



# WELCOME HERO



Thank you for your interest in fundraising for Cure Alzheimer's Fund (CureAlz). Your contributions mean the world to us and, more importantly, to the millions of families affected by this disease.

For more than 20 years, CureAlz has been driving breakthroughs in Alzheimer's research by funding high-impact projects that bring us closer to a cure. Thanks to our Board of Directors, Trustees, and a core group of dedicated partners who cover our operating expenses, **100% of your donations go directly to research.**

Our Heroes are the heart of our mission. As our fundraising partners, your efforts not only fuel leading research but also inspire hope and progress. Every event, every donation, and every conversation you spark reminds us that we are in this fight together and brings us closer to stopping this disease.

Whether you're just considering getting involved or already deep in the planning process, we are grateful for your partnership. My team and I are here to support you every step along the way. We have pulled together a collection of resources we hope will help you achieve, and even exceed, your fundraising goals.

Thank you for being our Hero in the fight to end Alzheimer's.

Lainie Holcomb  
Manager, Community Fundraising

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# GETTING STARTED



## Set up your fundraiser

For information and to get started, visit us [here](#). You can also reach out to us at [Hero@CureAlz.org](mailto:Hero@CureAlz.org).



## Spread the word

Meet and exceed your goals by bringing others into your mission. Word-of-mouth, social media, and your local media are great places to start.



## See your impact

100% of all general donations support our research programs.



## Let us help

Please reach out if you have questions about a current, past, or future fundraising events. We would love to get to know you and learn how we can make an even greater impact together!

## CUREALZ HEROES

At Cure Alzheimer's Fund (CureAlz), our **Heroes** are at the heart of our mission.

They are courageous, passionate, and dedicated individuals who have an important role in the fight against Alzheimer's.

**Heroes** raise critical funds and awareness for research, driving efforts that bring us closer to effective therapies and, ultimately, a cure.



# CUREALZ HEROES

## TYPES OF FUNDRAISERS

From bake sales to road races, livestreams to corporate giving programs, you can turn any passion or resource into a fundraising activity.

Here are some ideas from past fundraisers:

-  Golf or bowling tournament
-  Lemonade stand
-  5K, fun run, or walk-a-thon
-  Cooking class
-  Concert
-  Garage sale
-  Special events: birthdays, weddings, retirement
-  Streaming challenge
-  Art shows
-  Give-back promotions
-  Yoga class
-  Bike race



Email us at [Hero@CureAlz.org](mailto:Hero@CureAlz.org) to tell us about your fundraising idea or for more inspiration.

# ABOUT CURE ALZHEIMER'S FUND



**OUR MISSION:** We are a non-profit that funds research with the highest probability of preventing, slowing, or reversing Alzheimer's disease.

.....



Our Board, Trustees, and select donors cover all operating costs.  
**100% of every dollar you donate goes to support our research program!**

.....



**Over \$230 million** awarded to research since 2004.

.....



Funded scientists are required to collaborate. Papers published from CureAlz funding must be available to the entire field.

.....



Focus on funding research into the root causes of Alzheimer's disease, enabling discoveries to accelerate research toward effective therapies and cures.

.....



Perfect score and 4-star rating from Charity Navigator for 13 years.

.....



Platinum Seal of Transparency from Candid, a distinction earned by only 1.6% of nonprofits on their platform.

.....

# FACTS ABOUT ALZHEIMER'S DISEASE



Alzheimer's disease (AD) is the most common cause of dementia.

.....

AD impacts more than 7 million individuals in the United States. By 2050, the impact is projected to rise to over 13 million.

.....

1 in 3 seniors is diagnosed with Alzheimer's or another form of dementia.

.....

More than 12 million Americans provide unpaid care support for people living with Alzheimer's or other dementias.

.....

Two-thirds of all Alzheimer's patients are women.

.....

Genetics and lifestyle play a factor, but age is the strongest known risk factor.

.....

While the field has made important progress, there is still so much we do not know about the basics of Alzheimer's disease.

.....

**At Cure Alzheimer's Fund, we believe **research is the only path to a cure.**  
We fund projects with the highest probability of  
preventing, slowing, or even reversing Alzheimer's disease.**

# FUNDRAISING RESOURCES

## EVENT PROMOTION

There are many ways to promote your fundraising event. Email campaigns, social media, and word-of-mouth advertising are some of the most effective tools you can use.

For email invitations and campaigns, consider sending multiple messages to ensure your recipients see your call to action. Here are sample emails to help you get started. They are also available for download [here](#).

