

Parkinson's Champions



 Parkinson's
Foundation

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Parkinson.org/Champions

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FUNDRAISING GUIDE

BE SOMEBODY'S CHAMPION

If you've opened this guide, chances are you are thinking about joining Parkinson's Champions and creating a fundraising event for the Parkinson's Foundation – thank you! This guide is full of information and examples of interesting ways other people have raised funds to beat Parkinson's. It details how you can pull off an amazing and successful Parkinson's Champions fundraiser. The funds raised from these fun and entertaining events are vitally important to us.

Each year, hundreds of people in the community plan events – large and small – that result in hundreds of thousands of dollars being raised to support people with Parkinson's disease by improving care and advancing research toward a cure. **In everything we do, we build on the energy, experience and passion of our global Parkinson's community.** On behalf of people with Parkinson's, their families and everyone here at the Parkinson's Foundation, thank you for being a Champion.

You can do it, and we are here to help!

If you are interested in learning more or have any questions, contact the Parkinson's Champions team at champions@parkinson.org.

ABOUT PARKINSON'S CHAMPIONS:

Parkinson's Champions is the Parkinson's Foundation community fundraising and endurance program that allows people in the community to raise funds and awareness for Parkinson's disease (PD). Champions can take the lead in planning their own event or participate in an endurance race. Since the beginning of the program, participants have raised more than \$21 million for Parkinson's research. There are more than 150 annual community fundraisers across the country.

WHY BECOME A PARKINSON'S CHAMPION?

The Parkinson's Foundation is a national organization with a local presence and impact. We bring help and hope to the estimated one million individuals in the United States, and 10 million worldwide, who are living with Parkinson's. Your participation as a Champion not only raises awareness at a local level, but allows us to fulfill our mission around the country.



Our mission is to make lives better for people with Parkinson's. We focus on improving care – through our global network of Centers of Excellence and Parkinson's Outcomes Project. We work to educate and empower the PD community by providing free resources including: educational books, webinars, podcasts, a life-saving hospitalization kit, and our toll-free Helpline, staffed by Parkinson's specialists who answer nearly 30,000 calls annually.

We are advancing research toward a cure by investing in scientists who are on a mission to understand the basic mechanisms of Parkinson's critical to developing new treatments and medications while identifying and addressing the unmet needs of people with PD by driving cutting-edge research on a wide range of patient-driven topics.

Better Lives. Together.

GETTING STARTED

With guidance from the Parkinson's Foundation, it is now easier than ever to get involved and help beat Parkinson's!

Perks of becoming a Parkinson's Champion:

- Access to your own personal fundraising page. Track your donations and share your personal story, photos & event information.
- Advice on event planning and fundraising.
- Logos for your marketing materials.
- Printed literature for distribution at your event.
- Letter of endorsement to assist with soliciting sponsorships or in-kind donations; we also provide sample email and social media templates to promote your event.
- Parkinson's Foundation will mail tax receipts to each of your event's donors.
- Hosting an event? We can promote it on our national Facebook page!

FUNDRAISING TIPS:

START EARLY

Start training/planning together - post a photo from a run on social media to start your fundraising.

ASK EVERYONE

People can't say "yes" if you don't ask. Never assume that someone isn't interested in supporting your fundraiser.

SEND A REMINDER

You might be nervous to send out a second email, don't be! The average person needs six reminders to get involved.

WAYS to get involved:

- 1) Start a DIY fundraising event
- 2) Join one of our endurance races
- 3) Run your own race

THE POWER OF YOUR DONATION

\$50: Puts **Parkinson's Foundation educational publications** directly in the mailboxes of five people living with PD.

\$100: Mails free education resource packets to 10 people **newly diagnosed with PD**.

\$250: Provides two **exercise classes** for people with Parkinson's, at no cost to them.

\$500: Allows our **Helpline** team to support 20 callers, providing resources, referrals and key PD information.

