



Corporate Team Toolkit

WELCOME



Thank you for partnering with the Parkinson's Foundation to help lead the fight against Parkinson's disease! We are excited to have your company join us at Moving Day, A Walk for Parkinson's this year to help raise awareness and funds to improve care and advance research towards a cure. We're here to help your organization throughout the year with your planning and fundraising.

This toolkit is designed to assist you as you announce your company-wide effort in Moving Day event participation. Please invite colleagues, their friends and families, your customers, vendors, business partners and anyone else who has an interest in getting involved to join the fight and raise awareness and funds.

In this toolkit you will find:

- **Background Information** on Moving Day and what your participation supports.
- **How to get started** with registration, your team page, and other initial steps to take.
- **Tools, resources, best practices, and ideas** to help you be successful with your team.
- **Ways to get the most out of your team opportunity** including options to enhance your experience.

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ABOUT MOVING DAY



What is Moving Day?

Moving Day, A Walk for Parkinson's is an inspiring and empowering annual fundraising walk event that unites people living with Parkinson's disease (PD), their care partners, and loved around the country ones to fight Parkinson's. disease. Moving Day is among the largest Parkinson's events in the country reaching more than 150,000 participants and provides excellent brand exposure to thousands of people in the Parkinson's community.

WE CARE

Funds raised through Moving Day help to deliver expert care to more than **196,700 people** living with Parkinson's, invest in research and provide free programs and resources to those living with PD, their caregivers, and healthcare professionals.

WE FIGHT

Leading up to the event, participants and teams fundraise to help us fight Parkinson's disease and advance towards a cure. Moving Day events across the country have raised more than **\$30.8 million** to support the Parkinson's Foundation mission.

WE MOVE

Moving Day is more than just a walk. It is a celebration of movement – proven to help manage Parkinson's symptoms. As part of the program, we offer exercise demos specific to Parkinson's as well as host a We Move Ceremony to encourage exercise.

Parkinson's Disease

Parkinson's disease (PD) is a neurodegenerative, progressive disorder that affects dopamine-producing neurons in a specific area of the brain called substantia nigra. The progression of symptoms differs from one person to another.

People with PD may experience tremors, slowness of movements (bradykinesia), gait and balance problems and non-motor symptoms including depression, anxiety, constipation, and cognitive impairment.

Parkinson's Foundation Mission

The Parkinson's Foundation makes life better for 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.

Nearly one million people live with Parkinson's disease in the U.S., which is more than the combined number of Sclerosis). Approximately 60,000 people in the U.S. are diagnosed with PD each year.

ABOUT CORPORATE TEAMS

What does it mean to be a corporate team?

A corporate team is a walk team formed by a company to raise funds and awareness for Parkinson's disease. The support of the employees along with the commitment of the company to participate in Moving Day creates a unique partnership opportunity. There is no cost to sign up a team or a required number of participants.

Who should be invited to join the team?

Everyone! While the team is likely to be made up primarily with staff members, it's not limited to employees only. Inviting other community members to join your team is an excellent way to engage them in a cause your company cares about.

Below are some suggestions of who to invite:

- **Senior Leadership** – Having your top company leaders participate sets an excellent example and will encourage others to join.
- **Employees** – Invite your whole staff to participate to build team culture.
- **Friends and Family** – Don't limit the team to just staff! Include your team members' family and friends. Moving Day is appropriate for all ages and abilities.
- **Clients/Customers** – Engage your customers in a meaningful way outside of your day-to-day business.
- **Business Partners/Vendors** – Extend an invitation to your vendors and any other businesses you work with to strengthen your partnership.

Why participate?

There are many potential benefits to participating as a corporate team. Your organization's commitment could:



Enhance your company culture. Provide leadership opportunities for staff and show support to your employees who have been personally impacted by PD.



Increase your reach. Gain positive brand exposure among the hundreds of Moving Day supporters who participate in your local walk.



Make an impact. Fulfill your company's philanthropic responsibility by helping us improve quality care, fund cutting-edge research, and provide free resources for people living with Parkinson's and their families.

IMPACT MESSAGING



How Your Support Makes a Difference

Being able to communicate what your company is supporting and why is vital to driving support among your company, clients, and community. Below are some talking points of how Moving Day supports the Parkinson's community.

Funds raised through Moving Day support the Parkinson's Foundation mission by:

- Delivering quality care to more than 196,700 people living with Parkinson's.
- Funding cutting-edge research to improve treatments and advance toward a cure
- Providing free resources for people living with Parkinson's and their families

Improving Care for People with Parkinson's

- **Centers of Excellence.** Foundation designated medical center that has a specialized team, with a movement disorder specialist, that provides the best PD care.
- **Professional Education** We train medical professionals from diverse disciplines best-practices in Parkinson's care, provide the latest updates, & increase access to free educational tools.

