

## ALL ABOUT THE LONGEST DAY

The Longest Day is the day with the most light — the summer solstice. On June 21, thousands of participants from across the world come together to fight the darkness of Alzheimer's through an activity of their choice. Together, they use their creativity and passion to raise funds and awareness for the care, support and research efforts of the Alzheimer's Association.

### HOW TO PARTICIPATE

It's easy — choose an activity you like to do and turn it into a fundraiser to fight Alzheimer's! Follow the steps below to get started.

#### 1. Select an activity you enjoy at [alz.org/thelongestday](http://alz.org/thelongestday)

To advance critically needed research and provide care and support, each participant is asked to raise funds through their activity for the Alzheimer's Association. Any activity can be a fundraiser for The Longest Day, and many can be hosted virtually or in-person:

- If you're an artist or crafter, lead a class for friends and family. Then host an art sale and donate the proceeds as your fundraiser.
- Organize a group marathon. Ask 26 friends/family members to run a mile and raise \$100 each
- Livestream a cooking demonstration and ask for donations to attend.
- Raise extra funds by adding a silent auction, challenge or competition to your activity. You can even ask for donations instead of birthday gifts!

#### 2. Start raising funds now.

Start fundraising early to make an even greater impact. Organize creative seasonal activities leading up to The Longest Day, such as an ugly sweater contest during the holidays or a Valentine's Day-themed bake sale, to increase donations and raise awareness for the cause. We're here to help with tools, tips and advice to make fundraising easy.

#### 3. Ask others to join you by:

- **Making a donation** – Facebook Fundraisers are an easy way for friends and family to support your fundraising efforts. Visit your Participant Center to create one or share your fundraising page on Twitter, Instagram and LinkedIn.
- **Fundraising with you** – Use the prewritten emails in your Participant Center to invite friends, family and coworkers to sign up for your team.
- **Attending your event or activity** – Invite your friends, family, colleagues and neighbors to join you for The Longest Day\*.

Register now at [alz.org/thelongestday](http://alz.org/thelongestday)

**[Ohio's Donation for July 1, 2021 thru April 30, 2022](#)**