



# Parkinson's Champions

# FUNDRAISING GUIDE

# BE SOMEBODY'S CHAMPION

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# What is 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.

The Parkinson's Champions program offers volunteers an opportunity to organize a fundraiser in their own community. The program leverages the personal experiences and community leadership of passionate volunteers to promote Parkinson's awareness and raise funds for the Parkinson's Foundation. Funds raised through Parkinson's Champions allow the Foundation to:



Deliver expert Parkinson's care across the country



Fund cutting-edge research to improve treatments and advance toward a cure



Provide free resources for people living with Parkinson's and their families

# Resources & Tools

This toolkit provides ideas, resources and support that will help make your fundraiser and outreach successful. Our goal is to help you create a positive experience for participants, from registration to event day. A great experience will ensure people participate in your walk year after year.

The Parkinson's Foundation will help you get started and can provide tips and materials to make your fundraising efforts a success.

You can also find additional resources at:

**[Parkinson.org/Champions](https://www.parkinson.org/Champions)**



# 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 your own personal fundraising page. Track your donations and share your personal story, photos, & event information.
- With our [new mobile app](#) you can stay up-to-date on all donations, receive gift notifications, deposit check donations, send fundraising emails and texts, post on social media platforms, personalize your personal and team pages, stay on track with our activity tracker tool and much more!
- Receive complimentary advice on event planning, fundraising, and marketing.
- 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. (Request from your local Coordinator)
- And more! Go to [Parkinson.org/DIYFAQ](https://www.parkinson.org/DIYFAQ).

You can also find additional resources at:

**[Parkinson.org/DIY](https://www.parkinson.org/DIY)**

A person wearing a dark blue long-sleeved shirt is holding a light-colored wooden clipboard with a gold clip at the top. The clipboard has a white sheet of paper with a checklist titled "Best Practices Checklist".

## Best Practices Checklist

- Create and register your fundraiser at [Parkinson.org/DIY](https://www.parkinson.org/DIY).
- Recruit and manage an event/fundraiser planning committee; consider friends, family, coworkers.
- Choose a date. Check community calendars to find out what other events are happening in your local community before setting a date for your event.
- Select a location for your event that works best for the number of people you expect, layout, cost and parking.
- Create an event budget that includes your fundraising and expense targets.
- Set event planning and fundraising benchmarks. This will ensure that you are on-track to meet your event goals.
- Promote your fundraiser to help you reach the most people for your event.
- Communicate with registered participants regularly to share words of encouragement, fundraising tips and to provide important event details.

## Planning Committee

A planning committee is a key component of your event. It is important to find volunteers who are committed to the success of your event and passionate about raising money for the Parkinson's Foundation. The planning committee will be responsible for getting people involved in your fundraiser and will help with event logistics.

## Determine Budget and Fundraising Goals

It is important to create a budget for your event. A planning committee can help oversee your event budget. You will need to identify expenses and secure funding (in-kind donations) to cover costs. You may choose to solicit sponsors for your fundraising event. Cost related to fundraising should not exceed 10% of your overall budget.



# Sample Event Planning Timeline

Here is a sample timeline for a Champions event that can serve as a guide to help you and your committee begin planning your walk. If you are starting your planning with less than six months to go before event day, don't panic!

Six months is the suggested time needed for planning an event; however, a committee can successfully plan an event in a shorter amount of time.

Adjust the timeline as needed and regularly review it to ensure a successful event.

6 Months Out

- Secure at least 5-6 people to serve on your planning committee
- Determine how often and when the planning committee will meet
- Confirm the date and location for the event
- Set your participant and financial goals (Get 100% buy-in!)
- Create an event timeline

3-6 Months Out

- Create and register your fundraiser at [Parkinson.org/DIY](https://www.parkinson.org/diy); or reach out to your Parkinson's Foundation coordinator to create an event website or for questions.
- Decide what outlets you will use to promote your event/fundraiser – radio, local TV stations, newspapers, flyers, social media, etc.
- Start marketing your event
- Acknowledge and motivate registered participants
- Begin making sponsorship asks
- Obtain necessary city permits and talk to city authorities to find out what will be required for the day

3 Months Out

- Advertise your event in as many places as possible
- Share fundraising ideas with registered participants
- Continue making sponsorship asks
- Develop a logistics plan (volunteers, food, activities, entertainment, etc.)
- Begin solicitation of donated items (food, entertainment, beverages, etc.)
- Determine the number of volunteers needed for the day

