



**IG** WEALTH  
MANAGEMENT

**WALK FOR  
ALZHEIMER'S**

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Alzheimer *Society*

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**WALK  
YOUR WAY**

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Alzheimer*Society*

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You've made an important decision that will have great impact on your community. Thank you for choosing to support the **IG Wealth Management Walk for Alzheimer's!**

We learned during the onset of the COVID-19 pandemic that when given the opportunity to show their support in their own way, Canadians rise to the challenge, have fun and show great success.

There are many ways to take part in the IG Wealth Management Walk for Alzheimer's, beginning with attending your nearest in-person walk. If you are not near a Walk, or prefer to **Walk Your Way**, we've got you covered.

Our supporters have broadened the definition of "Walk" and many are getting active in a way that suits them, including cycling, swimming, canoeing, running, skiing, doing yoga, baking or even line dancing! So come on, join us, and "Walk" Your Way!

In this toolkit, we will give you tips, tricks, tools and ideas to help you fundraise for your Walk.

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AlzheimerSociety

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# Ready-to-use messages from the Alzheimer Society and the Walk

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**The Alzheimer Society has key messages you are welcome to use to promote your Walk. You can personalize them, since your reasons for taking part are your own, but this will allow you to add statistics and data.**

**When referring to the walk, please always use the term IG Wealth Management Walk for Alzheimer's.**

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## **About dementia:**

- Alzheimer's disease and other dementias are a health crisis. When you fundraise for the IG Wealth Management Walk for Alzheimer's, you support Canadians working to prevent, detect, treat, and care for people living with dementia. Join me and tens of thousands of Canadians raising money for the Alzheimer Society.
- By 2031, close to a million Canadians will have dementia, an increase of nearly 70 per cent. The money raised for the IG Wealth Management Walk for Alzheimer's provides vital programs and services to help families face the disease and live life to its fullest. Programs such as support groups and counselling can make all the difference in the way people are able to manage the disease and live life to the fullest.
- Alzheimer's disease and other forms of dementia cause pain and loneliness for families. By fundraising for the IG Wealth Management Walk for Alzheimer's, you provide them the help and support they need. No one should have to face this disease alone.
- We all know someone living with Alzheimer's disease or dementia. Join me as I walk in the IG Wealth Management Walk for Alzheimer's and raise money to provide life-changing programs and services to help people where we live. Visit [WalkForAlzheimers.ca](https://www.WalkForAlzheimers.ca) to sign up or to support my Walk.

- Everyone will be touched by dementia, whether your relative, your friend, a member of your community or yourself. No one should have to face this disease alone. Make a difference and help me fundraise for the Walk today.
- Let's walk all over Alzheimer's! 25,000 more Canadians are diagnosed each year. We need your help to improve quality of life for people with dementia.

### **About the Walk:**

The IG Wealth Management Walk for Alzheimer's is Canada's biggest fundraiser for Alzheimer's disease and other dementias.

- The IG Wealth Management Walk for Alzheimer's takes place in more than 300 communities across Canada and raises more than \$5 million each year.
- Monies raised support programs and services in your community that improve quality of life for people living with dementia and their families, and support activities like education and public awareness.
- The IG Wealth Management Walk for Alzheimer's is not only a great opportunity for communities to rally around this increasingly prevalent disease, but it's also a fun way to raise awareness and vital funds that will make a world of difference for Canadians who are affected.

### **About the Alzheimer Society:**

- Alzheimer Societies across Canada provide programs and services to help people with all forms of dementia, including Alzheimer's disease. The Societies also help caregivers and families live to their fullest ability.
- The Alzheimer Society is one of Canada's leading funders of dementia research. Since 1989, it has invested more than \$53 million in biomedical and quality of life research through the Alzheimer Society Research Program.
- The Alzheimer Society is a key partner in the development of Canada's first national dementia strategy, which will enhance research efforts and ensure access to quality care and support for all Canadians affected by dementia.

### **About IG Wealth Management:**

- Is the proud sponsor of the 2021 IG Wealth Management Walk for Alzheimer's
- Founded in 1926, IG Wealth Management is a national leader in delivering personalized financial solutions to Canadians through a network of Consultants located across Canada.
- In addition to an exclusive family of mutual funds and other investment vehicles, IG Wealth Management offers a wide range of insurance, securities, mortgage, and other financial services. IG Wealth Management is a member of the IGM Financial Inc. (TSX: IGM) group of companies.

## Personalizing your Walk

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**Make it real. If you've got a story, special memory, or fantastic person you're walking for, share it! It will motivate people to support your fundraising efforts.**

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We know you have an excellent reason for choosing to support the IG Wealth Management Walk for Alzheimer's. The best way to encourage people to help you fundraise is to personalize your messages and tell them why the Walk is so important to you.