### Sample Event Promotion Email

Subject: Join [\[Event Name\]](#) in the Fight to End Alzheimer's!

Dear [\[Name Here\]](#),

I'm proud to be hosting [\[Event Name\]](#) to support Cure Alzheimer's Fund, a nonprofit whose mission is to fund research with the highest probability of preventing, slowing, or reversing Alzheimer's disease, and I need your support.

Please join me for [\[Event Details, including the name, when, where, and what it is. This is also the space to share any other specific information you would like, including ticket prices, raffle items, or other hooks to entice people to attend your event\].](#) [\[Include a link to your registration page here, if applicable\]](#)

This is a cause that is very important to me and my family. [\[Tell your Alzheimer's story here\]](#)

If you cannot attend, please consider visiting [\[my fundraising page / CureAlz donation page\]](#) to donate. The Cure Alzheimer's Fund's Board of Directors, Trustees, and select donors cover all overhead expenses so that 100% of every gift they receive supports their Alzheimer's research programs. You can follow [\[insert social media handles or event website\]](#) for news and updates and contact [\[your contact information\]](#) with any questions.

Thank you for your partnership in the fight against Alzheimer's!

With gratitude,  
[\[Your Name\]](#)  
[Event Name\]](#)

# FUNDRAISING RESOURCES

## EVENT PROMOTION

### Sample **Event Countdown** Email

Subject: It's the Final Push for **[Event Name]**!

Hi **[Name]**,

There's only **[# of Days]** left before **[Event Name]**! Be sure to [mark your calendar/get your tickets] so you don't miss this special event to support Alzheimer's research.

**100% of every dollar **[Event Name]** sends to Cure Alzheimer's Fund support research with the highest probability of preventing, slowing, or reversing Alzheimer's disease.**

To register, or for more information, check out **[link to event website]** and let me know if you have any questions at **[contact information]**.

If you are unable to attend, I hope you will consider donating either at **[Event Fundraising page]** or directly to Cure Alzheimer's Fund, as every penny moves us closer to a solution for all of our loved ones.

I hope to see you there!

Best wishes,  
**[Your Name]**  
**Event Name]**

# FUNDRAISING RESOURCES

# SPONSORSHIPS

Fundraising can be challenging and, for many of us, asking for donations can be like building a new muscle. Remember, you are not asking for donations for yourself but rather an important cause. Your friends, family, and community all want to help you achieve your fundraising goals. All you have to do is ask.

## Sample **Solicitation** Letter or Email

Dear [NAME],

This year, I am proud to be a part of the fight against Alzheimer's disease. I will be [Event Name or Activity here. Running a marathon, hosting a dinner party, asking friends and family for donations] to support Alzheimer's research through Cure Alzheimer's Fund and I need your help.

I am making this commitment because [Tell your Alzheimer's story here].

While this is a cause that has impacted my family, we are not alone. Alzheimer's, the most common form of dementia, currently affects more than 6.9 million people in the U.S. alone. It is a progressive disease that slowly deteriorates cognitive function, robbing a person of their memories and eventually their ability to perform even the simplest of tasks. With more than 70 million aging baby boomers, the high cost of caring for those with the disease (\$360 billion in 2024), and no cure, Alzheimer's has the potential to collapse the U.S. healthcare system in the coming decades. The disease is emotionally and financially devastating for families, and it is imperative we find a cure.

This is why I've chosen to support Cure Alzheimer's Fund. Their mission is to fund research with the highest probability of preventing, slowing, or reversing Alzheimer's disease. They are designed to accelerate research by providing the best minds in the field with seed funding to get their high-risk, high-reward projects off the ground. They foster collaboration among researchers to minimize redundancy and propel the field forward. What's more, **100% of what is raised through [my fundraiser/Event Name] will support research** because the Cure Alzheimer's Fund Board of Directors, Trustees, and a select group of other donors cover all operating expenses for the organization

My personal goal is to raise [INSERT GOAL], and every penny will advance their Alzheimer's research programs. To donate, please [donation instructions here with link to fundraising page].

Thank you for helping us end Alzheimer's disease. To keep track of my progress be sure to follow me at [insert social media handles here].