\$1000: Gives critical funding to our **research grants**.

\$2000: Supports genetic testing and counseling to a person with PD through our **PD GEneration: Mapping the Future of Parkinson's Disease** initiative.

DO-IT-YOURSELF FUNDRAISING IDEAS:

ENDURANCE RACE

WHAT IT IS: Run for the Foundation in a race of your choice! You can choose any distance from 5K to a marathon. You can join a cycling event, triathlons or consider a Tough Mudder! After you register for a race, you can ask for support from your friends and family. When you race as a Parkinson's Champion you can hit a personal goal while supporting the one million Americans living with Parkinson's disease.

When you run as a Parkinson's Champions in one of our sponsored events, you'll have fundraising support, a personalized fundraising page, and more.

Participate on your own or join one of our endurance events at: **Run4PD.org**.

WHAT YOU'LL NEED: race entry, training program, sneakers



COMMUNITY WALK

WHAT IT IS: You can take the lead on planning your own 5K walk in your neighborhood. Invite fellow walkers or sign up for an event that is already happening! Want to host your own run - **the first step is choosing the venue and date – as simple as that!**

START A COMMUNITY WALK: MovingDayCommunityWalk.org

DINNER PARTY

WHAT IT IS: Hosting a fundraising dinner party or Come Dine with Me for PD is a great way to raise money and awareness for the Parkinson's Foundation. Gather your family and friends and turn your dining room into a restaurant.

WHAT YOU'LL NEED: venue, food, beverages, volunteers, audio/visual, entertainment, emcee, invitations, decorations, ticket sales, auctions, sponsorship

AUCTION OR OPPORTUNITY DRAWING

WHAT IT IS: An auction or an opportunity drawing can be a simple and fun way to raise money. Auctions can be held live or silent. Items can be donated by local businesses, or could be a fun talent that one person can offer. Participants can bid on a co-worker who offers a one-hour cooking session, or a neighbor who offers one hour of babysitting. You could even have a 50/50 drawing where half of the money collected goes to the winner.

WHAT YOU'LL NEED: bid sheets, auction/drawing items, storage

SPORTING TOURNAMENT

WHAT IT IS: Grab your family and friends to fundraise by putting together a fun sporting event! Organize a tournament based around your favorite sport: whether it's baseball, soccer, swimming or basketball, and have participants pay a fee to participate in the event. The participants can solicit support from friends to bring in additional revenue.

WHAT YOU'LL NEED: a field, court or location to host your sporting event, sporting equipment, signage, players and teams



SCHOOL/WORK-FOCUSED EVENTS

WHAT IT IS: There are a wide array of events that a school or work group can participate in together. These events foster collaboration among students or coworkers, and can be a fun activity any time of year.

EXAMPLES:

- Dress down day – have each colleague make a \$5 donation on one day of the week so they can wear jeans to the office.

- Class or department competitions – starting a friendly competition between different classes or departments can be a great way to generate revenue. It can be a chili cook-off or fun athletic event.
- Change drive – have a class or department try to raise the most pennies. You can put quarters in your competitors change jar and this will raise more money for Parkinson's while also canceling out 25 of their pennies!

FITNESS CLASS

WHAT IT IS: Participants pay a fee to participate in an activity for a predetermined amount of time. To raise even more money, they can solicit pledges from family and friends for support. You can have a "Charity Ride" cycling class or another fitness class where people reserve their spot through their donation.

WHAT YOU'LL NEED: a place to host the class, gym support, marketing materials, signage, method to collect the class fee

HAVE FUN WITH YOUR FUNDRAISER!

In the past, Champions have hosted events like Pinot for Parkinson's, Paddles for Parkinson's, Pancakes for Parkinson's, and even Puppies for Parkinson's!