2 Months Out

- Continue to spread the word about the event by email, social media, flyers, and community groups
- Encourage registered participants to use social media and the event website to promote the event and raise money for the event
- Follow up on sponsorship asks
- Update the event website with event details
- Continue to work on the logistics plan
- Begin communicating with volunteers and assigning specific walk-day tasks

6-10 Weeks Out

- Continue to promote your event in your community
- Motivate registered participants to organize simple and fun fundraisers
- Finalize your logistics plan

1 Month Out

- Advertise events on local TV, radio, billboards, etc.
- Make a last-minute fundraising push to all registered participants
- Communicate final logistics plan to sponsors, volunteers and vendors

1 Week Out

- Communicate event day information to participants: location, activity schedule, parking, etc.
- Send a similar update to all day-of volunteers
- Pack all supplies needed
- Finalize the day-of event set up and agenda

Event Day!

- Have FUN! Make time to enjoy all the hard work you have put into your Parkinson's Champions fundraiser.

One Week after Event

- Thank all participants, sponsors and volunteers that helped make your fundraiser/event a success
- Plan a wrap-up meeting with planning committee to review what went well and what needs to change next year

One Month after Event

- Send all donations to the Parkinson's Foundation.
- Congratulate yourself on an amazing event!

## Do-It-Yourself Fundraising Ideas

### Ways to Get Involved

Champions run, bike, swim, dance, box, knit, stream, mini golf, and more to raise funds and awareness for Parkinson's disease. How will you be a Champion?

### Endurance Race

You can choose any distance from 5K to a local marathon. Run Your Own Race or join one of our sponsored endurance events at: [Run4PD.org](http://Run4PD.org)

#### What you'll need:

race entry, training program, sneakers

### Fitness Class

Participants can make a donation to participate in an activity. You can host Pilates, Yoga, or any group fitness activity or class!

#### What you'll need:

A studio or gym, fitness equipment

### Golf Outing

Gather your network or family and friends to fundraise by putting together a fun golf event!

#### What you'll need:

A course, golfing equipment, players and teams

#### Want to be a pro at golf?

Ask Parkinson's Champions about how [GolfStatus](#) can help bring your golf tournament to the next level!

### Workplace Fundraisers

Consider an office Jeans Day, company picnic, or staff-focused challenge to support Parkinson's lives.

#### What you'll need:

coworkers

### Community Walk

You can take the lead on planning your own walk in your neighborhood or community.

#### START A COMMUNITY WALK:

[MovingDayCommunityWalk.org](http://MovingDayCommunityWalk.org)

## Don't See An Activity You Like?

Check out some more ideas below or our [Creative Fundraising Ideas A-Z here.](#)



### Concert

Local bands, choirs, or even karaoke showdowns.



### Dine and Donate

Partner with a local restaurant for a dine-to-donate event.



### Ice Cream Social

"Scoop for a Cure" with sundaes for donations.



### Knit or Craft-A-Thon

Make items to auction or sell.



### Local Business Round-Up

Ask stores to "round up" purchases to donate.



### Outdoor Adventure

Kayak, bike, or hike a popular trail to inspire donations.



### Pints for Parkinson's

Ask a local brewery/winery to donate a portion of pints proceeds.



### Sports Tournament

Basketball, softball, pickleball, etc.

## You set the goal!

We have supported everything from golf tournaments to pickleball clinics, senior living center events to student projects, craft classes to pilates classes.

The sky is the limit when it comes to your idea of how to be a Parkinson's Champion!

Now you can register to begin at [Parkinson.org/DIY](http://Parkinson.org/DIY).

## Marketing your Champions Event

### Traditional Marketing

Pitch your Parkinson's Champions event to news sources to get free newspaper, radio and TV coverage - [use our Media Kit to send news releases](#) to local print and broadcast media and public service announcements to radio stations. Display posters and flyers in your area businesses, provide faith communities bulletin inserts and negotiate mentions or small ad placements in local publications. Your community likely has several community events, festivals, sporting events and more that offer the opportunity to draw attention to your event. Submit your event details for posting on the city's community calendar. Use the community calendar to find other connections and local events where you can advertise your event.

