

# THE LONGEST DAY®

alzheimer's  association®

## FUNDRAISING SUGGESTIONS FOR ACBL TEAMS

There are many ways to raise money beyond collecting table fees. Below are a few examples of activities that have helped ACBL teams reach and exceed their fundraising goals for The Longest Day®.

### AUCTION OFF A YEAR'S WORTH OF BRIDGE

Several clubs found success by auctioning off what every bridge player wants — free plays! You decide the cost and parameters of the auction, but we suggest bids start at five to 10 times your average card fees. For example, a club with average card fees of \$7 might set a minimum bid at \$50. The winner of the auction will earn as many free plays as you see fit, but we recommend two to three sessions per week.

### AUCTION OFF POPULAR PLAYERS

Ask any Grand Life Masters who play at your club to donate their time and talent for a good cause. Every club has its star players. It doesn't have to be Bob Hamman (although he did auction his partnership for The Longest Day!). Partner auctions are also a great addition to any silent auction. Make sure the player being auctioned understands they will work out a date/time to play with the auction winner after The Longest Day.

### FIND A SPONSOR

Many businesses have funds allocated for charitable giving. Solicit local establishments for sponsorships or donations to match what your team raises. Think big — \$2,000, \$5,000 or even \$10,000! You may be surprised by the response you receive. For example, ask a local restaurant or business that members frequent to sponsor your club for The Longest Day with a donation. To make those dollars go even further, suggest that the donor matches your club's fundraising (for every dollar raised by your club, the sponsor gives a dollar). For some players, knowing that their donations will be doubled by a sponsor will encourage them to give to the cause. Be sure to recognize any corporate sponsors in press releases and signage at the event.

### SELL SOCIAL TABLES

Engaging social players to participate is an excellent way to boost your fundraising while simultaneously growing your potential player database. Designate five to 10 (or more!) tables for social/rubber/party bridge play. Suggested cost per table is \$50 and would ideally include three hours of free play, snacks and beverages.



### TOOLS TO HELP.

AVAILABLE IN THE RESOURCE CENTER!  
[acbl.org/resourcecenter](http://acbl.org/resourcecenter) under the "Clubs" tab in "The Longest Day."

- Sponsorship request letter template.
- Advertisement templates.
- Flyer templates.