Pick something you like to do and turn it into a fundraiser. **We're here to help.**



OTHER IDEAS:

- Art Show
- Food Event
- Garage/Yard Sale
- Bake Sale
- Car Wash
- Golf Tournament
- Restaurant Benefit Night
- Talent Show



FUNDRAISER PARTNERS

Most businesses that line the streets in your community donate to nonprofits. Small business owners want to improve the lives of their customers, employees, and neighbors.



FUNDRAISER HOSTS

Many companies or businesses support fundraising events. Philanthropic events and service-oriented endeavors can strengthen business communities and beyond. Restaurants can also offer many ways to help raise money. Ask about fundraising nights, gift card donations, or in-kind donations.

Below is a short list of some of the most popular companies/restaurants that may donate to your fundraiser:

- **Chicken N Pickle.** Frequently donates meeting space to charitable organizations for use in hosting board meetings, volunteer appreciation nights and more.
- **TopGolf.** Topgolf's tournament style is more social and exciting than your traditional on-course golf tournament: Day or evening play, no rain-outs or weather delays, a compact timeline and fun for all skill levels.
- **Chick-fil-A.** Feel free to reach out to your local Operator to learn more about what's possible to support your fundraiser at the Chick-fil-A restaurant closest to you.
- **Chipotle.** Chipotle fundraisers are now in-restaurant and online, with 33% of sales donated directly to your cause.
- **Panera Bread.** Book a fundraising event at your local Panera and 20% of the sales from that event will go to the Parkinson's Foundation.

ADDITIONAL TRICKS AND TIPS:

CONSIDER SPORTS TEAMS: Local sports teams may offer free tickets, memorabilia, free food, and drink, or opportunities to work concessions.

INCLUDE RETAIL AND BIG BOX STORES: Nearly every retailer or corporation has a giving program to help fundraise. They may offer matching gifts, community grants, donation requests, and even volunteers. Many local vendors will give in-kind donations, swipe cards, or cash donations. Have a company in mind? Just do a Google search for the name of the brand and donations, such as: "Nike Community Donations" or "Nike Giving Program."

WHAT ABOUT GROCERY STORES: Grocery stores will often donate food for your event. They also give in-kind donations, swipe cards, cash donations, and gift cards. You can request larger funds from the national site, or your local store will give smaller donations at the service desk. Food or beverage companies will often donate products or sponsor your entire event.

EVENT PLANNING CHECKLIST:

*Use this checklist as a guide to planning your event.**

Event Name: _____

Date: _____ **Location:** _____

Planner(s): _____

6 Months - 1 Year Ahead

- ☐ Determine event goal, name, and location
- ☐ Determine event budget
- ☐ Identify vendors needed for your event ex. Food, Décor, Audio/Visual, Entertainment, Speaker
- ☐ Select a volunteer committee to help in planning the event
- ☐ Begin promotional materials
- ☐ Develop sponsorship levels

3 – 6 Months Ahead

- ☐ Determine registration fees
- ☐ Create email campaign
- ☐ Inform media contacts/local press outlets
- ☐ Create an event hashtag ex. #BeatParkinsons
- ☐ Post event on social media

2 Months Ahead

- ☐ Create event schedule
- ☐ Finalize vendors
- ☐ Venue logistics ex. Parking, Registration, Signage
- ☐ Continue promoting event
- ☐ Design and order t-shirts
- ☐ Recruit volunteers for day of event

1 Month Before Event

- ☐ Order any items necessary
- ☐ Finalize all logistics and event schedule
- ☐ Train volunteers on their event responsibilities
- ☐ Complete guest list
- ☐ Send reminders to attendees

Day of Event

- ☐ Set-up venue/event
- ☐ Verify all vendors are in place
- ☐ Thank sponsors and attendees at the event
- ☐ **ENJOY YOUR HARD WORK!**

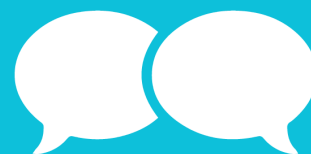
Post-Event

- ☐ Thank everyone for participating
- ☐ Share final amount of money raised to supporters
- ☐ Ask for feedback & suggestions for next event

****Please note, this checklist may not apply to your event or your event may have details and logistics not listed.***

TIPS, TOOLS AND TEMPLATES

Outreach, Social Media (Facebook, Instagram, Twitter) is a very valuable tool for fundraising so you will want to utilize it to your full advantage.



