

 **FBLA** x  **ALZHEIMER'S<sup>®</sup>  
ASSOCIATION**

# MAKE YOUR MARK

**A FUNDRAISING GUIDE  
AND ALZHEIMER'S TOOLKIT**

Presented by National Parliamentarian  
Annabelle Kumm & NPC 2026

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# FROM THE CREATORS

OF THE MAKE YOUR MARK FUNDRAISING  
GUIDE AND ALZHEIMER'S TOOLKIT



Welcome FBLA Members!

This toolkit is designed to kickstart your chapter's journey with the Alzheimer's Association and help you maximize your impact in your community and throughout the world. FBLA first partnered with the Alzheimer's Association in 2024, and since then we've raised thousands of dollars in national donations.

We hope that the contents of this toolkit will help you to learn more about our partnership with the Alzheimer's Association and add meaningful service opportunities throughout your time in FBLA.

Throughout this toolkit, we'll be answering questions such as:

- What is Alzheimer's disease and dementia?
- Why is it important to support the Alzheimer's Association?
- How do I register a team and start fundraising?
- What are some ways my chapter can make a difference?

The resources you need to fundraise, advocate, and raise awareness are available in this toolkit. As you work with the Alzheimer's Association, you will also gain a better sense of community as you see your hard work translate into better lives for the millions of Americans affected with Alzheimer's disease and other dementias.

More resources are available on [fbla.org](https://fbla.org) and on FBLA's social media channels. In addition, the National Officers and the National Center staff are happy to assist you. Get ready to Make Your Mark!

Sincerely,

Annabelle Kumm  
2025-2026 National Parliamentarian



# WHAT IS ALZHEIMER'S?

## UNDERSTANDING ALZHEIMER'S DISEASE FACTSHEET AND STATISTICS



More than  
**7 MILLION**  
**AMERICANS**  
are living with Alzheimer's

### UNDERSTANDING ALZ & DEMENTIA

Dementia is an umbrella term for a decline in brain function caused by a variety of brain disorders. Dementia symptoms, such as memory loss progressively grow strong enough to interfere with daily life. Though many Americans are affected by it, dementia is not a normal part of the aging process.



#### ALZHEIMER'S DISEASE

Alzheimer's Disease is the most common type of dementia, accounting for 60-80% of dementia cases. It affects memory, thinking, and behavior.



#### OTHER DEMENTIAS

Other types of dementia include vascular dementia, Lewy body dementia, frontotemporal dementia, Huntington's disease, and Creutzfeldt-Jakob disease.

**1 in 3**

Senior Americans die of Alzheimer's or another dementia

#### CAN ALZHEIMER'S BE CURED?

Currently, there is no cure for Alzheimer's disease. However, scientists have made significant developments in treatment, including medicines to treat behavior, slow the process of mental decline, and even start to reverse it.

### WHAT ARE THE SYMPTOMS OF DEMENTIA?

#### MEMORY LOSS



Dementia can cause both short-term and long-term memory loss. Patients can forget to eat dinner, or forget the faces of their loved ones.

#### DIFFICULTY COMMUNICATING



Many dementia patients have difficulty communicating. They may start to forget words, use the wrong phrases, or become frustrated.

#### POOR COORDINATION



Dementia decreases physical coordination, and Alzheimer's patients eventually need help with daily tasks such as eating and drinking.

#### IMPAIRED BEHAVIOR



Dementia is a confusing and often isolating disease. Patients are likely to experience more anxiety, apathy, irritability, & aggression.

# THE ALZ ASSOCIATION

## AN INTRODUCTION TO FBLA'S NATIONAL PARTNER PROGRAM: THE ALZHEIMER'S ASSOCIATION

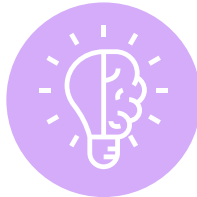
The Alzheimer's Association is a voluntary health organization that works on a global, national, and local level to provide care and support for those affected by Alzheimer's and other dementias. Their vision is "A world without Alzheimer's and all other dementia."



### THE ALZ MISSION



### WHAT DOES ALZ PROVIDE?



#### RESEARCH FUNDING

ALZ is the world's largest nonprofit funder of Alzheimer's and dementia research, investing over \$450 million in 1,200+ active research projects across 56 countries.



#### AWARENESS CAMPAIGNS

ALZ raises awareness for Alzheimer's disease to help people understand the struggles caregivers and patients, and advocates for Alzheimer's healthcare.