Best wishes,  
[Your Name  
Event Name]

# FUNDRAISING RESOURCES

# SPONSORSHIPS

## Sample Corporate Sponsorship Solicitation

[Date]

[Company Contact Name, Company Name,  
Address City, State, Zip]

Dear [Insert Name],

Currently, more than 6.9 million Americans are suffering from Alzheimer's . The disease is emotionally and financially devastating for families, and the number of those affected will triple in the coming years if an effective solution is not found. [Event Name] is dedicated to supporting Cure Alzheimer's Fund and its mission to fund research with the highest probability of preventing, slowing, or reversing Alzheimer's disease. I write to invite [Company Name] to join us in this fight by sponsoring our event.

[Brief synopsis of your event here. Consider including: the story of what moved you to create the event, the amount of funds raised to date, your goal for this year, and how their support will help make that goal possible. It is also compelling to highlight how supporting your event will help the company to reach new audiences, establish a positive reputation, and serve their employees]. I've enclosed information on available sponsorship levels. It is my hope that we can count on your commitment of [insert amount you hope the company will consider] to help us attain our fundraising goal of [insert \$ goal].

Since its inception, Cure Alzheimer's Fund's sole focus has been on providing research grants to leading Alzheimer's scientists at world-class institutions. To date, the organization has contributed nearly \$230,000,000 to Alzheimer's research. Their funded projects have resulted in significant breakthroughs, a deeper understanding of Alzheimer's disease, and have moved the field closer to a solution. Additionally, the organization has carried a perfect 4-star rating on Charity Navigator for 13 years running and received a perfect score across all categories in 2024, an achievement awarded to fewer than 1 in 1000 charities. Most importantly, every penny raised by my event will help fund their critically needed research programs as the Cure Alzheimer's Fund Board of Directors, Trustees, and a core group of other donors cover all overhead expenses.

On behalf of [Event Name], Cure Alzheimer's Fund, and most importantly, the millions of people who benefit from our efforts, thank you for considering sponsoring our fight against Alzheimer's. If you have any questions, please contact me at [Contact Info].

Sincerely,

[Your Name  
Event Name]



# FUNDRAISING RESOURCES

## STEWARDSHIP

Stewarding – or thanking – your supporters is a wonderful opportunity to highlight the positive impact of your fundraising event. After the event ends, stewardship is also a great way to building lasting support. Here are some sample emails you can use to thank your supporters.

### Sample Thank You for Donating Email

Subject: Thank You For Supporting [Event/Activity]!  
Hi [Name],

Thank you for supporting [Event/Activity] to benefit Alzheimer's research! Every penny we donate to Cure Alzheimer's Fund from this event will support their critically needed research programs. If you are interested in updates on my fundraising progress, please feel free to follow me at [insert your fundraising page or social media handles] as I work towards my goal.

We are so grateful for your partnership in solving Alzheimer's!

[Your Name  
Event Name]

### Sample Thank You for Attending Email

Subject: Thank You for Making [Event Name] a Success!  
Hi [Name],

Thank you so much for supporting [me/us] at [Event Name]! Thanks to you, we [discuss what the event accomplished, the amount raised, any highlights you would like to share, etc.]. You can find pictures from the event here [link to event website or social media]. Please feel free to like and share on your social channels!

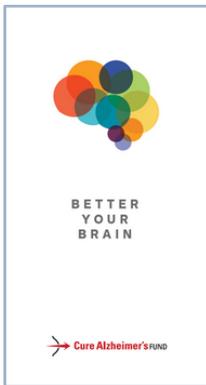
If you are interested in getting involved in next year's event or have any questions or feedback, please don't hesitate to be in touch with me at [contact information].

We are so grateful for your partnership in funding critically needed research through Cure Alzheimer's Fund. We can't wait to see you again at next year's event!

Best wishes,  
[Name  
Event Name]

# MARKETING RESOURCES PUBLICATIONS

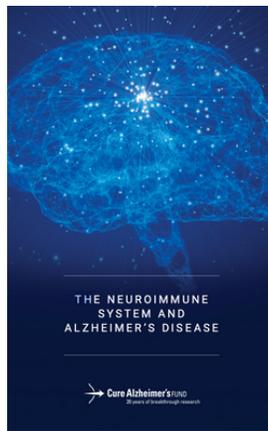
We encourage you to look through our published materials online. They can even be downloaded for use at your event!



## Better Your Brain

While we don't know yet how to prevent Alzheimer's disease, there are steps that you can take to improve the overall health of your brain.

[CLICK HERE](#)



## The Neuroimmune System

A recent publication on the neuroimmune system and Alzheimer's disease.

