

# Organising events for awareness raising and fundraising

2023



**Alzheimer's Disease  
International**

*The global voice on dementia*

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# About this toolkit

Alzheimer's disease and other forms of dementia affect millions of people worldwide. **By 2050, it is estimated that 139 million people will be living with dementia.**

Raising awareness, challenging stigma and supporting those most affected are crucial efforts that extend beyond World Alzheimer's Month.

This toolkit has been designed to provide you with further information around planning, organising and hosting successful events and fundraising activities, not only during World Alzheimer's Month but also throughout the year for various campaigns and initiatives.

Organising and hosting awareness-raising events, fundraisers and Memory Walks, both online and in-person, contribute significantly to these collective efforts and generate much-needed resources for research, support and advocacy.

In this document, you will find practical advice on creating engaging online and in-person events; advocating for landmarks, monuments, and buildings to be illuminated for awareness around dementia during World Alzheimer's Month, further information around Memory Walks and ideas for fundraising initiatives.

From detailed instructions on event planning and promotion, to tips for engaging your audience and maximising your impact, this document aims to equip individuals, ADI member associations, organisations and businesses with the knowledge and resources needed to create meaningful and memorable experiences for those most affected by dementia in local, regional and national communities.

# About

## Alzheimer's Disease International

Alzheimer's Disease International (ADI) is the international federation of 105 dementia and Alzheimer associations from around the world and is in official relations with the World Health Organization (WHO). ADI's vision is **prevention, care and inclusion today, and a cure tomorrow.**

ADI believes that the key to winning the fight against dementia lies in a unique combination of global solutions and local knowledge. As such, ADI works locally by empowering Alzheimer and dementia associations to promote and offer care and support for people with dementia and their care partners, while working globally to focus attention on dementia and campaigning for policy change from governments.

A list of ADI members, as well as the ADI team, can be found [on our website](#).



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ADI advocates for the implementation of the **WHO Global Plan of Action on the public health response to dementia 2017-2025**, also known as the WHO Global Action Plan on dementia, universally adopted by WHO Member States in May 2017. The plan committed all 194 Member States of the WHO to seven action areas: dementia as a public health priority; dementia awareness; risk reduction; diagnosis, treatment and care; support for carers; information systems for dementia and dementia research and innovation. Each action area has targets which every Member State of the WHO should work towards

Since its launch in 2017, ADI has published a series of progress reports called **From Plan to Impact** which document the progress of Member States towards achieving the targets set out in the plan.

ADI also engages in awareness raising and the destigmatisation of Alzheimer's disease and dementia through various activities but most notably through the World Alzheimer's Month campaign.