#### CAREGIVER RESOURCES

ALZ provides communities with caregiver resources, including education, care assistance, 24/7 helplines, and local support circles.

"The Alzheimer's Association leads the way to end Alzheimer's and all other dementia – by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support."

### THE PROMISE GARDEN

The flower symbol represents awareness for Alzheimer's disease and the hope to one day find a cure. Each color represents a different relationship with Alzheimer's. A white flower will one day be added to the promise garden when the first Alzheimer's patient has been cured.



#### ORANGE

I support the cause and a vision of a world without Alzheimer's



#### YELLOW

I am supporting or caring for someone with Alzheimer's.



#### BLUE

I am living with Alzheimer's or another dementia.



#### PURPLE

I have lost someone to Alzheimer's disease or dementia.

# WHAT IS DWYL?

AN INTRODUCTION TO FBLA'S NATIONAL PARTNER PROGRAM: THE ALZHEIMER'S ASSOCIATION

Do What You Love to End ALZ is a type of Alzheimer's Association Fundraising Team. Starting in 2026, FBLA switched to registering as a *Do What You Love* national fundraising team. The philosophy behind the name is that you can turn anything you love into a fundraiser for Alzheimer's:

- Love baking? Host a bake sale
- Love pickleball? Host a pickleball tournament
- Love slam poetry? Host an open-mic night

The possibilities are endless, and you can make a difference and improve millions of lives across the nation all while doing something you love.

## DO WHAT YOU LOVE TO END ALZ™



# HOW TO REGISTER

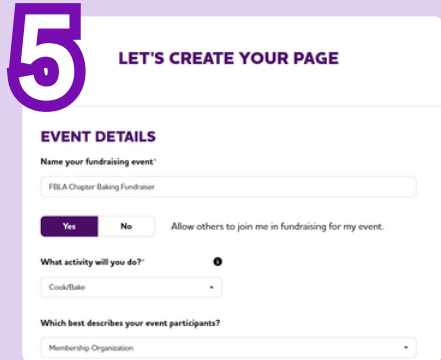
FOR ADVISERS: HERE ARE THE STEPS TO REGISTERING YOUR CHAPTER'S DO WHAT YOU LOVE TO END ALZHEIMER'S TEAM



Visit the ALZ website:  
<https://alz.org/fbladwyl>



Click on the teal REGISTER button

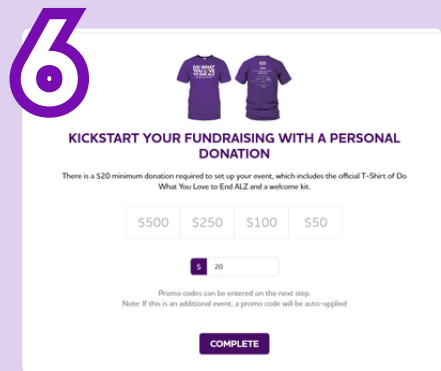


Name your fundraising event with your school's FBLA chapter name, and select YES to allow members to join in and fundraise for the event.

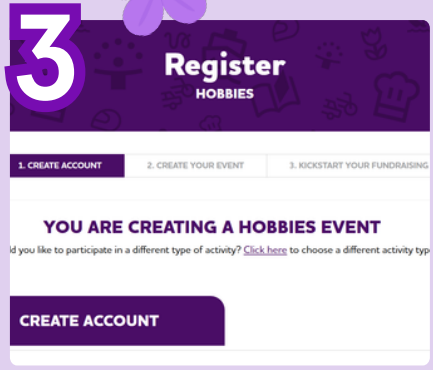


Select a category for your fundraiser, then click CREATE.

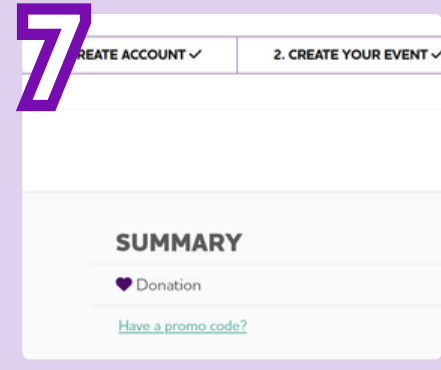
TIP: Browse through the categories for fundraiser ideas!