[CLICK HERE](#)



## Annual Report

- Research program and funded projects
- Alzheimer's disease & research statistics
- Overview of our research results
- A tribute to some of our partners and why they choose to give to CureAlz
- Remarks on results from our Co-Founder & Chair, CEO, and Chair of the CureAlz Research Leadership Group.
- Contents section can be downloaded [here](#).

[CLICK HERE](#)

To view more publications from 2004 to present, [visit our website](#).

If you have questions about materials that you can be sent to use at your event, please email us at [Hero@CureAlz.org](mailto:Hero@CureAlz.org)

# MARKETING RESOURCES

## VIDEO

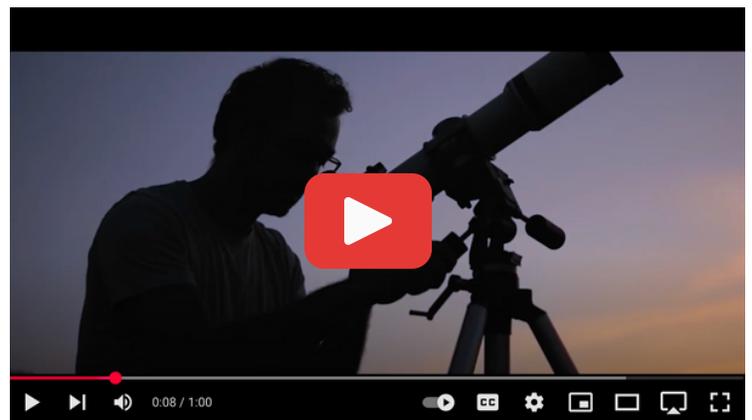
**To help you promote your fundraising event.**

Visit the [Cure Alzheimer's Fund YouTube channel](#) for our library of videos for use in social media, email marketing, or sharing at your event. The channel also contains educational webinars with our dedicated researchers speaking about their work and the latest research in Alzheimer's disease.

• Start with viewing *The Story of CureAlz*  
• to learn our origin story.



*The Call and Night Sky are 60 second inspiration videos about our work. Consider sharing on social, with supporters or at your event.*



# MARKETING RESOURCES

## SOCIAL MEDIA

Social media posts you can use on your channels to help promote your fundraising.

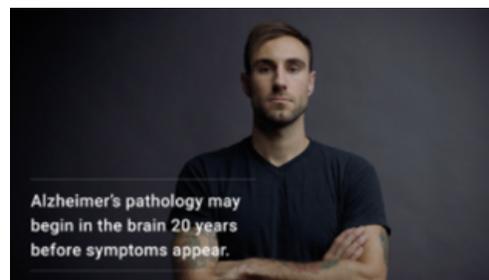
For your reference, we use the following media channels. Please follow and tag our accounts so we can promote your fundraising efforts.

**YouTube** <https://www.youtube.com/@CureAlzheimers>  
**Instagram** <https://www.instagram.com/curealzheimers/>  
**Facebook** <https://www.facebook.com/CureAlzheimers>  
**LinkedIn** <https://www.linkedin.com/company/cure-alzheimer-s-fund/>  
**Brand Hashtags** #CureAlz #AlzheimersResearch #CureAlzheimersFund

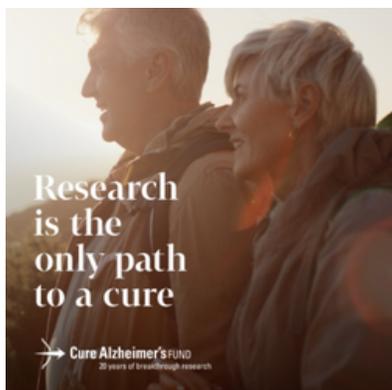
Images for each of the following posts are available for download. [Click here](#)



POST: 250,000  
The number of children ages 8–18 in the United States who are providing care for someone with Alzheimer's.



POST: Alzheimer's pathology may begin in the brain 20 years before symptoms appear.



POST: CureAlz is dedicated to funding research with the highest probability of preventing, slowing, or reversing Alzheimer's disease. The Board of Directors, Trustees, and select donors cover all operating costs so that 100% of general donations go to Alzheimer's research.

# MARKETING RESOURCES

## SOCIAL MEDIA

Social media posts you can use on your channels to help promote your fundraising.

Images for each of the following posts are available to download. [Click here](#)



### SLEEP

The natural cleaners of your brain - microglia - go to work when we're asleep, removing waste to maintain brain health.



### EXERCISE

Cardiovascular activity increases blood flow to the brain, reduces Alzheimer's-related amyloid plaques and inflammation, and boosts the creation of new neural stem cells.