**If you are walking for or in the memory of a loved one, share a photo, or tell a story about them:**

- Are you walking in their favourite park?
- Baking their best cookie recipe?
- Swimming at the pool they managed?





If you are comfortable sharing the personal details, this is the best way to make your fundraising ask resonate for those around you. And of course, don't forget to reach out to your mutual loved ones – maybe you can get them to join you, create a team or a challenge together.

You can also energize it by tying fundraising to a fun challenge, making it entertaining or inspiring for yourself and your supporters. You can make it part of your goal – that they sponsor you if you hit X goal – or try to individually inspire your supporters by doing something special for each donation you receive. Such as:

**For every X-amount donated, I will...**

- Take one photo in a funny hat
- Do a monologue from your favourite movie
- Dance in a funny costume
- Run up a flight of stairs
- Do 10 push-ups
- Sing karaoke off-key
- Make a candle
- Crochet a house hippo
- Knit a scarf for the homeless
- Bake cookies for the donor
- Write a poem
- Walk the same number of steps a day as the number of people living with dementia in our city

**The sky is the limit – what do you feel like doing?**

**Choose an activity that suits you! And something that you enjoy – you will have more fun taking part if you do something that makes you have fun.**

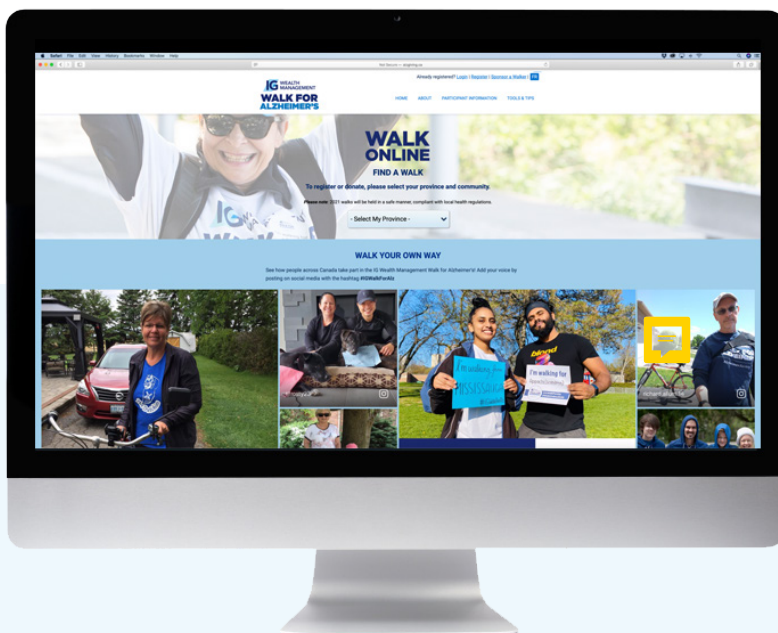
## Getting the word out

**Start by creating a personalized page on the Walk website.**

Every IG Wealth Management Walk for Alzheimer's Walk has a page on or linked from [WalkForAlzheimers.ca](https://www.WalkForAlzheimers.ca). Visit the site, select your province and your city, and from there you can register and create your own personalized page. You can feature your story, your challenge, the person, or persons you are walking to honour, photos and more.

Once you have created your Walk page, a link will be generated for you to share. Distribute this to promote your campaign and people can donate directly to your page. It is an easy way to collect donations without having to deal with cash or cheques.

You are the best judge of what methods of getting the word out will work best for your circle. If your friends and family are all





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**Remember that large files (i.e., videos) don't share well by text message or email, so tailor your delivery. If you are going to work with larger files, it is best to post them online and share those page links instead.**

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on Twitter, start there. Perhaps your biggest supporters live in an internet and cell phone dead zone – in which case slipping flyers under people's doors!

Please keep local health recommendations in mind when choosing your method of fundraising. If you live in a rural area with mailboxes, you could put notes in your neighbours' mailboxes providing them ways to support or join you. If you live in an apartment building or retirement or Long Term Care Home, you could slide letters under your neighbours/friends' doors letting them know what you are doing or post a notice in a common area, if you have permission to do so.

**Some methods you can consider:**

- Social Media – Twitter, Facebook, Instagram, LinkedIn
- Email
- Text messages
- Messenger applications (e.g. WhatsApp)
- Phone calls
- Door-to-door
- Posters
- Standing on a corner collecting donations

## Choosing photos

Because these campaigns are mostly digital — as opposed to in print — you can use old photos that are too low-resolution for printing. That opens the door to using older photos of the person you are honouring.