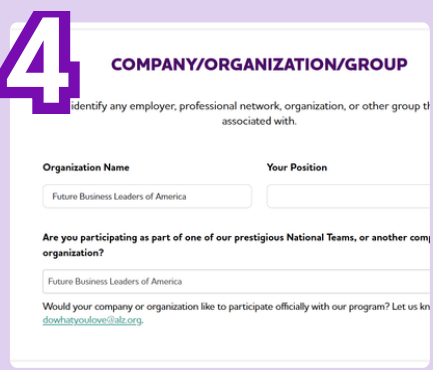
On the next page, you will see that there is a minimum \$20 donation to set up your fundraiser. Click COMPLETE.



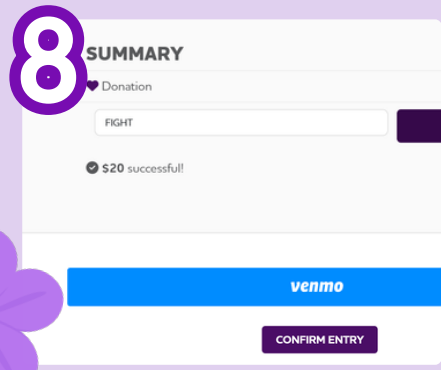
Create an account, or use an ALZ DWYL account you already have. Enter all required information.



Click the teal "Have a promo code?" link, and enter promo code: FIGHT. The promo code should remove the minimum registration cost.



Make sure to register with "Future Business Leaders of America" as your National Team.



Click CONFIRM ENTRY. You may change your fundraiser event details anytime in the dashboard. Get started with your fundraiser!

# THE WALK TO NATIONALS

## CAREER AND TECHNICAL EDUCATION TRENDS ACROSS NEBRASKA AND NATIONWIDE



### The Alzheimer's Association

Partner Programs The Alzheimer's Association Empowering members nationwide through service, leadership, and meaningful impact. Nearly 7 million Americans

Future Business Leaders of America (FBLA) /

Each year, chapters have the opportunity to participate in the Walk to Nationals: a gameboard-style Alzheimer's challenge. The Walk to Nationals gameboard represents the steps we take toward creating a better future for Alzheimer's all year long. The end destination is NLC, which is reflected in the title of the current board. As you progress across the gameboard, your chapter will learn about Alzheimer's, host fundraisers, and raise awareness for dementia. In addition, you'll be competing with other chapters across the nation. See some of the ways you can gain recognition for your ALZ accomplishments below!

**NFLC Recognition Deadline: November 1**  
**Game Deadline: June 1**  
**NLC Recognition Deadline: June 1**

### HOW IT WORKS:

The Gameboard has 3 different categories of "cards," represented as spaces on the gameboard path:

- Flower Cards
- Service Cards
- Blue Square Cards

For each card, there is a different task. Your chapter will need to complete 2 flower cards, 3 service cards, and 3 blue square cards in total.

Your adviser will submit the gameboard form through a PDF or Word document containing photo evidence and the relevant information for each category.

Click this link to view the card tasks for each category!

### FOR ADVISERS:

Click here or scan to fill out the game registration form



# GET RECOGNIZED!

HERE ARE THE WAYS YOU CAN BE RECOGNIZED ON THE NATIONAL LEVEL FOR YOUR AMAZING ALZ ACCOMPLISHMENTS

For every card your chapter completes, you will help your region move up in the leaderboard, which will be updated each month. The regional fundraising champion is announced at NLC and wins a traveling trophy. The winning chapter and state can be seen on the Alzheimer's Association [website leaderboard](#).

## STATE OFFICER TEAMS

### NFLC Requirements:

- Register your local chapter FBLA team

### NLC Requirements:

- Raise at least \$250
- Complete and submit the game board

### NFLC Recognition:

- Top-fundraising middle and high school chapters will receive a plaque

### NFC Recognition:

- Top-fundraising middle and high school chapters will receive a plaque
- All chapters who complete 12 cards receive a digital badge and certificate