### DIET

A Mediterranean diet rich in beans, fish (or plant-based alternatives), fruits, vegetables, olive oil, nuts and whole grains supports brain and heart health.

POST: The natural cleaners of your brain - microglia - go to work when we're asleep, removing waste to maintain brain health.

POST: Cardiovascular activity increases blood flow to the brain, reduces Alzheimer's-related plaques and inflammation, and boosts the creation of new neural stem cells.

POST: A Mediterranean diet rich in beans, fish (or plant-based alternatives), fruits, vegetables, olive oil, nuts and whole grains supports brain and heart health.

# MARKETING RESOURCES

## SOCIAL MEDIA

Social media can be a powerful and effective way to promote your fundraising event. Here are some tips to get you started.



### Step 1: Set Up Your Fundraiser

**Make It Personal:** Explain why this fundraiser matters to you personally or to the community it serves. Authenticity builds trust and motivates others to act.

**Provide a Direct Link:** Link to your CureAlz donation page in your bio and refer to it in every post.



### Step 2: Create Engaging Content

**Use Emotional Storytelling:** Share real stories of how Alzheimer's has impacted your life, and why you decided to fundraise for research. Highlight the importance of donor contributions.

**Incorporate Visual Variety:**

- Use carousels to share before-and-after visuals or milestones.
- Create Reels with compelling music to explain the fundraiser.

**Write Strong Captions:** Pair visuals with impactful captions that include a clear call to action (e.g., "Click the link in bio to donate today!").



### Step 3: Post Strategically

**Pin Key Posts:** Pin the main fundraiser post to your profile for easy visibility.

**Create a Posting Schedule:** Regularly share updates such as:

- Milestones (e.g., "We're halfway there!")
- Personal stories or testimonials.
- Countdown reminders as the deadline approaches.

A red circular icon with a white number 4 inside, set against a white background with a red border.

## Step 4: Engage Your Audience

**Go Live:** Host a live session to:

- Explain the fundraiser's purpose.
- Share personal connections to the cause.
- Feature a guest speaker.

**Celebrate Donors:**

- Share donation milestones (e.g., "Thank you, Sally, for your donation!")

**Ask Questions:**

- Use Instagram's or Facebook's interactive Story features like polls, quizzes, or Q&A stickers to foster engagement and educate followers about Alzheimer's research.

A red circular icon with a white number 5 inside, set against a white background with a red border.

## Step 5: Leverage Hashtags and Tags

**Use a Mix of Hashtags:** Combine broad, popular hashtags (#Fundraiser, #DoGood) with niche ones specific to your cause (#CureAlzheimers, #CureAlz).

**Tag CureAlz and others:**

- In addition to CureAlz, identify individuals or organizations with large followings who support your cause.
- Encourage them to share your content or create their own posts.

**Encourage Reposting:** Ask your followers to share your posts or Stories with their own networks, tagging both you and the nonprofit.

A red circular icon with a white number 6 inside, set against a white background with a red border.

## Step 6: Show Gratitude

**Highlight the Impact:**

- Share the final amount raised.
- Explain how the funds will support Alzheimer's research.

**Create a Thank-You Reel:**

- Compile images, videos, and testimonials from the campaign into a heartfelt video.
- Include donor names or messages (with permission).

**Follow Up:**

- Post updates after the campaign to show donors how their contributions are making a difference and how they can stay informed. This keeps them engaged for future fundraisers.

# MARKETING RESOURCES

## PRESS RELEASE

### Tips for writing and distributing a press release.

A **press release** is a detailed document sent to the media announcing a newsworthy story or event with the aim of securing media coverage. You can send press releases directly to journalists, bloggers, influencers, and other media contacts, with details about your fundraiser.

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### Writing a **press release**

- **Logo:** If you have a logo, add it to the top of the press release.
- **Headline:** Keep it short. Your headline should be 5-12 words. Use the subhead to say more about the fundraiser if appropriate.
- **Contact information:** Include your name, phone number, and email so the media outlet can contact you for more information.
- **Lead Sentence:** What's the news? Tell the whole story in one or two sentences.
- **Multimedia:** A photo or video right in the release or link to other content can appear directly above your press release text.
- **Body Text:** Rich-text formatting that allows for bold, italics, tables, bullets, live hyperlinks and other features, creates a positive, easy-to-read experience for the contact.
- **Social Media Profiles:** Provide direct links to your active social platform pages.
- **Fundraiser website or donation page:** Link to your website, personal donation page or Hero page on CureAlz.org.
- **Close:** Usually a centered ### at the bottom lets the reader know that this is the end of the release.
- **Proofread before sending:** Use spell check or ask a friend. Make sure your release has the correct dates and times of your event, is grammatically correct and without typographical errors.