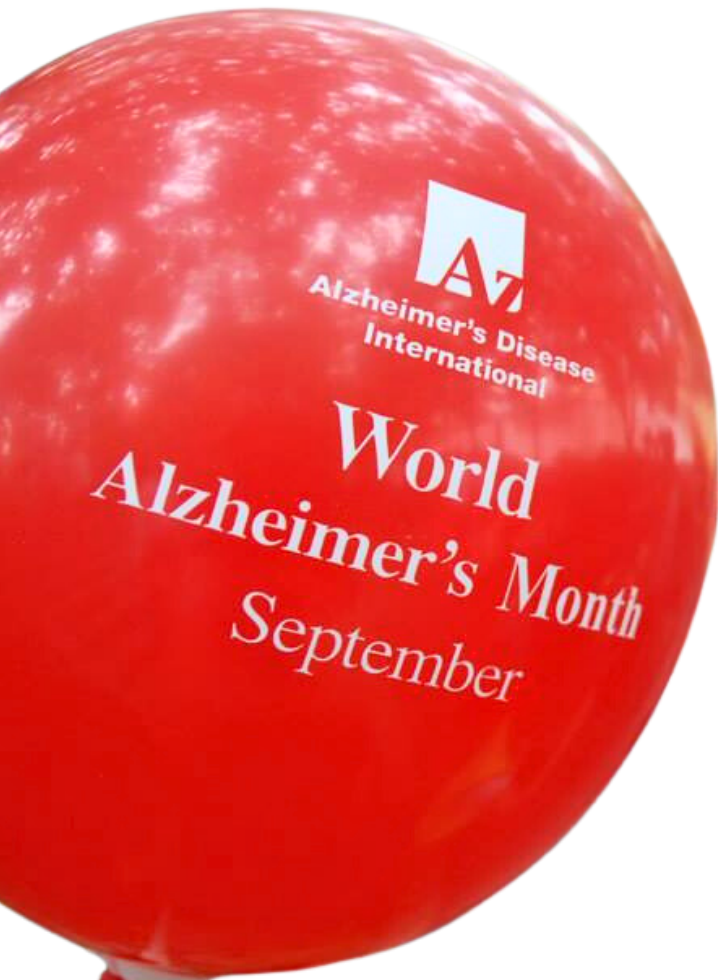
# About World Alzheimer's Month

September 2023 marks the 12th anniversary of World Alzheimer's Month, our international campaign to raise awareness and challenge stigma.

In 2022, **over 111 countries** took part in advocacy, fundraising and awareness raising events for World Alzheimer's Month, with many working to raise general awareness and call for further support for those most affected in their communities.

The month of activities shows a truly global, regional, national and local level response to promote dementia awareness and what we can do to help support those living with the disease, now and in the future.

Only through increased awareness will more people seek out information, advice and support. With the potential to improve diagnosis rates, encourage further research, including around areas as such as risk reduction, and handle the growing demand of access to treatment and care, World Alzheimer's Month has never been more important.



[Learn more](#) about this year's World Alzheimer's theme



[Download](#) this year's World Alzheimer's materials



[Read](#) frequently asked questions around World Alzheimer's Month

# Organising an in-person event

Hosting a successful event can be an effective way to share your message with your target audience while also raising your public profile.

To ensure a memorable and engaging experience for your attendees, it's important to clearly communicate the purpose of the event, provide sufficient notice and deliver a well-organised day. Drawing from the expertise of some ADI members, we have put together a collection of practical tips and insights to help you plan and execute a successful event that resonates with your audience and leaves a positive, lasting impact!



Zimbabwe Alzheimer's and Related Disorders Association (ZARDA) hosts an afternoon tea event for the community during World Alzheimer's Month.



On World Alzheimer's Day, 4-get-me-not (United Arab Emirates) hosts a bowling event to raise awareness.



Institute for Alzheimer's Disease and Neuroscience (North Macedonia) put together an Information booth for World Alzheimer's Day.



Gibraltar Alzheimer's & Dementia Society hosts a Memory Walk on World Alzheimer's Day with governor Sir David Steel joining the walk.



Asociación Alzheimer Bolivia holds up signs calling attention towards World Alzheimer's Day



Alzheimer's Disease Foundation (Nigeria) hosts an awareness session with elderly community members during World Alzheimer's Month.

# In-person events

## What to do ahead of the event

This section provides tips around preparing for your event, including identifying the target audience and partnerships, setting achievable objectives, delegating responsibilities and more.

- **Identify both your target audience and your potential partnerships:** Decide who you want to influence with your campaign – it could be policy makers or the wider community. Then, identify individuals and organisations interested in planning World Alzheimer's Month activities and make partnerships with them.
  - Some ideas include: hospitals, senior citizens groups, schools, colleges, universities, women and LGBTQIA+ groups, religious groups, ageing charities, those working with non-communicable diseases and mental health groups.
- **Choose an activity with clearly defined and achievable objectives:** Without objectives, you cannot measure whether your event has been a success or not. Examples may include hosting an event where 50 people attend or securing the attendance of a high ranking official.
- **Be realistic about what your association can undertake:** The human and financial resources that are required should not be underestimated! It is better to run a small, successful event than a bigger, more chaotic one.
- **Publicise, publicise and publicise your event:** Use social media, flyers, posters, announcements, TV and radio, newspaper and newsletter advertising to make sure that the widest possible audience knows about your event – and wants to come!
- **Delegate:** Be clear who is responsible for what. Assign roles, assign people deadlines for completing their tasks, and have regular meetings to check the progress being made.
- **Invite people to your event:** Who you invite will depend on your target audience. For example, if you are advocating for your government to implement a National Dementia Plan, you should invite your top health official in government, such a Minister of Health. Invitations themselves serve to raise awareness and encourage people to become involved. A follow-up phone call is often an effective tool!