WELCOME TEAM CAPTAIN!

I've joined the Parkinson's Foundation as a Champion! Now what? Before your event, you will have plenty of opportunities to share your story, invite friends and family to join your mission and raise awareness.

Use the following **Fundraising DIY Participant Toolkit** for support and fundraising guidance for Parkinson's Champions fundraisers. It includes a series of emails, texts, social media content and fundraising ideas.

TECH SUPPORT:

Champions come from all around the world to make lives better for people living with Parkinson's; don't let technical difficulties get in the way of hosting a great event! Use our **Champions Tips and Tricks** guide to answer technical questions: connect to Facebook, get a QR code, employer matching, and more.

SOCIAL MEDIA TRICKS AND TIPS:

POST OFTEN: There are so many ads, news updates, and information that your posts probably aren't being seen by all your friends. Don't be afraid to make a few posts a week.

INCLUDE PICTURES: Make the posts interesting by adding pictures of your event planning in-progress, one of you on a training run if you're participating in a race, or a photo of the person you are fundraising for!

THANK AND TAG: People appreciate being recognized! Be sure to thank them and tag them in a post for their donation. Saying thank you shows others they can support you too!

FREQUENTLY ASKED QUESTIONS:

What is a Do-It-Yourself (DIY) fundraiser?

A DIY fundraiser is an event organized and managed by a volunteer in which funds are raised in support of Parkinson's Champions and the Parkinson's Foundation. Planning a DIY fundraiser in your community allows you to raise funds and awareness for Parkinson's however you like.

What are some examples of DIY fundraisers?

Successful Parkinson's Champions events take place around the country – from golf tournaments, planning a community walk, to donating your birthday and everything in between – you can host a fundraiser that works for you. Funds can be raised through participant fees, ticket sales, silent auctions and more. See pages 4-6 for a list of a few DIY fundraising ideas. These community fundraisers take the lead in planning their own event or participating in an endurance race. Decide what you would like to do and turn it into a Parkinson's Champions fundraiser!

Will the Parkinson's Foundation help me plan my fundraiser?

The Champions team is eager to provide guidance and strategy for your fundraiser. We also recommend you form a committee, who can support you during the planning period and throughout the entire event. The Parkinson's Foundation will provide you with an online fundraising page and logos for your marketing materials. We are also able to mail you brochures and newsletters so you can have them at your event. Our online store offers bracelets and shirts if you would like to purchase them for your event.



Paddles for Parkinson's planned by the Catch the Cure organization.

Does the Parkinson's Foundation cover expenses?

The individual fundraiser or group is responsible for 100% of the costs of producing the event. If any donations for the event are being utilized to offset expenses, then checks, credit cards, or money orders MUST be payable to the fundraiser and will not be considered tax-deductible unless the fundraising group is a non-profit 501(c)(3).

If I get something donated to my fundraiser, can they receive an in-kind tax receipt?

The Parkinson's Foundation is a 501(c)(3) entity. All donations directed to Parkinson's Foundation online or made payable by check are tax deductible to the full extent of the law. If you receive donated goods to your fundraiser, such as food or venue, we appreciate their donation however we can't give out in-kind donation tax receipts to fundraisers.

If I'm participating in an endurance event on my own, does Parkinson's Foundation register me for the race and buy my entry?

You can register for any race of your choice and then create your online fundraising page with us to promote your run to beat Parkinson's! Once you reach \$500, we mail you the Parkinson's Champions running singlet for you to wear on race day.

If you'd like to run in one of our managed endurance races check them out at Parkinson.org/champions or contact champions@parkinson.org