## Distributing a **press release**

- **Create a list of media contacts:** For local events, use Google to identify media outlets – local, regional, and newspapers and magazines; radio stations, local network news, and websites. You can also call local newspapers and regional magazines. Ask for the name and contact information of the reporter to whom you should send releases. Confirm their preferred method of dissemination.
- **Identify your audience on social media:** Research the people you want to reach and follow them on social media.
- **Write a catchy subject line:** Try to capture your story in words and make your email subject line stand out.
- **Release Summary in your email:** When emailing the release, provide a short, simplified summary of your announcement, enticing recipients to read the full release. Tell people who you are by including key data points about you and the event and why it would be of interest to their readers/viewers/listeners.
- **Send your press release at the right time:** Send your press release out early in the day, 3-4 weeks ahead of your event and then follow up by email or call as the event gets closer. You can also send your press release after an event with results.
- **Explain how your story fits their niche:** Differentiate yourself by explaining how your story will be easy to pitch to their editors and how it relates to their audience.



## Sample **press release** layout:

Available for download. Click [here](#)

[LOGO, if you have one]

FOR IMMEDIATE RELEASE

CONTACT: [Full name]

[Email] [Phone number]

[HEADLINE]

[Subhead]

(LOCATION) – [DATE] – The lead sentence is important. Give the who, what, where and why succinctly in one or two sentences.

The second paragraph should describe the event in more detail.

The third paragraph should include a quote from you and your “why,” or other sentiments about the fundraiser or people involved.

The fourth paragraph should be about Cure Alzheimer’s Fund. Please cut and paste this paragraph below into your press release as is.

Cure Alzheimer’s Fund is a nonprofit dedicated to funding the most promising research to prevent, slow or reverse Alzheimer’s disease. Since its founding in 2004, Cure Alzheimer’s Fund has provided more than 900 grants to more than 300 of the world’s leading researchers and contributed more than \$220 million to research. Its funded initiatives have been responsible for many key breakthroughs in understanding the causes and pathology of Alzheimer’s disease. Cure Alzheimer’s Fund has achieved a 100% perfect score and has received a Four-Star rating for 13 consecutive years from Charity Navigator, as well as the Platinum Seal of Transparency from Candid, formerly known as GuideStar. The Board of Directors, Trustees and a core group of other donors fund overhead expenses so that 100% of general donations support its research program.

# # #

# MARKETING RESOURCES

## MEDIA ADVISORY

### Tips for writing and distributing a media advisory before your event.

A **media advisory** is a brief notification sent to the media to alert them about an upcoming event, essentially acting as an invitation to attend.

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#### Writing a **media advisory**

- **Purpose:** A media advisory aims to get media to attend an event, while a press release aims to share newsworthy information for journalists to report on.
- **Content:** Media advisories are concise, focusing on the essential details like who, what, when, where, and why of an event, whereas press releases provide more in-depth information including quotes, background details, and key facts.
- **Length:** Media advisories are typically very short, often just a few sentences, while press releases are longer and provide more details about an event.

#### Distributing a **media advisory**

- **Identify the Right Media Contacts:**  
Select journalists, reporters, or media outlets relevant to your event, news and location. Use Google to find the correct people.
- **Choose the Distribution Method:** Send the advisory as a PDF or in the body of the email. You can also share the advisory via your social media channels with a link.
- **Personalize the Message:** If emailing directly, customize the subject line and message to grab attention and encourage reading.
- **Follow Up:** Call or email journalists a day or two after sending the advisory to confirm they received it and offer additional information if needed.

## Sample **media advisory** layout

Available for download. Click [here](#)

[LOGO, if you have one]

### **MEDIA ADVISORY**

CONTACT: [Full name]

[Email] [Phone number]

[HEADLINE]

[Subhead]

- (LOCATION) – [DATE]
- Key details of the Event:
  - WHAT: A brief description of the event.
  - WHO: Who is speaking or attending.
  - WHEN: Date and time of the event.
  - WHERE: Location of the event, with directions if necessary.
  - WHY: Background information and reasons why the event is important and newsworthy. You can include relevant background information about the event, or organization.
- Optional: Quote from you or key spokesperson
- Optional: RSVP Information
- Website URL or other contact information

# # #