# In-person events

## What to do on and after the day

This section offers guidance for on the day and after the event, including assigning roles to ensure a well-run event, ensuring that objectives are met during the event and evaluating success after it ends

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- **Having an event that runs smoothly is vital, whether it takes place in-person or virtually:** Hold a meeting before the event with all those involved to run through the timetable for the day, contact details for key staff and arrangements for the media.
- **Ensure your team members or volunteers are well briefed about their responsibilities:** This includes what to do in the case of an emergency and what message you are trying to promote to those attending. They are ambassadors for your association!
- **Emphasise the global aspect of World Alzheimer's Month and/or the impact of dementia in your community, region or country:** Draw attention to the work being done both by your association and by ADI, as well as relevant facts and figures around dementia.
- **Engaging the media:** Brief your spokespeople and your photographer. Spokespeople should have a list of talking points and be well versed in your key messages. The photographer needs to be aware of what is expected of them.
- **Remember to say thank you to all the people who made your event possible and memorable:** This may include sponsors, invited guests and volunteers. This will make people feel valued and encourage them to support your association in the future.
- **Evaluate your activities.** This can be done easily by preparing a simple questionnaire collating the views of helpers and those participating. Were the defined objectives achieved? What was a success and what are your learning points? Do those who attended have a better understanding of dementia? Have their questions been answered? This process is essential to build on the achievement for future campaigns.



# Organising a virtual event

Since COVID-19, virtual events have become a popular way to engage with audiences, whether in the local community or globally. When planned and executed well, they can effectively deliver your message and create a memorable experience for everyone involved.

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## Virtual events Selecting a platform

The following selection of virtual event platforms have been tried and tested by many organisations, including ADI and our member associations. However, with the increasing demand for virtual interactions, numerous platforms and applications have been developed, so it always worth spending some time to explore potential options.

When selecting a hosting platform, ensure it is secure and allows for password protection if possible. It is also important to verify that it offers the features required for your event or meeting, including chat, Q&A, live polls, screen sharing, slides, videos and breakout rooms. These interactive features can be crucial for engaging your audience and gathering feedback.

It is also worth considering the specific needs of your audience and the importance of various interactive elements, particularly whether the platform is dementia-friendly.



**Zoom:** Suitable for large events; a range of subscription options, including a free version which holds up to 100 participants.



**Google Hangouts:** Free; suitable for smaller meetings or calls, up to 25 video participants but up to 150 people can participate in the chat.



**Skype:** Free; suitable for smaller meetings or calls, up to 50 people.



**WhatsApp:** Free; suitable for smaller meetings or calls.

# Virtual events

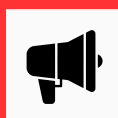
## Choosing when to host

Once you have defined your audience for the event and chosen your platform, the next consideration is when to schedule it.

If you are aiming for a global audience, a time which captures the most time zones could be a good option. Using an app like Timeanddate.com can be useful for letting your audiences know when the event is happening in their time zone.

If your event is tailored for people in your local area, region or country, consider whether it is best to host the event after working hours or during the lunch period, particularly if the event is no longer than an hour. Do some research to ensure there are no other major events or public holidays happening on that day, which may detract from your event.

Sharing comments or pictures during the event, via Twitter or Instagram stories, as well as making recordings available, are a useful way of reach a larger audience and gain more viewers once the event has passed.



## Promotion and advertising

### Garnering support for your event

This step should not be overlooked! With so many events taking place online now, it is important that you market your events effectively, so that they are in people's calendars early.

Make sure to provide key information on the event, such as any fees or donations, speakers, activities, duration and the motivation behind the event. Platforms such as Eventbrite, or even a simple Excel sheet, can be useful for gathering information, such as names and occupation so you know who to expect on the day.

It is important to select the most effective channels for sending out this information. Social media, email and e-newsletters are a good place to start, but it is important to tailor the information to each communication channel.

Creating clear and eye-catching graphics is an effective way to grab attention, and you can utilise video content to explain sign-up and introduce the aims of the event – essentially to get people interested and excited for the event! It's also a great way to fundraise.

# Virtual events

## On the day

The most important thing is that your event is engaging. An engaged audience is more likely to take something away from the event, and importantly, donate! Just as you would with a live event, pose questions to your audience using the chat, Q&A or poll functions. Encourage discussion and sharing of knowledge, ideas and experiences. You can achieve this by breaking the discussion into smaller groups, and by selecting speakers who can pre-prepare their points.



Set a clear time and break up the session as much as possible if it will be taking place for longer than an hour. It will be difficult to maintain the audience's attention during events which run over 90 minutes, so we recommend limiting it to 60-75 minutes if possible.