Whether you are using photos of yourself, your activity or someone you are walking in honour of, the photos you use should be representative. If you are doing a funny walk campaign, take a funny photo. Have fun with it, convey the energy that matches your campaign. A picture tells 1,000 words.



# Using Social Media for your campaign

**Depending on your circle of friends and family, Social Media may be your best way to reach the people you want to ask to support you.**

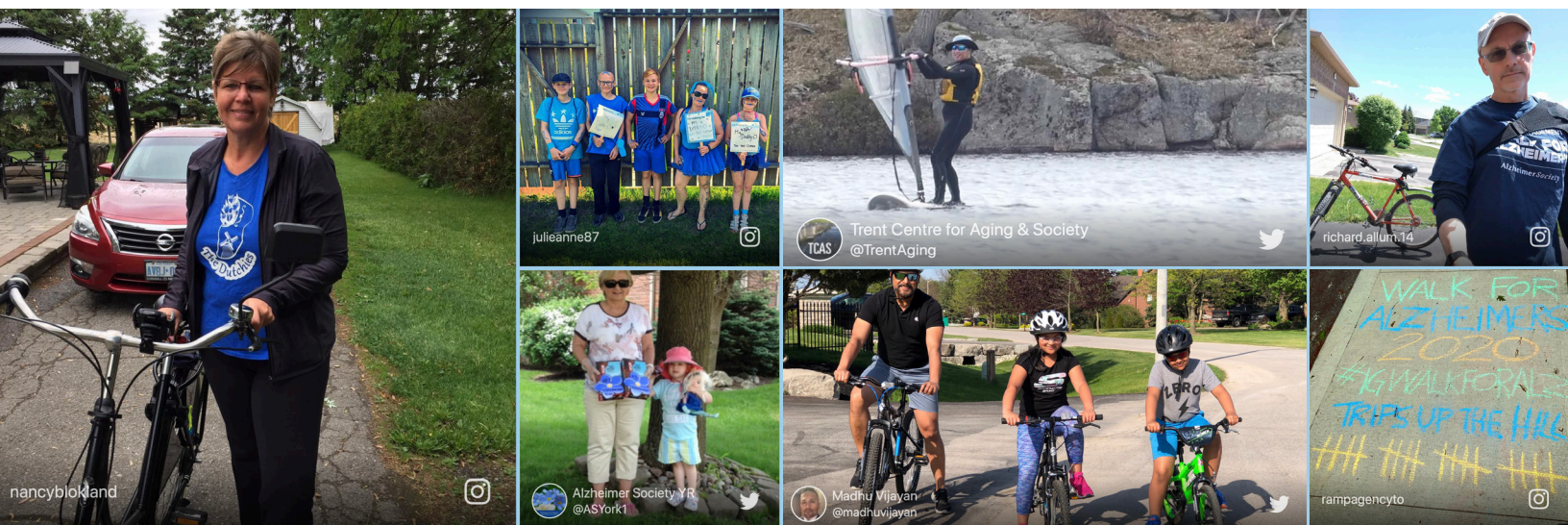
A well-crafted post, telling your circle what you are doing, why, and making a clear “ask” (request for donations/pledges), is a great way to get their attention and their support.

Don’t hesitate to post more than once. You don’t want to annoy people by multiple requests a day but every week or more (depending on how long your campaign is) is OK. Mix it up – using different stories of the person you are walking to honour, different statistics, or offering different challenges. You want to keep it interesting for yourself as well as your followers.

Check your settings on your social media; if you are asking people to share your posts, ensure they are set to “Public.” Then, if you are comfortable having your message out there, ask your supporters to share it with their followers too.

## #IGWalkforAlz

Use this and your posts could appear here!



**Try to keep your social media short, fun and to the point. Tell them what you are doing off the top and be creative!**

Make sure you are following your local Alzheimer Society on whatever platform (Facebook, Twitter, Instagram, etc.) you are using for your campaign. Tag and/or mention the Society in your post. They will also be posting about the Walk, and you can share those posts. This helps convey the message that the Walk and the cause are bigger than one person.

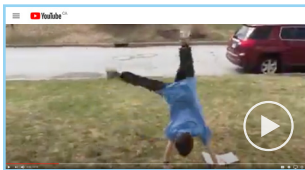
Draw attention to your post by using the hashtag **#IGWalkforAlz** on Facebook, Instagram, YouTube, LinkedIn and/or Twitter. The Walk has an app that collects all mentions of the hashtag, and your post will automatically be shown on the front page of the [WalkForAlzheimers.ca](http://WalkForAlzheimers.ca) website. Note that your social media postings will have to be set public for our system to see it.