### Tap into the Power of Social Media

A strong social media presence can bring even more attention to your fundraising event. There are many online communities and fan pages that are filled with people passionate about raising money for Parkinson's. Connect with them and invite them to support your event. Here are some tips on using social media to promote your event, recognize highly engaged participants and share important event details.

#### Before the Event

- Make ongoing announcements about your event details
- Recognize and tag top participants, sponsors and volunteers
- Link your social media channels to your event website
- [Share Parkinson's Foundation social media posts on your social channels](#)

#### During the Event

- Have someone post on Facebook during the event

#### After the Event

- Thank everyone for their support
- Announce the total amount raised, total attendees, etc.
- Post photos/videos from the event

#### Word of Mouth

Communicate all the ways people can help you raise awareness and spread the word about your event. These groups can help you promote your Parkinson's Champions event:

- Support groups
- Local businesses
- Faith-based organizations
- Medical community
- Civic organizations such as Rotary, Knights of Columbus, etc.
- Registered event participants

Equip committee members, sponsors and registered participants with the marketing materials they need to easily spread the word in their own circles. The Parkinson's Foundation has marketing materials that you can customize for your event and print locally.

## Fundraising Made Easy

Fundraising is a key part of your Parkinson's Champions event. Every dollar raised by people who participate in your event will support the Parkinson's Foundation mission by delivering expert Parkinson's care across the country; funding cutting-edge research aimed at better treatment and a cure, and providing free resources for people living with Parkinson's and their families.

It's important that your participants understand the value of the funds they raise and are excited to support the Parkinson's Foundation. Your Parkinson's Champions coordinator will provide you with fundraising tools to help you make raising funds easy for your participants. The most successful and easy way to raise money for Parkinson's Champions are the event website and social media. Online tools and social

media make it easier than ever to encourage your participants and everyone they know to support their fundraising efforts in making life better for people with Parkinson's.

Traditional fundraising still works! [Participants can send emails or letters to friends and family asking them to donate.](#) Fundraisers such as bake sales and potlucks raise significant funds for work, school or social settings such as book clubs and exercise classes. Face-to-face asks while having coffee or getting together on special occasions with family and friends is also an effective way to raise money for your event. We are here to support participants and share tips to make fundraising easy!

## Sponsorship

While soliciting sponsorship is not a requirement, it can help cover event costs, raise awareness for your event and provide in-kind donations. Partnering with sponsors can help you build business relationships in your community that can help you raise money.

### Here are some sponsorship tips:

- Determine events costs so that you can tailor the sponsorship packet to meet the event's specific needs.
- Create a list of potential sponsors that are tied to your community and can provide resources that you need. [Use our guide to prospecting support here.](#)
- Centralize all the information that sponsors need to know in a packet and send it to the prospects you identified.

## Communication is Key

The key to a successful event is to steadily build your participant's excitement and anticipation from the day they register to walk day. Participants that register months prior to your event may lose interest or slow down their fundraising efforts if they are not engaged and encouraged on a regular basis. It's important to send out reminder emails and keep the communication going up until the day of.

- Make time to send updates and make special announcements related to the event schedule or added entertainment.
- Share fundraising tips.
- Link participants to Parkinson's news and articles.
- Create excitement around special contests for top fundraisers.

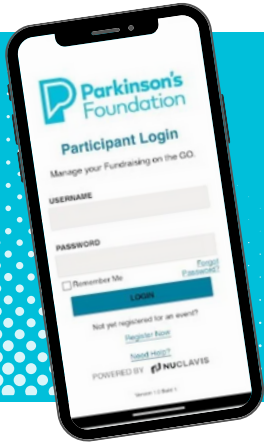
As you get closer to your event, you should send information about the event start time, instructions on how to get to the event location, where parking will be available, etc. Communication doesn't end at the event. It's critical that you acknowledge the hard work of your committee and volunteers, the efforts of your participants and the support of your sponsors by thanking them by phone, email, social media and the event website soon after your event. There is a higher chance that you will retain your participants year after year if they had a positive experience before, during and after your Parkinson's Champions event.

## Materials and Tips

These resources will help ensure a fun and successful planning process for you - the host!