It is important to provide breaks and encourage people to get up and stretch if the session is predominantly seated. Also be sure to run through the general 'house-keeping' rules to note to ensure the event runs smoothly.

# Virtual events

## After the event

The most important thing to do after your event is to thank your attendees, including any other organisers, participants, speakers and any sponsors or funders. Giving a summary of the event can also be a useful way of leaving people with defined outcomes.

Encourage sharing of the event on social media, including providing the recording and/or slides. A survey can be useful to understand what can be improved for next time, and also to provide any funders with testimonials.

Make sure you have the correct permissions for saving the data of participants and ask them to sign up for future mailings, in line with international data protection regulations.

# In-person and online events

## Measuring success

Measuring the impact of events is often overlooked but it is important for understanding how successful your event was, seeing what areas can improve and making sure your goals for the event were met.

Planning effectively is key to a successful event, and this includes continuous evaluation! Start by figuring out who your target audience is, and what you want to achieve with your event, as this will help you measure the impact of your event.

The focus of your measurement will depend on who you're sharing the event's results with, which might include sponsors, your organisation's board or the people who took part in the event.

To create a thorough report, evaluate all aspects of your event. For each aspect, set some goals and decide how you will measure if those goals have been reached.



## Impact and success

### Creating an evaluation strategy

#### Step one: Planning

- Make a timetable of your event:
  - After the event, review whether the timetable was realistic. Did you have to make any alterations?
  - What were the views of those involved on how your plan went?

#### Step two: The people involved

- List all the people and organisations you contacted to take part in your event:
  - After the event, list all the people and organisations that actually came
  - What functions did they fulfil?
  - Record their opinions of the event. What did they like, what did they not like? What worked well, what did not work well?

### Step three: The event

- Record details of venues, facilities and materials used:
  - How much material did you distribute at the event?
  - Take photos of the event
  - Do an observation study of the target groups response
  - Record the media coverage it generated – e.g. words spoken, number of features written, number of words written

### Step four: Your audience

- State your target group:
  - Use surveys to find out how many people the event reached, if they knew it was World Alzheimer's Month, if they took part, what action they took
  - Keep a note of how many people you spoke to yourself, how many leaflets were handed out?

### Step five: Media

- When assessing the results of your media coverage, don't just measure the number of articles or interviews on TV:
  - Develop a scoring system to assess quality based on the number of key messages communicated.
  - Was the media coverage positive or negative?



## Keep in contact with attendees

- Collect contact details on the day and follow up with a circular letter, email thanking them for their participation and giving them some feedback about the event. Tell them about the highlights, what you achieved and what you may be planning for next year.
- Remember to send out any information you promised promptly.
- Invite people who participated in your event to do so again the following year.



# Raising awareness

## Lighting of buildings, landmarks and monuments

In the lead up to World Alzheimer's Month and World Alzheimer's Day, we encourage our member associations to request to have landmarks, buildings and monuments lit up in commemoration of the month and or day.

The colours selected often represent the association or the symbolism of dementia in the respective country, serving as a visual gesture of a country's dedication to supporting people living with dementia and their carers. For many countries and associations this is typically a shade of purple.

When choosing a building, landmark, or monument, it is crucial to consider its visibility to the general public and its popularity. By selecting an iconic and easily recognisable site, you can help raise awareness and foster a greater sense of unity and support within your community.

Be aware that with many iconic buildings there is a strict and lengthy process involved. Try to make your request early and with plenty of time before World Alzheimer's Month and World Alzheimer's Day.



*Alzheimer's Association Japan (AAJ) has buildings and monuments lit up in orange for World Alzheimer's Day.*



*Al Oun For Alzheimer's Patient Care Association (Jordan) has the Jordan Citadel lit in purple for World Alzheimer's Day.*



*Buildings in Viseu, Portugal are lit in purple for World Alzheimer's Day after successful efforts from Obras Sociais Viseu.*