## STATE OFFICER TEAMS

### NFLC Requirements:

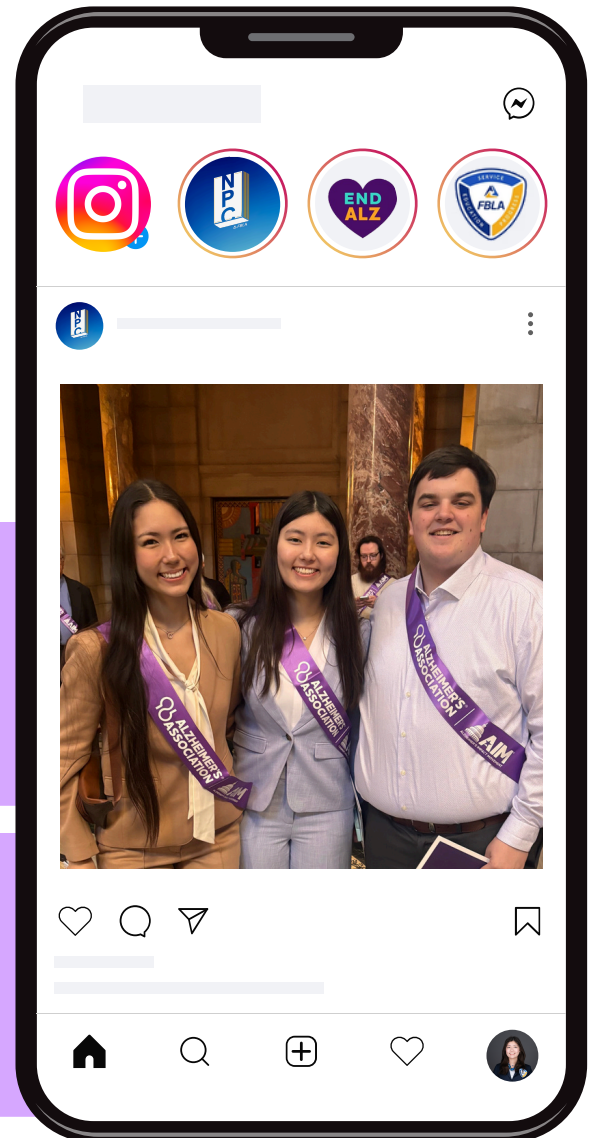
- Register your State Officer Team
- Raise at least \$50

### NLC Requirements:

- Register your State Officer Team
- Raise at least \$100

### NFLC and NLC Recognition:

- All registered teams with \$50 raised for NFLC and \$100 raised by NLC will receive digital badges and certificates
- Featured in general session pre-show slides at NFLC and NLC
- Top-fundraising state officer team will receive recognition and medals



## NATIONAL PARLIAMENTARIAN'S COUNCIL ON INSTAGRAM

Fill out the form on the NPC Instagram linktree to be featured on the ALZ Spotlight Series

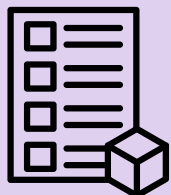
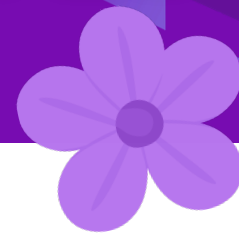


## FBLA WEEK SERVICE DAY ON THE NATIONAL INSTAGRAM

Fill out the form for Service Day to be featured on the National Instagram during FBLA Week

# HOW TO GET STARTED

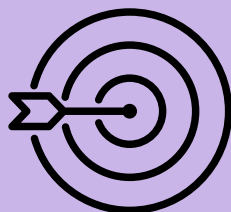
EVERY GREAT FUNDRAISER STARTS WITH AN EQUALLY GREAT FUNDRAISING PLAN. HERE'S 6 STEPS TO CREATING YOUR OWN



1

## Create an executive summary

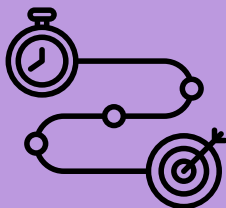
- Briefly outline your fundraiser plan
- Summarize goals, strategies, and timeline
- include key metrics to track success



2

## Set Your Fundraising Goals

- Set a total fundraising goal and any sub-goals
- Use S.M.A.R.T goals (Specific, Measurable, Achievable, Realistic, and Time-bound)



3

## Establish a Timeline

- Identify Key dates and deadlines
- Make a calendar with these dates including advertising, preparation, and event times



4

## Set a Clear Budget

- Plan all of your event expenses such as location fees, promotional materials, prizes, food, or any other needed items



5

## Assign Specific Roles and Responsibilities

- Assign members roles in different areas
- Create development teams or committees
- Have a volunteer sign-up for needed tasks



6

## Keep Track of Your metrics

- Record total funds raised vs goal, the number of donors you have, event attendance, etc.
- Adjust your fundraising strategies as needed



# TIPS AND TRICKS

TRY THESE 10 TIPS AND TRICKS TO HELP YOUR FUNDRAISER RUN SMOOTHLY



## 1. PLAN EARLY AND STAY ORGANIZED

Start preparing several weeks ahead to secure approvals, reserve spaces, and gather supplies. Use a checklist or spreadsheet to track deadlines, donations, and volunteer assignments so nothing slips through the cracks.