# #IGWalkforAlz

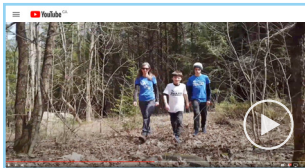
Use this and your posts could appear here!



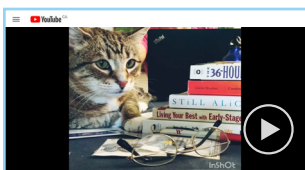
# Using Pre-recorded Videos for your fundraising campaign



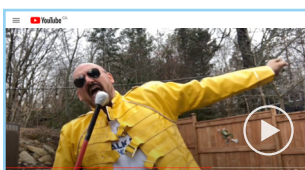
**Little boy cartwheeling**



**Family walking in the woods**



**Why I am walking**



**Having fun walking**

We received many wonderful videos in 2020, from the **little boy cartwheeling** over the years to pick up a sign requesting support, to the **family walking in the woods** while mum talked about why the cause was important to them.

Many people just went for a walk holding their phone, talking about why the IG Wealth Management Walk for Alzheimer's was important or challenging their friends and family to join them.

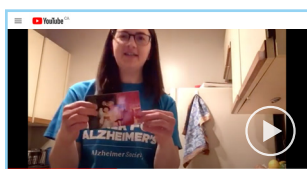
## Video Recording Tips:

- Turn your phone or tablet sideways (landscape/horizontal) for a better-quality recording.
- Use the main/back camera (not the front/selfie one) for a better-quality recording.
- If you are speaking into the camera, try and look directly into the lens.
- Record a few samples and watch them back to get used to how you look and sound.
- Check your lighting – if it is behind you, you may be a dark blob. Avoid shadows and keep your face pointed towards the light.
- Choose a quiet area (not in the wind, on a busy street, etc.), as noise will drown you out.
- Feel free to use effects but try not to overuse them as this can distort the quality.

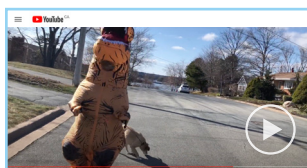
**Videos really sell the story. They don't need to be professional — you can record a great one on your phone or tablet.**

**If your outreach will be solely through one platform — i.e., FB or Twitter — the easiest thing is to upload videos there.**

**If you are going to want people not on that platform to see it, or the video is too big, choose a reputable hosting site (YouTube, Vimeo) and post it there, then just distribute or post the link.**



Bake for Alzheimer's



Dress it up

**What to do in the video:**

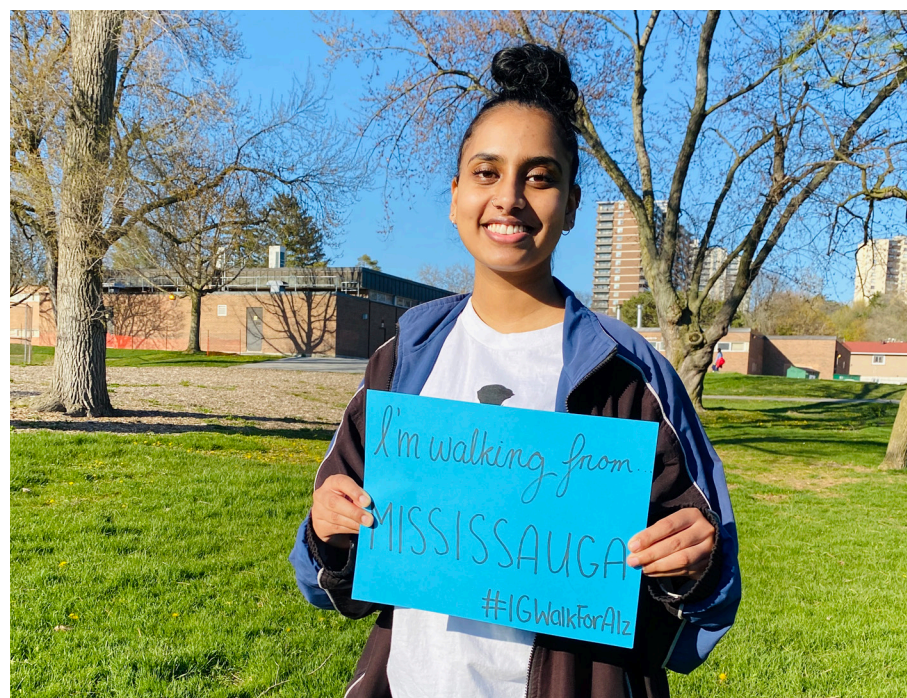
- **Be creative!** Offer messages of support. Challenges. Walking the dog. Running on the treadmill. Dancing. Jumping on the trampoline. Using Fitbit/pedometer to show off your steps. Walk in the park. Swim laps. Cycle the ravine. Do yoga. Bake. Show off what you are doing and tell people why you are supporting the Alzheimer Society.
- **Show yourself getting ready** – lacing up your running shoes, filling a water bottle, warming up, taking the bike off the rack, putting on your swim goggles, etc.
- **Keep your message brief and don't stress.** Ask someone to hold signs with keywords so you don't have to memorize everything.
- **Speak clearly.** Breathe. Speak slowly.
- **Look at the camera.** Don't worry if you need to record it five times until you are comfortable.
- **If you have a current IG Wealth Management Walk for Alzheimer's shirt** (one without the brain logo), you might want to wear that. If not, try to wear something neutral. Unless part of your campaign is funny costumes, in which case that tutu and snorkel or **dinosaur suit** is perfect.