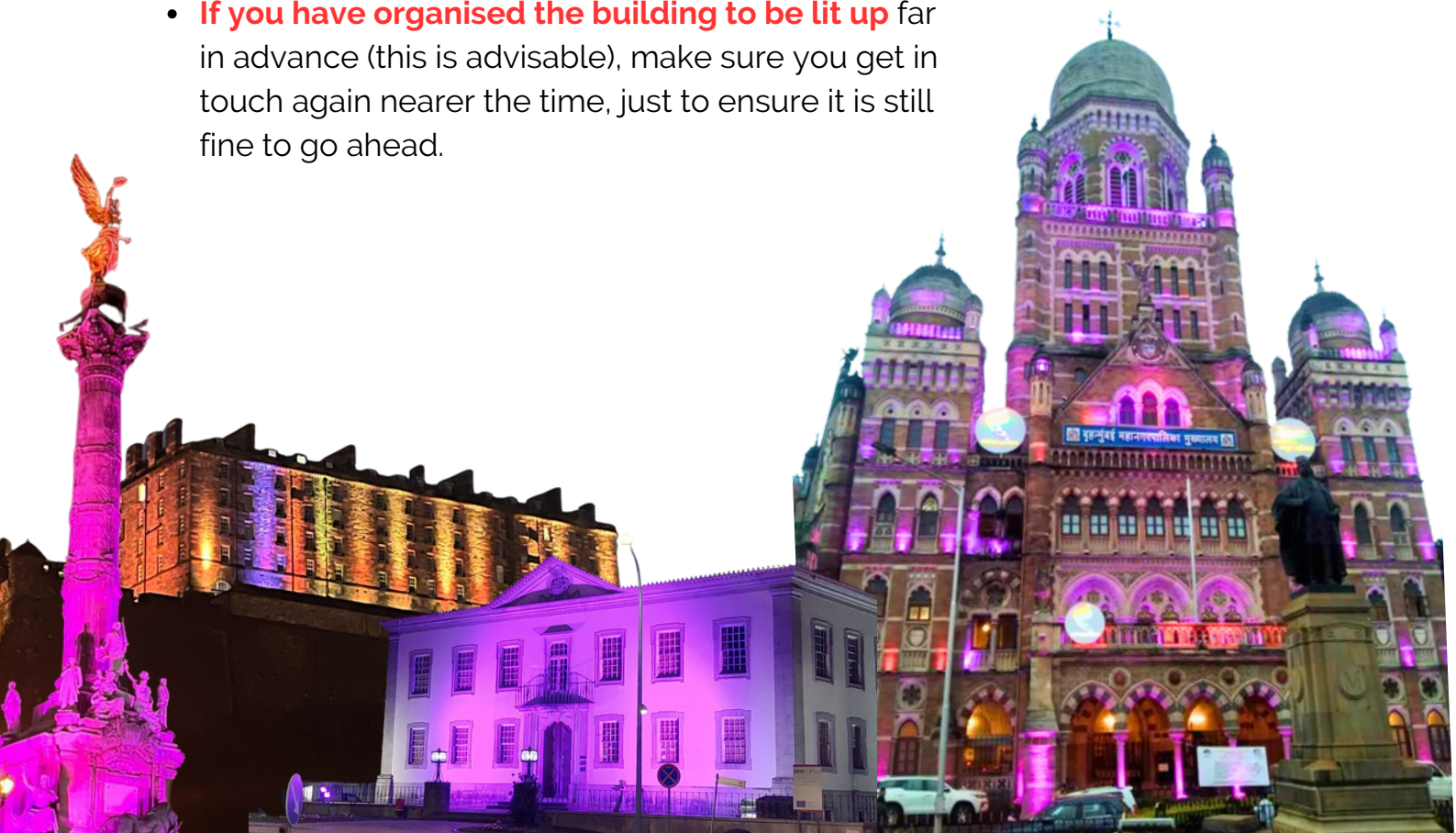


*Asociación Lucha contra el Mal de Alzheimer (A.L.M.A.) has monuments, including Puente de la Mujer, lit purple in Buenos Aires.*

# Raising awareness

## Tips for a successful lighting

- **Landmark officials receive many requests** to have landmarks 'lit up' in acknowledgement of different events and causes, especially since the COVID-19 pandemic. Some landmarks may not facilitate this, due to being 'listed' buildings, already having an existing partnership with a particular charity or without wanting a fee. Do not be disheartened if your request gets rejected!
- **A phone call is always advisable.** Alternatively, check the website of the landmark. Some more established landmarks, such as the Empire State Building, have a dedicated section on their website to lighting requests. If you are unable to find the correct information, e-mail is always the next best step.
- **The best person to speak to will always vary** but customer service, the operations department or the publicity department is always a good place to start and they may be able to point you in the right direction. With smaller venues, it is likely you will need to discuss with the manager. When writing your request, it is always a good idea to make your email/ letter more personal by sharing your reasons for taking part in the campaign and why it is so important to you. Use your existing contacts!
- **If you have organised the building to be lit up** far in advance (this is advisable), make sure you get in touch again nearer the time, just to ensure it is still fine to go ahead.