## 2. SELECT A TARGET AUDIENCE

Decide exactly what you want to achieve—whether it's raising a certain amount of money or reaching a number of participants. Setting measurable goals keeps your team focused and motivated.

## 3. REMEMBER THE WHY

As you plan and carry out your fundraiser, remember why raising money for Alzheimer's is important, and how many lives your event will impact. Carry this message throughout your fundraiser.

## 4. DOWNLOAD THE ALZ APP

Encourage your members to download the Alzheimer's Association app to their phones. The ALZ app makes it easy to track fundraising, schedule and send text messages to ask for donations, and deposit checks with your camera app.

## 5. SECURE A MATCHING DONOR

Find a local business or a generous community organization who is willing to match donations up to a certain amount. With this method, you can double your impact, build strong ties within your community, and increase total contributions.



# TIPS AND TRICKS

TRY THESE 10 TIPS AND TRICKS TO HELP YOUR FUNDRAISER RUN SMOOTHLY

## 6. PROMOTE CREATIVELY

Spread the word on your chapter's Instagram and through school announcements. Create eye-catching flyers, short videos, or countdown posts to build excitement and remind everyone that their participation supports a meaningful cause. Make sure to include a call to action!

## 7. UTILIZE PERSONAL NETWORKS

Encourage your members to reach out within their own networks in addition to your fundraising event. Personally asking friends and family for donations is a great and often overlooked method to raise extra money.

## 8. OFFER MANY PAYMENT METHODS

Try to set up a variety of payment methods to maximize the amount of donations you can receive. For physical events, accept cash as well as Apple Pay and Venmo. Make sure to also have QR codes that lead directly to your team page.

## 9. EVALUATE YOUR SUCCESS

With your chapter, evaluate what went well, and where you had setbacks. Did you reach your goal? How can you improve next year? Take notes on these topics and use them to have an even better fundraiser next time.

## 10. CELEBRATE AND SHOW GRATITUDE

Once the event is over, thank every donor, volunteer, and participant. Share photos, post a recap online, and let everyone know how much your chapter raised. Recognizing others' efforts makes them more likely to help again in the future.

# BINGO TEMPLATE



SCAN THE QR CODE OR [CLICK HERE](#) TO DOWNLOAD AND EDIT THIS BINGO TEMPLATE

Use this Bingo Template to create a fun game to motivate individual members to fundraise on their own, or help out with your chapter's DWYL fundraising event! You may use the ideas listed below, or scan the QR code to customize each square to your own unique fundraiser:

Raise \$5	Make an ALZ DWYL Account	Sign up to volunteer at your chapter's fundraising event	Help set-up at your fundraising event	Raise \$1
Recieve an online donation	Raise \$10	Share a link to your ALZ team page on social media	Ask 5 friends to donate	Email a company to ask for a sponsor or donations
Help clean-up at your fundraising event	Send a thank-you note to a donor		Reach your total personal fundraising goal	Recruit a friend to help fundraise
Invite 3 people to your chapter's fundraising event	Reach your chapter's total fundraising Goal	Post your fundraiser event info on social media	Raise \$15	Recieve a donation in cash
Raise \$25	Share a fundraising idea with your chapter officers	Reach 50% of your personal fundraising goal	Sign up to help with 3 chapter fundraising tasks	Raise \$20

**Pro-Tip: Have a prize for each bingo completed, and another prize for filling out the entire board!**

# EMAIL TEMPLATE

SCAN THE QR CODE OR [CLICK HERE](#) TO DOWNLOAD AND EDIT THIS LETTER TEMPLATE



Dear **[NAME/company/organization]**,

My name is **[NAME]**, and I am a student at **[school name]** and a **[RELATIONSHIP: regular customer, community resident, etc.]**. I am a part of a nationwide student organization called Future Business Leaders of America (FBLA), and I am writing to ask for your support of Do What You Love to End Alzheimer's Disease.

*Do What You Love to End ALZ* makes it easy to make a difference. It's simple, flexible and starts with you. Simply doing something you love, you can fundraise and help end Alzheimer's and all other dementia. There's no limit to what you can do!