# Going Live — Livestreaming your Walk

**Online platforms are a great way to get your Walk attendees together virtually and to create a social atmosphere while enjoying your fundraising activity.**

## Here are some tips for common sites:

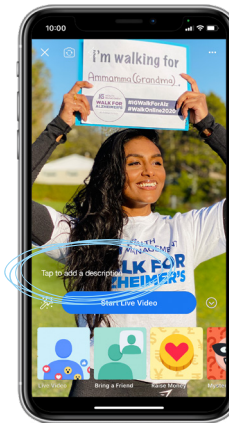
- Tell family and friends the date and time of your virtual event so they know when to tune in.
- Pick a quiet spot with good lighting and a strong internet connection.
- Record a test clip to ensure you have a good setting before you start streaming.
- During the call, interact with viewers, explain why you are fundraising and ask people to donate.
- Remember to thank your audience at the end of your event!



## How to Facebook



- 1. Go to the “Live” camera** at top left.  
Give your camera and microphone access and check your privacy and posting settings.



- 2. Write a compelling description** about why you are supporting the Alzheimer Society and include your event name and details on how to donate.



- 3. Add extras:** tag friends, choose your location, add filters or writing and drawing.



- 4. Click the blue “Start live demo” button** to start broadcasting your activity.



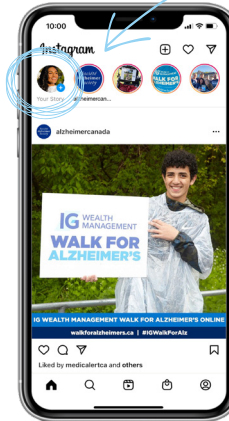
- 5. Click “Finish”** to end your stream. The live stream will be automatically saved to your timeline.



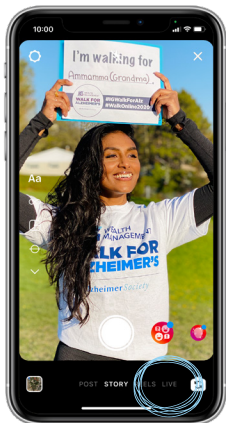
## How to Instagram



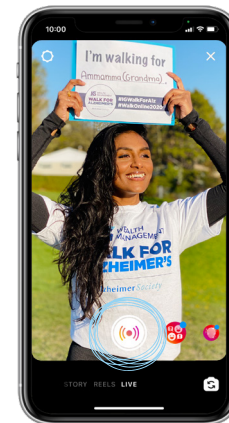
**1. Open the mobile Instagram app** to begin your live stream. Remember you cannot post to Instagram from your browser so this needs to be done via your mobile app.



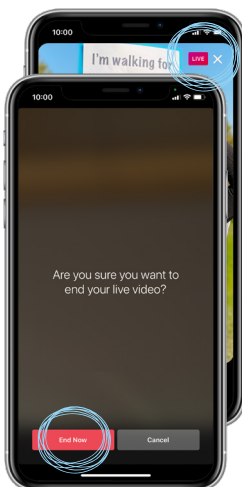
**2. Select the "Your Story" icon** in the top left corner.



**3. There is a menu that scrolls horizontally at the bottom of the screen; select "Live."**



**4. The shutter button will change to a broadcast icon. Tap it to go "Live".**



**5. Click "X" in top right to stop.**  
**Click "End"** to end the stream. You can save it to stories for 24 hours, delete or download it.

*If you don't have a social media account, there are other ways to hold free streaming and video calls, including Zoom, Skype, FaceTime, Google Duo, Microsoft Teams and YouTube Live.*

## Tips on how to fundraise

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**Make a list** — family, friends, co-workers, neighbours, work-out buddies, are all potential donors. Make a list of everyone you interact with that might support you. Consider everyone a potential supporter.