Providing free resources for people with Parkinson's & Caregivers

- **Community Grants.** Every year, we invest in local PD-tailored wellness, exercise and education programs created for our community.
- **Helpline.** 1-800-4PD-INFO (473-4636). Our Helpline answers more than 20,000 calls a year from all over the nation helping the PD community find their nearest PD specialist, support group, wellness and exercise classes and answering questions.
- **Educational Resources.** Every year, we host free educational programs across the country for people with Parkinson's, their caregivers and healthcare professionals. We also provide free books and podcasts on a variety of PD topics.
- **Aware in Care Hospital Kits.** Free kits designed to protect, prepare and empower people with Parkinson's before, during and after a hospital visit.

Advancing research to find a cure

- **Genetics Research.** PD GENERation is the first-of-its kind national initiative to offer genetic testing and genetic counseling.
- **Research Grants** Our grants support researchers in the PD field while continuously funding opportunities that lead to new advances.

HOW TO GET STARTED



5 Steps to Get Started

You've decided to participate as a company team. Now what? Below are 5 easy steps to get started!

1. Identify a Team Captain

Each Moving Day Team needs a team captain to serve as a point of contact, send out communications and to help drive fundraising and participation efforts.

2. Register your team at www.MovingDayWalk.org

- Select Start a New Team or Recreate a Team
- Enter Team Name
- Enter Fundraising Goal
- Check Yes for "Is this a company team?"
- Select company name in the drop-down menu or enter new company name
- Select corporate team under Team Type
- After entering the team information, the team captain will follow the prompts to register themselves. *A team can't exist without a registrant!*

3. Set Up Your Company Page

Once registered, the team captain will log in to their participant center to begin editing the page.

- **Customize Story on Team Page.** Share why your company is getting involved in Moving Day.
- **Add Photo or Video to Team Page** Include photo of company participating in Moving Day or company logo.
- **Set a company fundraising goal.** Create a fundraising goal to show on your company page. Option to edit your goal.
- **Customize URL.** Create a custom link to begin sharing your page.

4. Build Your Team

Now that your team and team page are set up, share the link to invite staff, vendors, customers, friends and family to join your team!

5. Fundraise

Begin raising funds for your company team using tools and ideas outlined in this packet!

HOW TO BE SUCCESSFUL

Keys to Success

Now that you're signed up, it's time to create a plan of action for your team to ensure your corporate team's success. Below are some items to consider including in your plan :

5 Components of a Successful Team:

- Corporate Support
- Volunteer Leadership
- Team Fundraising & Participation
- Internal Communications
- External Marketing

Outlined in the following pages:

Corporate Support

- An endorsement from senior leadership sets the tone and cultivates buy in from staff. show their support.
- Before asking your team to donate, consider leading with a corporate contribution.

Leadership

- Provide staff with the opportunity to serve in a leadership role.

Internal Communications

- Send letter from senior leadership announcing your company's involvement.
- Share the opportunity to get involved in your company newsletter.
- Communicate your team's progress periodically through internal communications.

External Marketing

- Promote your team's involvement on your company website.
- Post about your company's participation on your business's social media page.
- Share your team flyer with clients, customer, or vendors.

Team Fundraising

- Decide on some fundraising incentives for your staff such as:
 - Jeans Day
 - Extra Vacation Day
 - Matching Gift opportunity
- Host a Kickoff Event to educate staff on the importance of Moving Day, motivate your team to participate and share fundraising tools.





CORPORATE SUPPORT

How Can My Company Support the Team?

Corporate support starts with executive leadership. An endorsement from your company leadership or financial support will help to encourage others at your company to participate. There are several opportunities for your company to engage with the cause.

Below are some ways your company can provide support:

- **Endorsement from Senior Leadership** – Having your top company leaders participate sets an excellent example and will encourage others to join. Simply showing that your leadership team supports the cause will help to drive support.
- **Corporate Gift** – Before asking employees to make a donation, lead by example and make a contribution on behalf of the organization.
- **Sponsorship** – Elevate your partnership by becoming a corporate sponsor and receive additional brand exposure and marketing benefits.
- **Matching gifts** – Encourage your employees to give by offering to support employee/customer fundraising teams with a company match.
- **Cause branding, marketing campaign(s), and/or customer activation promotion**
Donate a percentage of product sales, roundup at the register or set up a restaurant give back night to raise awareness and funds for your team.
- **Gift in kind donation** – Donate a budgeted item or service to help offset event costs/expenses in exchange for a tax credit and added event recognition.
Ex. Donate food or water bottles for all event participants.

Does your company have regional or national reach? Looking to expand your footprint and make a bigger impact? Visit www.MovingDayWalk.org/National-Teams to learn about our National Corporate Team opportunity!



LETTER FROM SENIOR LEADERSHIP

(Please feel free to customize this sample letter before sending to your staff.)

[Date]

[Name]

[Company]

[Address]

[Address]

Dear [Name]:

This year I'm pleased to announce that [Company Name] will be supporting the Parkinson's Foundation in its efforts to lead the fight against Parkinson's disease by participating in the Moving Day walk event.

Through our participation and fundraising, we're supporting the Parkinson's Foundation effort to fund research, providing free resources, and improve care for people with Parkinson's and their caregivers.