### Be Prepared

- [Complete our Event Support Request Form](#) for Parkinson's Foundation materials to be sent for your event – like educational materials, promotional items, and more. Please note that all requests are subject to availability.
- [Shop Our Store.](#) Raise Parkinson's awareness every time you sport our gear. Shop for exclusive Parkinson's Foundation and Parkinson's Champions apparel and accessories.
- [Tips and Tricks.](#) See how to make the most of your fundraising page, navigate your Participant Center, connect to a Facebook Fundraiser, and more!



## WE HAVE A NEW APP FOR FUNDRAISING! FUNDRAISE FOR PARKINSON'S

Take your fundraising on the go! Download the new Fundraise for Parkinson's app for iOS or Android to text, post to social media and deposit checks directly from your phone.



[Click Here For More Details](#)

## Parkinson's Champions App

Download and fundraise from anywhere with the **Fundraise for Parkinson's** app for Parkinson's Champions! Available for **iPhone** and **Android**.

With our mobile app you can:

- Stay up-to-date on all donations,
- Receive gift notifications,
- Deposit check donations,
- Send fundraising emails and texts,
- Post on social media platforms,
- Personalize your personal and team pages,
- Stay on track with our activity tracker tool

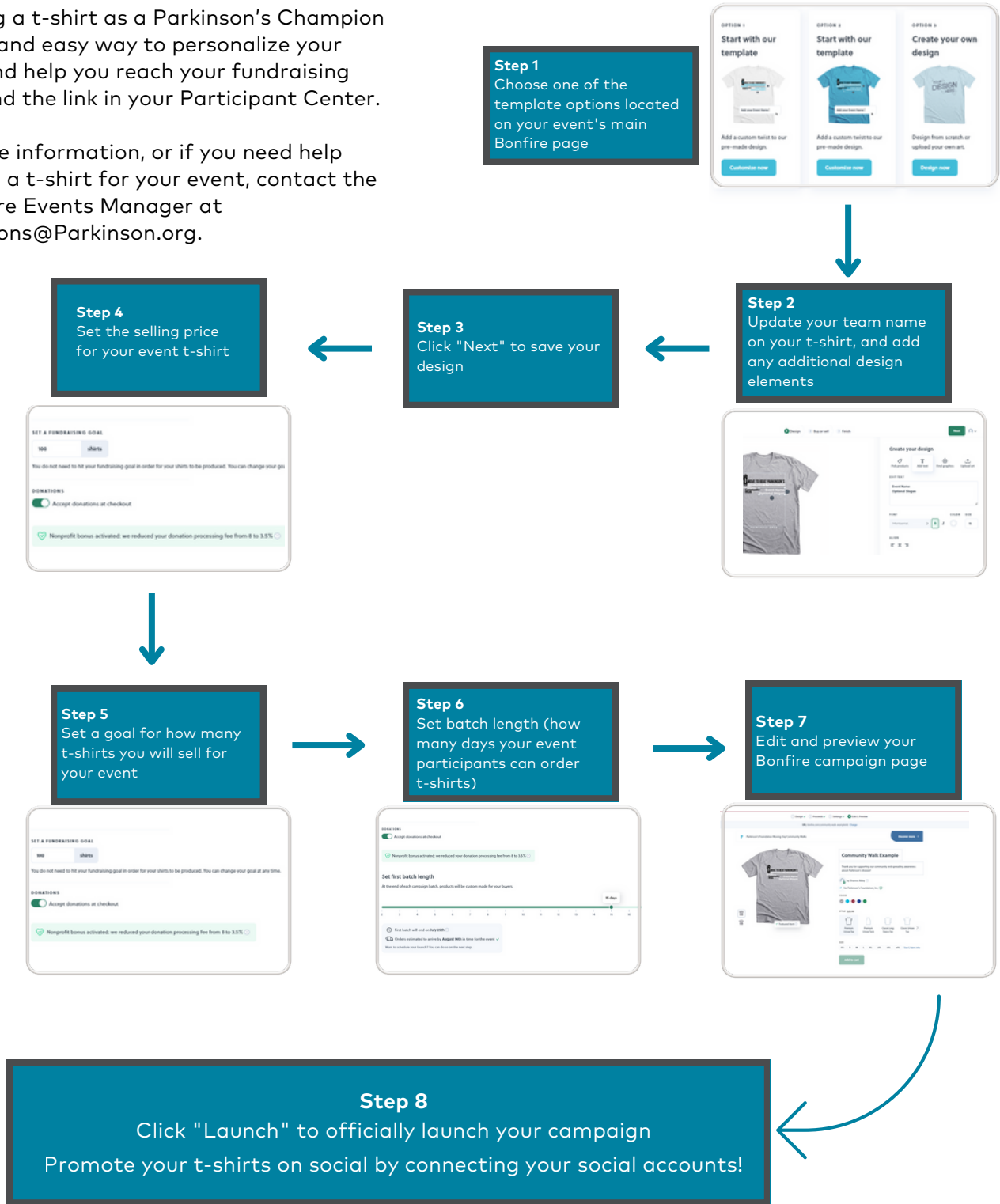
And much more! **Download Today!**



# CREATING AN EVENT T-SHIRT WITH BONFIRE

Creating a t-shirt as a Parkinson's Champion is a fun and easy way to personalize your event and help you reach your fundraising goal! Find the link in your Participant Center.

For more information, or if you need help creating a t-shirt for your event, contact the Signature Events Manager at [Champions@Parkinson.org](mailto:Champions@Parkinson.org).



## Frequently Asked Questions

### **Who are Parkinson's Champions?**

Parkinson's Champions participate in the Parkinson's Foundation community fundraising raise funds and awareness for Parkinson's disease. Champions take the lead planning their own fundraisers or participating in local events (5Ks, races, bingo nights).

### **What kind of support does the Parkinson's Foundation provide?**

As a Parkinson's Champion you'll have access to your own personal fundraising page where you can track your donations and share your personal story, photos & event information. Our local team will provide advice on event planning and fundraising. You can use our Champions logo for your marketing materials and printed literature for distribution at your event. We can provide a letter of endorsement to assist with soliciting sponsorships or in-kind donations and sample email and social media templates. The Parkinson's Foundation will email tax receipts to each of your event's donors.

### **How are funds used?**

The funds raised support the Parkinson's Foundation mission by delivering expert Parkinson's care across the country; funding cutting-edge research aimed at better treatment and a cure; and providing free resources for people living with Parkinson's and their families.