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**Set your goal** — Decide how much you want to raise. Having something to aim for will encourage you and encourage your donors to help you meet that goal. Of course, the moment you start to approach the goal, raise it again. Push yourself because this is a cause you believe in.

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**Personalize your request** — write your email/letter and take the time to make each feel like it is not a form letter. Remind the recipient of shared memories with the person you are honouring, or other memories that will encourage them.

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**Reach out to your contacts appropriately** — don't email the person you know gets 1,000 emails a day, and don't snail-mail someone at home who may be at the cottage for the season. Tailor your communications to each person you are asking.

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**Go to your constant supporters** — if this is not your first Walk, remember to go back to the people who have supported you in the past.

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**Ask, ask, ask** — you want to find the balance between wearing people down and annoying them, but don't hesitate to ask more than once. People are busy and sometimes mean to donate and just forgot.

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**Think broadly** — remember you don't have to limit yourself to locals. Reach out to friends and family elsewhere in Canada or around the globe.

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**Invite them to support you in every way** — if they are unable to make a donation, can they join your Walk and do their own fundraising? If your challenge is baking, can they provide other recipes? Give people a chance to contribute and inspire them to want to.

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**Consider a team** — other family, friends or co-workers may join you in fundraising and you can come up with an inspiring name and theme. Make it a fun or memorable challenge to inspire them to fundraise.

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**Keep the cause in mind** — remember why you are walking to support the Alzheimer Society and bring that passion with you every step of the way.

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**Gift matching** — many employers offer gift matching for employee philanthropy. Check if your organization is one.

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**It is hard to say no to your face** — within the boundaries of current provincial health codes, if you can get in front of someone at the store, in a house of worship, etc., bring it up. People are less likely to turn you down when you are in front of them.

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**Follow up and thank you's** — you will have already thanked them when their donation came in but after the Walk is over, send a note to each team member and supporter thanking them for helping you reach your goal. Tell them how much they helped you raise, remind them that the money they donated goes to provide programs and services for the people living with dementia and their caregivers in your area.

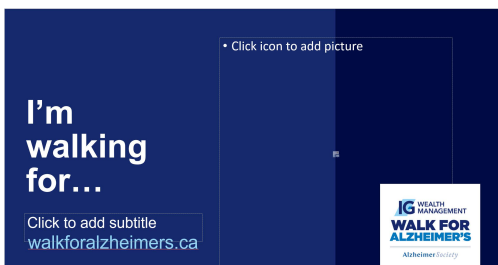
# Sample social media posts and cover

## I'm walking for...

- Mentor
- Mom
- Dad
- Parents
- Myself
- Sister
- Brother
- Grandmother
- Grandfather
- Grandparents
- Aunt
- Uncle

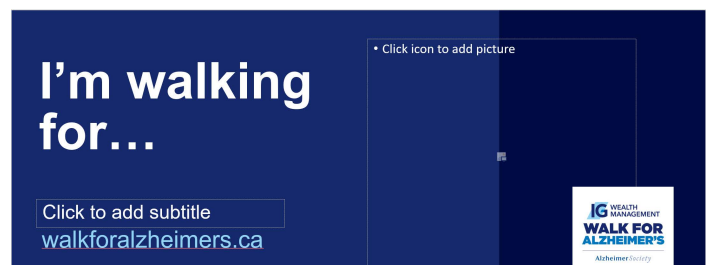
### Facebook post

Personalize your own post with the image of the person you are walking for.



### Facebook cover

Personalize your cover with the name of the person you are walking for.

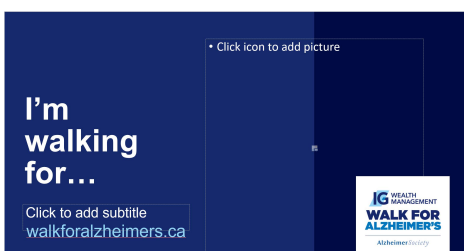


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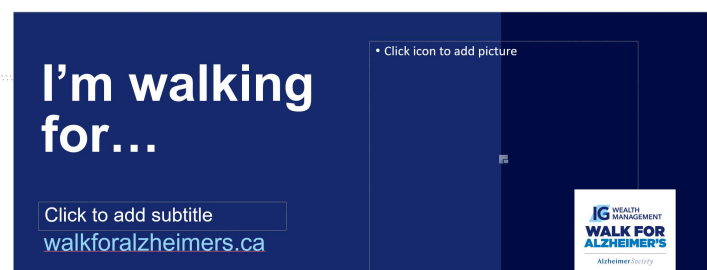
### Twitter post

Personalize your own post with the image of the person you are walking for.