More than 7 million Americans are living with Alzheimer's disease, and it is a leading cause of death in the United States. Additionally, more than 12 million family members and friends provide care to people living with Alzheimer's and other dementias.

I am **[EVENT: hosting a pickleball tournament, cookout, etc.]** to raise funds and awareness for the care, support and research efforts of the Alzheimer's Association.

My chapter's goal is to raise **[\$X,XXX]** and I need your help! Please support my efforts by making a tax deductible donation of **[\$XXXX]** through my fundraising page at **[URL]**.

Thanks for your consideration. If you have any questions, please contact me at **[phone number]** or **[email address]**.

Sincerely,

**[NAME]**

**[School and FBLA officer position]**

**Do What You Love to End ALZ**

**[Insert URL for personal or team fundraising page]**



# LOCAL EXAMPLES

GET INSPIRED BY THESE LOCAL CHAPTER EXAMPLES  
AND MAKE A DIFFERENCE IN YOUR COMMUNITY

## Flower Cards for ALZ Awareness

Wayne Hills FBLA Chapter contacted their local Alzheimer's branch and obtained flower cards to sell and raise awareness for Alzheimer's disease.

- All members were encouraged to sell 5 flower cards
- Cards were hung around the school for awareness and honoring loved ones

## ALZ State Advocacy Day

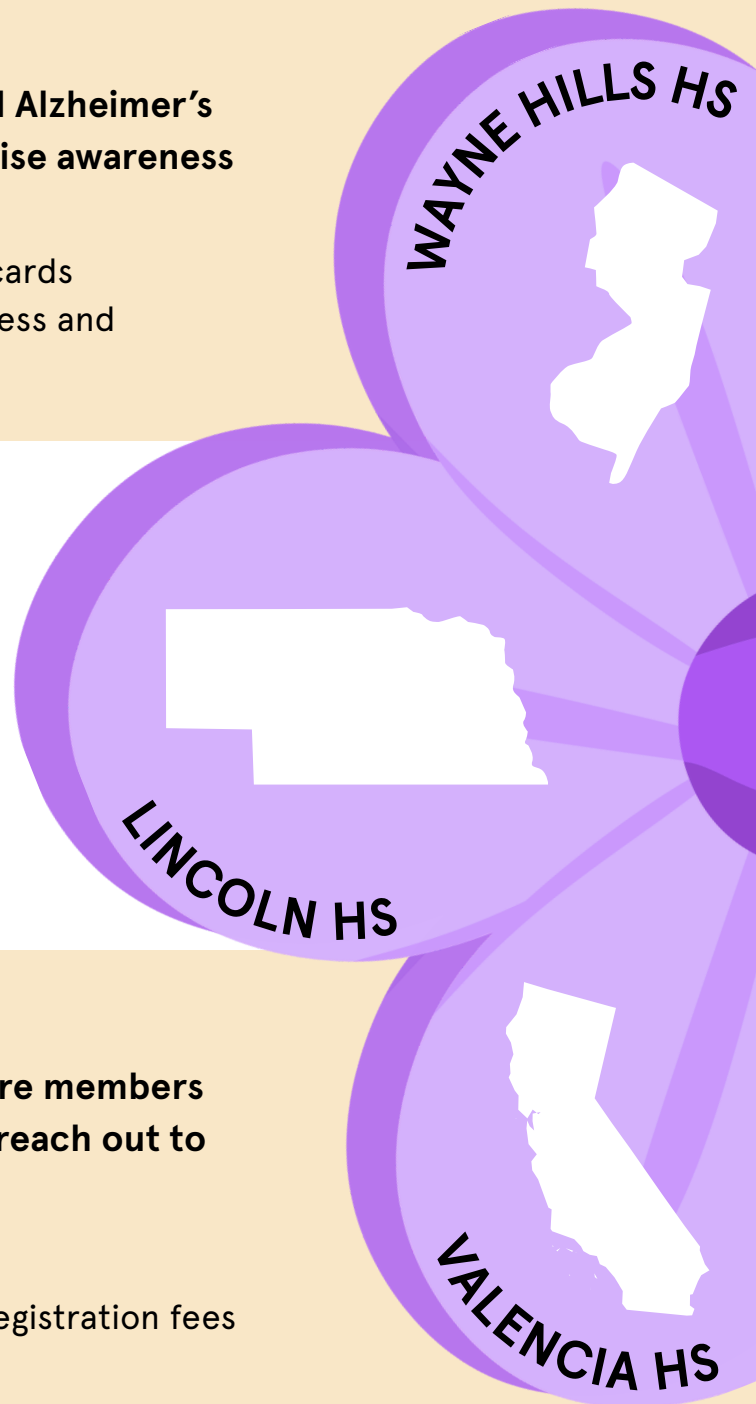
Lincoln East and Lincoln Southeast FBLA attended their State ALZ Advocacy at the Nebraska State Capitol.