# Raising awareness

## Memory Walks

A Memory Walk! What better way to host a fully inclusive event, one that both raises awareness and funds at the same time. Plus walking is great exercise and a super addition to risk reduction.

Memory Walks are so well suited, appealing to all ages and abilities, including our canine friends, and it is no surprise they have become one of the best parts of World Alzheimer's Month.

Like all events, Memory Walks need planning and will often need local authority permission, especially for larger numbers, but route planning itself can be a fun part of the process. **You'll need to think about a start and finish point, a gathering space for both, a route map and markers, plus enthusiastic volunteers to help things run smoothly.**

Visually walks and walkers **make for incredible photographs** for your social media and don't forget to invite the media and local celebrities to take part. Ask people to identify who they are walking for and consider using cut out cardboard frames to capture photos of all the walkers as they arrive, on the route and afterwards.

Alongside awareness raising, **Memory Walks can be a very effective way to raise funds for your association's work, for research or for key projects, like a day centre.** Ask people to sign up and encourage them to use a sponsorship form or a fundraising website to help raise funds. Consider branded T-shirts, certificates and medals. And challenge walkers to set themselves a fundraising target.

Over the years Memory Walks have grown and grown and many have turned into bigger events, with exhibitors, food and drink sellers and entertainment. They are excellent opportunities to set up information stands for your association, and a chance to meet the team.

**And don't forget to capture some testimonials from people** of their experience of the day, something you can use in your evaluation and importantly in planning next year's walk.



# Fundraising

## Raising money at your event

Fundraising has the potential to be an important part of any event and can make an incredible impact on future activities and projects that raise awareness and reduce stigma.

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- **Your goals and objectives:** When planning an event that attempts to raise money, it is crucial that you establish clear goals and objectives. This may include raising a specific amount of money for a particular project; increasing general awareness around dementia or engaging a particular audience, such as policymakers and members of government. These goals and objectives can allow you to measure the success of your event and help motivate participants, volunteers and donors to contribute towards a common goal.
- **The type of event you want to host:** There are endless ideas for the different types of events you can host to help raise money, including Memory Walks, auctions and raffles, bake sales and more.
  - Our [World Alzheimer's Month fundraising pack](#) is filled with useful hints and tips to boost your fundraising, during and outside of World Alzheimer's Month. Whether you're an individual taking on a challenge of a lifetime, friends wanting to get together or a company promoting a team building activity – our fundraising pack has something to suit everyone.
- **Your budget and available resources:** It is very important to develop a detailed budget that covers all anticipated income and expenses, including costs for the venue, food and drinks, marketing and any required permits or licences. This is even more important if you are receiving sponsorship, funders may want to see how their money was spent. Make sure to allocate resources wisely so that you can balance between earnings and spending, ultimately maximising the funds raised for your cause!
- **Promotion and marketing:** To effectively promote your fundraising event, be sure to utilise various methods such as sharing engaging content on social media, sending email updates, contacting your local media about the event, collaborating with businesses or like-minded organisations, and placing promotional materials, such as flyers and posters, in areas of the community where they are most likely to be seen.

- **Working with sponsors and partners:** Partnering with local businesses or sponsors can provide valuable financial support or resources, such as products or services for your event. These kinds of partnerships can help to further raise your event's reach, credibility and overall success. When approaching potential sponsors, make sure you are equipped with a well thought-out proposal that outlines the benefits of supporting your event and how their involvement may align with their own values or goals.
  - **Keep your potential donors engaged!** When your event is taking place, don't forget to keep your donors engaged. Consider incorporating interactive elements, such as quizzes or polls; sharing personal stories and highlighting the impact of their financial support. By keeping donors engaged, you can help to foster an emotional connection to your organisation or cause, and encourages ongoing and future contributions.
  - **Following up after your event:** After the event, show appreciation to donors, volunteers and supporters by sending personalised thank-you messages, sharing event highlights and recognising their contributions on social media. Keeping communication open helps build stronger relationships and creates a devoted supporter base for future events and projects!
  - **Room for improvement:** It is equally important that after your event has finished, you collect feedback from attendees, volunteers and donors. This can allow you to see the areas for improvement for future events, while also acknowledging your event's successes.
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