### Twitter cover

Personalize your cover with the name of the person you are walking for.



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Please note all text is customizable

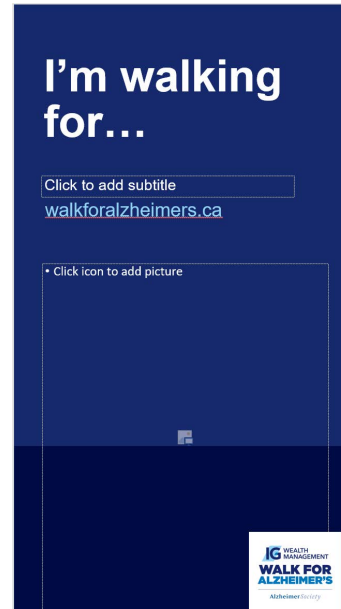
## Instagram post

Personalize your own post with the image of the person you are walking for.



## Instagram Story

Personalize your story with the name and image of the person you are walking for.



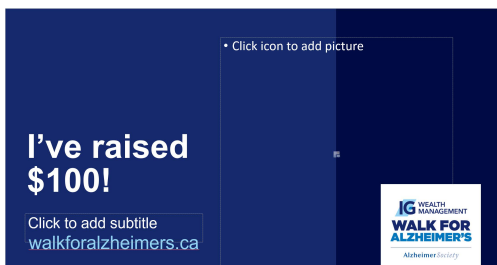
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## I've raised...

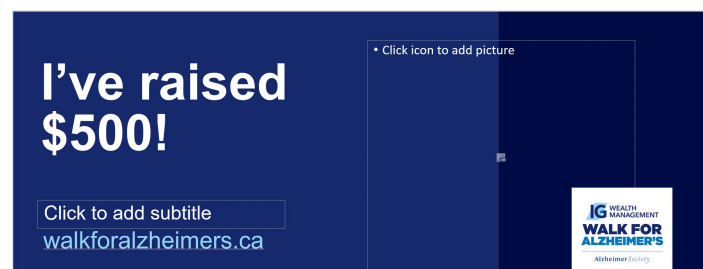
### Facebook post

Personalize your own post with the amount of funds you have raised for your walk!



### Facebook cover

Personalize your own cover with the amount of funds you have raised for your walk!

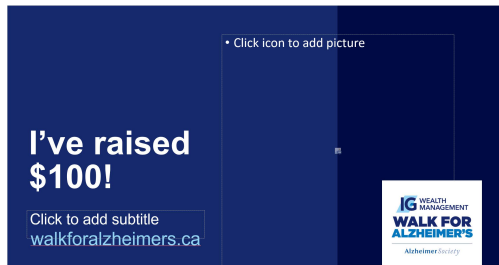


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### Twitter post

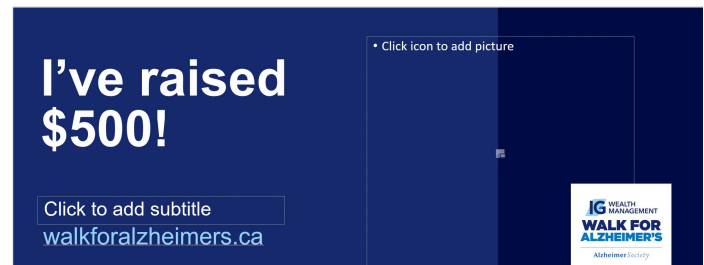
Personalize your own post with the amount of funds you have raised for your walk!



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### Twitter cover

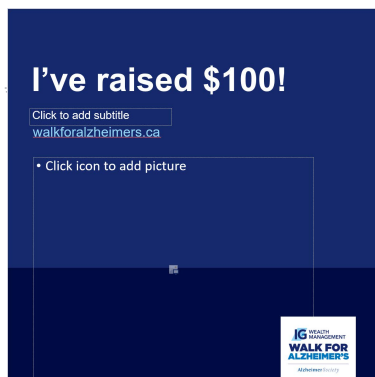
Personalize your own cover with the amount of funds you have raised for your walk!



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### Instagram post

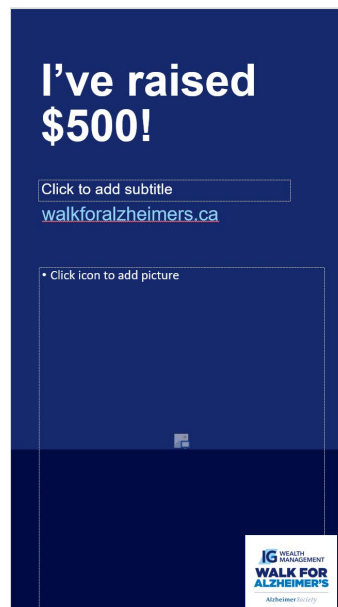
Personalize your own post with the amount of funds you have raised for your walk!



