give to a charity if they know it's match funded.

£ £ £ £

Next goal:
Try to raise £100-£150



Step 5 Final Push

The countdown is on! Don't forget to update friends and family on your progress. Take a photo wearing your Alzheimer Scotland top and why not post the photo or go live online to your supporters.

£ £ £ £ £

Next goal:
Try to raise £150-£200



Step 6 The Finish Line Congratulations

What an achievement! Make sure to sing your praises and let people know how well you have done. Share an update and photos on your social media, JustGiving page and why not send a WhatsApp or text to friends and family.

£ £ £ £ £ £

Next goal:
Try to raise £200-£250



The Final Stretch

A whopping 20% of donations are given after your event or challenge is complete, so one final shout out is well worth it. This is also prime time to gently remind anyone who pledged to sponsor you to make their donation.

Thank you!

You've helped over 90,000 people living with dementia, their carers and families in your local community and throughout Scotland, and we cannot thank you enough.



Making sure nobody faces dementia alone.