- Raised awareness for Alzheimer's disease
- Met with with State district senators to advocate for Alzheimer's issues in our state

## Snapraise Fundraiser for ALZ

Valencia FBLA hosted an online fundraiser where members could text and email to request donations and reach out to their community.

- Reached out to over 500 community members
- Top fundraising students recieved discounted registration fees for SLC and regional conferences



# STATE EXAMPLES

CHECK OUT THESE EXAMPLES OF SUCCESSFUL STATEWIDE INITIATIVES FOR ALZHEIMER'S AWARENESS AND FUNDRAISING

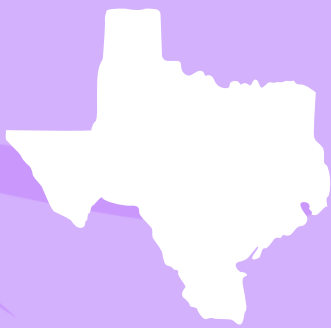
NEW JERSEY



## ALZ State Awards and Impactopoly

New Jersey FBLA recognizes the top chapters that fundraise for the Alzheimer's Association and incorporates ALZ into their state project "Impactopoly"

- Chapters gain points for ALZ participation through the "Impactopoly" gameboard inspired by Monopoly to encourage chapters to make a difference in their community
- Top fundraising chapters receive an award at SLC



TEXAS

## SLC Alzheimer's Gala

Texas FBLA hosts a gala to fundraise at their state leadership conference

- \$1 Ticket Admissions
- All Proceeds go to ALZ
- Networking Opportunities
- King and Queen Crowned
  - Most service hours



WASHINGTON

## Region Rumble

State regions compete against each other to raise the most money for ALZ throughout the year

- Regions compete in Penny Wars
- Fun "punishment" for the losing regions at SLC

## Miracle Minute

State officers run around for one minute during a state session trying to collect as much money as possible

- Provides incentives like glowsticks or light-up glasses
- Hype up the event!

# 10 MORE IDEAS

GET INSPIRED WITH MORE FUN IDEAS TO SUPPORT THE ALZHEIMER'S ASSOCIATION

## CANDY GRAMS

Sell candy grams at your school for Valentine's Day or any other holiday. Students pay for an in-class delivery of a note and candy to a chosen recipient.

## CAR WASH

Set up a car wash in your parking lot. Hold signs at street corners and encourage drivers to turn in and pay for a fun car-wash experience.

## WALK-A-THON

Organize a walk-a-thon or 5K event at your school. Charge an entry fee, or sell snacks, sports drinks, or t-shirts. Encourage donations to your chapter.

## RESTAURANT NIGHT

Partner with a chain or local restaurant to receive a percent of daily profits.

## GAME NIGHT

Host a school game night inspired by game such as Bingo, Family Feud, or The Price is Right. Have teams pay to participate, and offer fun prizes.

## AUCTION

Have your chapter make themed baskets, or collect donated auction items from your community. Host a live-bid auction night to sell them.

## SPIRIT DAY

Create a spirit day at your school based around a fun theme. Have different grades or classrooms compete to raise the most money, with a prizes for winners.

## BAKE SALE

Have members of your chapter sign up to each bring a different baked good. Organize a day at school to sell them to students, parents, and teachers.

## SPORTS TOURNAMENT

Organize a sports tournament with an entry fee for student/teacher teams.

## CLASS PARTY

Challenge each grade level/classroom to raise the most money. Host a class party with prizes, games, & Alzheimer's Awareness activities to celebrate!

