



Creating your own fundraising poster.

Firstly, a HUGE thank you. Every pound you raise helps us continue supporting people affected by dementia across Kent and Medway - **providing specialist support, care, guidance and opportunities** for people to stay connected and live well.

If you're creating promotional material like posters, flyers or social media posts we thought it would be helpful to give you some guidance on some of the things we need to include!

Using our logo - as your event is being organised independently in aid of ADSS, please use our special 'In Aid Of' logo rather than our standard ADSS logo, downloadable from adss.org.uk/community.

Are you **ready for the regulations?** Strap in - we're entering the legal landscape!

Your poster needs to **make it clear that you are fundraising in aid of ADSS**, and there is some specific wording you need to include. The wording changes slightly depending on how you are fundraising.

Simply choose the option that matches your event and copy it onto your poster:

Charging entry + holding a raffle

This event is being run in aid of Alzheimer's and Dementia Support Services. All proceeds from entry fees, the raffle and donations will be donated to Alzheimer's and Dementia Support Services, registered charity number 1173379.

Free entry + holding a raffle

This event is being run in aid of Alzheimer's and Dementia Support Services. All proceeds from the raffle and donations will be donated to Alzheimer's and Dementia Support Services, registered charity number 1173379.

Charging entry + no raffle

This event is being run in aid of Alzheimer's and Dementia Support Services. All proceeds from entry fees and donations will be donated to Alzheimer's and Dementia Support Services, registered charity number 1173379.

Free entry + no raffle - donations only.

This event is being run in aid of Alzheimer's and Dementia Support Services. All donations received will be donated to Alzheimer's and Dementia Support Services, registered charity number 1173379.



Where does all that go?

Good news: it doesn't need to take over your poster.

Place your ADSS 'In Aid Of' logo towards the bottom of your design, with the relevant wording directly underneath it. Keep the wording in a simple, regular font such as Arial or Calibri, with only the charity number in bold. It should sit on a solid background so it's clear and easy to read.

Talking about ADSS.

If you're telling people who you're fundraising for, you can use this short description:

ADSS (Alzheimer's and Dementia Support Services) is a local charity providing specialist support, care and guidance for people affected by dementia across Kent and Medway.

What to include on your poster.

Before you hit print or post it online, give it a quick sense-check. People should be able to see at a glance:

What you're doing;
When it's happening;
Where it's happening;
How they can take part or donate; and
Who you're fundraising for.

If you have a fundraising page, adding a QR code is a really easy way to help people donate.

Not sure if you've got it right? Just ask us.

If you'd like us to take a quick look at your poster before you share it, or you need help with any of the fundraising information, get in touch with our Fundraising Team by emailing fundraising@adss.org.uk.