### **What type of event can I host?**

Champions can plan and host whatever type of event they want! Are you a 300 bowler or a pickleball champion? Host an event that speaks to you and that has the potential for fundraising. We encourage all Champions to chat with local staff during the planning phase of their event to work through logistics with our support.

### **How much money do I have to raise?**

You set the goal that's right for you! We're here to help you every step of the way. Once you're registered you can use our fundraising guide to write emails, post to social media and spread the word about your fundraiser. Every dollar counts.

### **How do I pay for expenses?**

You are responsible as the event host and fundraiser for covering any expenses incurred during the fundraising activity (example: venue rental, event t-shirts, food and beverage). We encourage you to think through your budget and use/request our In-Kind Donation letter to solicit support from local businesses. If you're hosting an in-person event, consider partnering with local non-profits who can accept charitable donations in return for event space or supplies.

### **What about matching gifts?**

Do you work at a company that offers matching gifts? Do your donors? Check to see if you can double your donation by asking your human resources department if your job matches charitable giving. If you have matching gift questions, email [champions@parkinson.org](mailto:champions@parkinson.org).

### **Can you help me get a permit or provide insurance for my event?**

The organization and execution of the event is the responsibility of its event organizer. You must obtain all necessary permits or licenses or insurance.

### **Can someone from the Parkinson's Foundation attend or help me plan our event?**

The Parkinson's Foundation is open to attend Parkinson's Champions events – please reach out directly to confirm due to limited staff and volunteer availability. We are happy to provide guidance for your event, but we cannot guarantee staff or volunteer presence at events.

### **What can I give donors who make donations for tax purposes?**

Donors can only receive a gift acknowledgement letter if their checks are made payable to the Parkinson's Foundation. We cannot provide acknowledgement letters to donors who make payments directly to third-party events.


Learn more at [Parkinson.org/DIYFAQ](https://parkinson.org/DIYFAQ).




## We're Here Every Step of the Way

The Parkinson's Foundation appreciates your dedication and effort to help us make life better for people with Parkinson's through starting your own fundraiser. For help with any stage of your event — from email and social media templates to fundraising ideas — reach us at:

 [Parkinson.org/DIY](https://www.parkinson.org/DIY)

 Email: [Champions@Parkinson.org](mailto:Champions@Parkinson.org)

 Call: (972) 843-9068