# RESOURCE PAGE

CLICK OR SCAN THESE USEFUL FBLA LINKS TO KICKSTART YOUR FUNDRAISING JOURNEY

**FBLA Website  
Alzheimer's Association**



**FBLA Walk to  
Nationals Gameboard**



**FBLA Team Page  
and Leaderboard**



**This link has all the FBLA  
resources you need for:**

- Chapter Fundraising
- Member Fundraising
- ALZ Education
- Registration and Recognition Forms

**ALZ Association  
and FBLA Packet**



**Find your State  
ALZ Chapter**



## NOTES:

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# RESOURCE PAGE

CHECK OUT THESE USEFUL ALZHEIMER'S ASSOCIATION WEBSITE LINKS FOR FUNDRAISING

Alzheimer's Do  
What You Love



Step By Step DWYL  
Registration



Alzheimer's Disease  
Facts and Figures



Key Values of the  
Alzheimer's Association



ALZ Website  
Resource Collection



Download the  
ALZ Mobile App



**NOTES:**

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# FOR STATE OFFICERS

CHECK OUT THESE OUTREACH RESOURCES THAT WILL HELP YOUR STATE CHAPTER BLOOM

As State Officers, we encourage all of you to incorporate the Alzheimer's Association within your Programs of Work and community service initiatives – especially State Parliamentarians and State Community Service Officers. Service remains a core part of our FBLA mission and we rely on state leaders like you to make it a reality.

Make sure you take advantage of all the resources our national team has to offer, and tailor them to your state so local chapters can maximize them as well. Members across your state look up to you for leadership and support, so make sure you lead by example and make an impact both in your own local chapter and throughout the state.

Here are a few final tips to help your State ALZ journey:

- Send out reminders to local officer teams
- Make sure information is clear and concise
- Help with both national and state initiatives
- Keep in contact your state leaders and advisers



Additionally, reach out to your state Alzheimer's Association. Many State ALZ chapters have state youth councils you may join, which serves as a great communication channel for ALZ projects and opportunities. You can also invite State ALZ leaders to speak at your state conferences. They can host workshops, set up a booth, network with members, and answer any questions your state team, local members, or advisers may have.

Help ALZ GROW within your State Chapter:

- G**ive local chapters the resources they need to succeed: templates for fundraising, accurate and up-to-date information, guides for your state ALZ initiatives, etc.
- R**ecognize chapters and members for their contributions to the Alzheimer's Association both at your State Conferences and throughout the year.
- O**rganize workshops discussing the Alzheimer's Association and host fun events to fundraise with your state team, including but not limited to at your state conferences.
- W**ork throughout the year to make Alzheimer's engaging and fun for members. Keep motivation levels high to fundraise, raise awareness, and volunteer for ALZ.

Finally, thank you for your continued commitment to FBLA and the Alzheimer's Association. Every step we take for ALZ helps, no matter how large or small. Together, we can plant the seeds to create a world without Alzheimer's and all other dementia.

# ATTRIBUTIONS

A SPECIAL THANK YOU TO THE 2025-2026 NATIONAL PARLIAMENTARIAN'S COUNCIL TEAM



## **Annabelle Kumm, FBLA HS National Parliamentarian**

A senior at Lincoln East High School in Nebraska, Annabelle has served as her local president and the Nebraska FBLA State Parliamentarian. She was first introduced to Parli Pro through Robert's Rules of Order, and has a passion for voting education and giving everyone an equal voice. Annabelle is honored to serve FBLA on a national level.



## **Emily Powell, NPC Executive Assistant**

A senior at Obra D. Tompkins High School in Texas, Emily is actively involved in FBLA at the local, state, and national levels. As an National Association of Parliamentarian's (NAP) Youth Committee member, she is passionate about leadership and parliamentary excellence, empowering members through workshops and service.



## **Santiago Gonzalez, NPC Programs Director**

A senior at Wayne Hills High School in New Jersey, Santiago is local President as well as the New Jersey FBLA Community Service Vice President. He loves his NPC family of "Parli Pros" and is passionate about advocating and creating resources for the Alzheimer's Association nationwide.



## **Deagan Martinsen, NPC Programs Director**

A junior at Toutle Lake High School in Washington, Deagan Martinsen serves as the 2025-2026 Washington FBLA State Parliamentarian. A two-time National Leadership Conference qualifier in parliamentary procedure, he is known for his clarity, fairness, and commitment to well-run meetings.



## **Vy Doan, NPC Media Director**

A senior at Wharton High School in Florida, Vy began studying Parli Pro in 9th grade to compete in the team event. Since then, she's been the NPC Media Director and has spread Alzheimer's Awareness nationwide!



## **Christian Kim, NPC Media Director**

Christian is a sophomore at Valencia High School in California. Christian started FBLA in 9th grade where he competed in Parliamentary Procedure. This year he is a part of the National Parliamentarian's Council and the FBLA School Board.



**FBLA**

**X**



**ALZHEIMER'S<sup>®</sup>  
ASSOCIATION**