

Concept: “Sammy Slam!”

A new fundraising events strategy for
Sigma Alpha Mu & the Alzheimer’s Association/Judy Fund

Under the Sammy Slam “Umbrella”

The Sammy Slam concept serves as an umbrella under which any number of Alzheimer’s awareness and fundraising activities could fall. These could include a main signature event as well as other activities, big or small, developed by or customizable to individual collegiate chapters of Sigma Alpha Mu. Promotional materials, decorations, apparel etc. associated with any event have a similar look and feel, in line with the Sammy Slam concept (e.g., the use of the color purple, the incorporation of Sigma Alpha Mu and Alzheimer’s Association logos and language – including a description of the Judy Fund – and the availability online of customizable materials such as posters, banners and T-shirts at www.actionalz.org/sammies).

The Color Purple

Sigma Alpha Mu’s signature color purple, along with the corresponding “Sammy Slam” concept, can serve as an easily recognized symbol of the Sigma Alpha Mu fraternity and its philanthropic work with the Alzheimer’s Association and the Judy Fund. It is especially appropriate for demonstrating this synergistic relationship since purple is also the signature color of the Alzheimer’s Association and is an integral part of a recently launched awareness campaign. With the help of many nationally recognized celebrities, the Alzheimer’s Association encourages all Americans to become Alzheimer’s Champions (see www.actionalz.org).

Champions:

- MOVE us toward a cure,
- VOICE their support for those with Alzheimer’s and
- OPEN their minds to the facts about this devastating disease

Much like pink has become associated with the cause of breast cancer, the Alzheimer’s Association is in the process of gaining “ownership” of the color purple in the market space, making it a readily recognizable symbol of the Alzheimer cause. Sammy Slam events and the color purple will help create immediate recognition for events hosted by Sigma Alpha Mu to raise funds and awareness for Alzheimer’s and the Alzheimer’s Association/Judy Fund.

Event Concepts

Sammy Slam: A Race Against Alzheimer’s

Possible slogan: “Every 71 seconds, someone develops Alzheimer’s. We’re racing to stop this disease in its tracks.”

Concept: Similar to the television show, “The Amazing Race,” chapters of Sigma Alpha Mu would host an event in which teams of participants race to solve clues to find landmarks (on campus and/or around town) and complete challenges (physical and mental).

- At each landmark, Sigma Alpha Mu members (or other volunteers) will present a “challenge” to teams that must be completed in order to receive the next clue and move on to the next landmark.
- Physical challenges could range from simple tasks to carnival style games (such as running backwards around a landmark or hitting a target with a water balloon – but the more creative the better!); mental challenges could include memory games, answering trivia questions about their school or being tested on Alzheimer facts. Either could relate to the “71 seconds” statistic (e.g., having to complete a task in 71 seconds or less).
- Teams could be formed by other Greek organizations or individuals, but each team would be encouraged to come up with a team name, slogan, etc. – these could ideally be posted on a Web page with their photo. Teams should be encouraged to design their own T-shirts or costumes to wear on race day.
- Teams of a predetermined size (pairs work well, but could have larger groups as well), and Greek teams with new members/pledges must include at least two new members/pledges and any number of old members.
- Winners named in different categories, including first to finish race, most money raised, most spirited team.
- Hold a pre-party the night before the race and/or a celebration and awards ceremony at the end to encourage friendly competition among teams and lend a social aspect to the race

Make it Simpler: The size of teams can vary from pairs to larger groups of four to six. The number of stops and distance between them is also variable, depending on how many members or other volunteers are available to staff them and how long you want the race to last. The challenges can range from simple to elaborate.

Fundraising: Teams pay a participation fee and/or raise pledges to participate. Businesses could be solicited for ads that could appear at the finish line, or asked if they would like their logo to appear on event T-shirts (ideally purple, of course).

Sammy Slam Games

Possible slogan: “We are the Champions – and we’re on the MOVE to end Alzheimer’s disease.”

Concept: Similar to the Olympics, Sigma Alpha Mu chapters would host either a tournament of a popular off-beat sport (e.g. dodgeball, kickball, bags/cornhole, powder-puff football) or a series of fun competitive events over a day or even an entire week that would incorporate all components of the Alzheimer’s Association’s Champions campaign: (MOVE, VOICE, OPEN)

- MOVE: athletics such as a tug-of-war, obstacle course, relay races or a tournament as mentioned above
- VOICE: talent contest – (skits, songs, cheers etc.) judged by a panel of volunteers (such as local celebrities, faculty members at your school and/or Sigma Alpha Mu alumni)

- OPEN: quiz bowl style competition – could include regular trivia as well as questions about your school and Alzheimer’s facts
- Teams can be formed by other Greek organizations or individuals, but each team should be encouraged to come up with a team name, slogan, etc. – these could be posted on a Web page with their photo to encourage friendly competition.
- Winners can be recognized in different categories including first place in each competition (MOVE, VOICE and OPEN) and/or overall, most money raised, most spirited team.
- Host a pre-party the night before the games begin and an awards ceremony at the end to encourage friendly competition among teams and lend a social aspect to the games.
- Events can incorporate the *Sammy Slam* title, for example “*Sammy Slam: A Dodgeball Tournament* benefiting the Alzheimer’s Association Judy Fund” or “Sigma Alpha Mu presents: *Sammy Slam-Olympics*”

Make it Simpler: Any aspect of *Sammy Slam Games* can be a stand-alone one day event, so a chapter can choose to just do an athletic event to emphasize the MOVE aspect of the campaign, or just a talent contest for the VOICE component, etc.

Fundraising: Teams pay a participation fee and/or raise pledges to participate. In addition, sales of concessions and sports-related items like water bottles could bring in some extra funds. Solicit businesses for ads that can appear in the event area, or ask if they would like their logo to appear on event T-shirts (ideally purple, of course).

Sammy Slam Nights

Possible slogan: “More than 5 million Americans have Alzheimer’s. Join us for a colorful night to remember as we fight this devastating disease.”

Concept: Host parties, dances, concerts, dinners etc. with a purple theme

- Decorate the party space with plenty of purple (flowers, balloons, streamers, lights etc.) and encourage guests to wear purple
- Create purple-inspired themes, such as
 - o “Purple Rain” (retro party – play 80s music and encourage guests to wear 80s attire; could even be a costume contest)
 - o “Purple Haze” (also retro, but with 60s/70s music and attire; could also work for a rock concert or battle of the bands)
 - o “Celebrities in Purple”(costume party – guests dress as celebrities; can have prizes for best costumes)
 - o “Purple Screen” (movie night – could even incorporate films about Alzheimer’s such as “Away From Her,” “The Notebook,” or “Diminished Capacity”)
- Events can incorporate the *Sammy Slam* title as well, such as “Purple Rain: A *Sammy Slam* event benefiting the Alzheimer’s Association Judy Fund” or “*Sammy Slam* presents: Purple Haze”

- Add purple to food items or drinks, such as blueberry, grape, blackberry or other purple colored juice (to maintain the flavor of food items or drinks, use a few drops of red and blue food coloring)
- Create a signature food or beverage (e.g. “Sammy Slammer” or “purpletini”)
- Present quick facts about Alzheimer’s through invitations, subtle projections or signs around the room or a brief program

Make it Simpler: Get creative! *Sammy Slam Nights* can range greatly in size and theme and be as casual or formal as you wish.

Fundraising: Guests pay an entry fee; solicit businesses for sponsorships and/or raffle donated items. A bachelor or bachelorette auction could serve as entertainment and a way to raise even more money.