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### Instagram Story

Personalize your own story with the amount of funds you have raised for your walk!

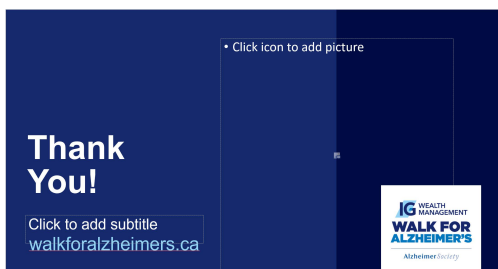


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# Thank you!

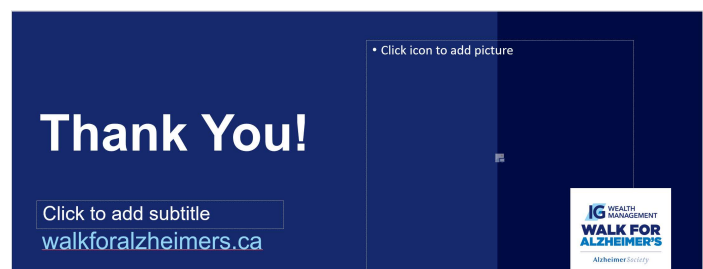
## Facebook post

Personalize your own post to thank those who donated and walked with you!



## Facebook cover

Personalize your own cover to thank those who donated and walked with you!

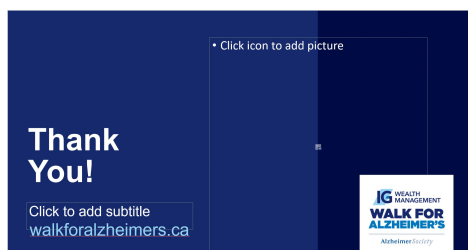


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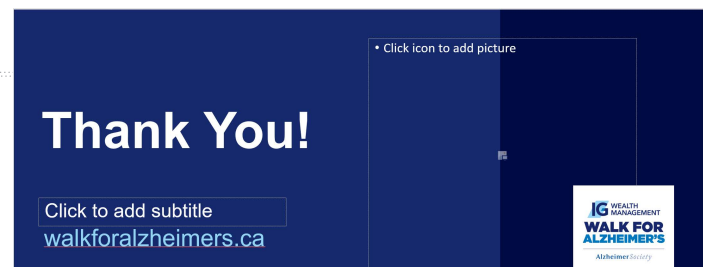
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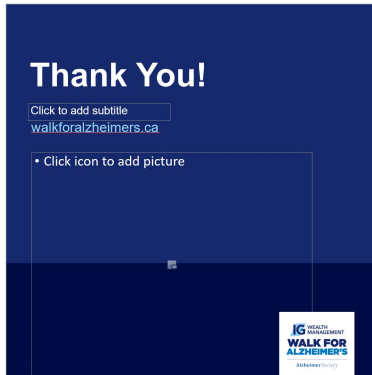


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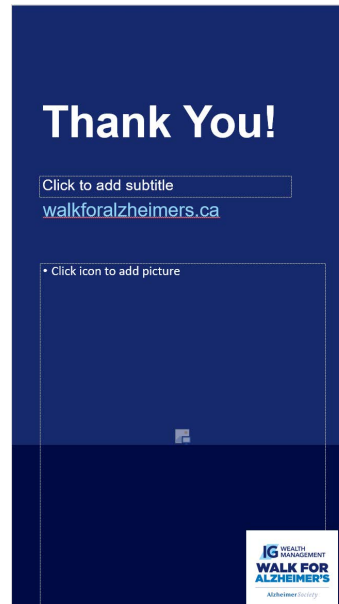
## Instagram post

Personalize your own post to thank those who donated and walked with you!



## Instagram Story

Personalize your own story to thank those who donated and walked with you!



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# WALK FOR ALZHEIMER'S

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*Alzheimer Society*

## A final note

Local Alzheimer Societies across Canada have resources, including promotional brochures, pledge forms and more, that you can take advantage of in your Walk campaign. After you register on the [WalkForAlzheimers.ca](https://www.WalkForAlzheimers.ca) website, make sure you check in with your Society to see what resources they have available for you.

The Alzheimer Society and the IG Wealth Management Walk for Alzheimer's appreciates your support and your desire to be part of our Walk. If you have any other questions about how to fundraise, feel free to reach out to your local Alzheimer Society. And have fun!