As we approach the 2022 Moving Day season, I need your help to take the commitment of [Company Name] to the next level, [OPTIONAL: including supporting these efforts through our matching gifts program AND/OR mention additional sponsorship or cause-related opportunities]. Below are 5 ways you can make a difference:

1. Register as part of our Corporate Moving Day Team at [Team Page Link.]
2. Consider making a tax-deductible donation [OPTIONAL: Insert Matching Gift Opportunity or Office Incentive.]
3. Share information about the Moving Day walk event and our team participation with family and friends and ask for their support.
4. Volunteer to help with our teams marketing efforts, day of walk planning, or team fundraising.
5. Walk with us at Moving Day on [Insert Event Date.]

Please help us to make this partnership a huge success. Together, we can better serve the Parkinson's community.

Sincerely,

[Name]

[Title]



VOLUNTEER LEADERSHIP

Volunteer Roles

The Moving Day Corporate Team Volunteer Roles provide leadership opportunities for employees. Every team needs a Team Captain to serve as a main point of contact. However, there are other optional leadership roles to help support your team and ensure its' success. Consider sending out a company wide survey to help identify internal champions!

Corporate Team Captain/Co-Captain

The Company Team Captain is instrumental in organizing your company's participation in Moving Day. This role serves as the main point-of-contact for your company's team, help your team meet and exceed their fundraising goals, use tools and resources, and engage in the Parkinson's Foundation mission.

Responsibilities include:

- Serve as the primary point-of-contact
- Help determine the team fundraising goal
- Drive team participation and fundraising efforts
- Help coach other participants on best practices
- Encourage and engage team members
- Communicate the company's goal
- Educate participants about the mission of the Parkinson's Foundation
- Incentivize and recognize participants and donors
- Maintain the company's online fundraising page at MovingDayWalk.org

Corporate Team Marketing & Communications Lead

The Company Team Marketing Lead helps to promote your company's participation in Moving Day and drive awareness in the community.

Responsibilities include:

- Promote your team's involvement on your company website
- Post about your company's participation on your business's social media page
- Share your team flyer with clients, customers or vendors
- Send out internal communications

Corporate Team Event Day Coordinator

The Company Team Event Day Coordinator can help to organize your day of event plans.

Responsibilities include:

- Coordinate event day logistics for your team
- Communicate plans of where, when, and how to meet day of the walk
- Plans a pre-event gathering or post event celebration for your company team
- **Optional:** Orders Company Team T-Shirts for the walk

Sample Corporate Team Survey

Moving Day Corporate Team Survey

(Customize and share with your staff to gauge interest and identify internal advocates.)

It's important to me that my company gives back to the community.

It's very important.

It's important.

It's somewhat important.

I'm indifferent.

It's important to me that my company participates in local charitable events.

It's very important.

It's important.

It's somewhat important.

I'm indifferent.

My knowledge of Parkinson's disease is:

I'm very knowledgeable of Parkinson's disease.

I have some knowledge of the disease.

I've heard of the disease – but I don't know much about it.

I'm unfamiliar with Parkinson's disease.

My connection to Parkinson's disease is:

I have Parkinson's disease

I'm a caregiver of someone with Parkinson's disease

I know or love someone with Parkinson's disease

I don't have any connection to Parkinson's disease

I would feel incentivized to donate towards our company team if:

There was a company match

I could earn a vacation day

I would be recognized

I would receive a T-shirt or other incentive item

I'm interested in getting involved with the Parkinson's Foundation as a:

Walk participant

Donor

Volunteer

All of the above

Name _____

Phone _____

Email _____

INTERNAL COMMUNICATIONS

Ways to communicate with your company

Sharing updates and progress leading up to your Moving Day walk is essential to engaging and motivating staff to participate.

What to communicate

Keeping your team informed of your company team's progress, achievements, opportunities, needs and plans is key to having a successful team.

Key items to communicate:

- Send letter from senior leadership announcing your company's involvement
- Share volunteer opportunities to get more involved
- Communicate your team's progress periodically
- Celebrate any fundraising milestones or benchmarks achieved
- Recognize staff who participate, volunteer or donate
- Share day of event plans and logistics

How to communicate

Does your company have an upcoming staff meeting or annual conference? Does your organization send out monthly newsletters to customers or employees? Those are great opportunities to share your team happenings!

Below are some ways to communicate with your team:

- Company newsletters
- Company portal or staff webpage
- Staff or team meetings
- Conferences, trainings or other work events
- Emails



GOAL
\$30,000

55%
OF GOAL

RAISED
\$16,732



SAMPLE EMAIL MESSAGE TEMPLATE

Sample Corporate Team Update Email:

Encourage fundraising/team building, message should come from the Team Captain or Senior Leadership

Subject: Thank you for your commitment to help the Parkinson's disease community

Hi, again!

We've had a great response to our Moving Day team. Currently, we've raised [\$XXXX] toward our company team goal of [\$XXXX]. We still need more of you to join our team so we can reach our goal and improve the lives of people living with Parkinson's disease. [INSERT COMPANY INCENTIVE, IF APPLICABLE]

Visit [INSERT COMPANY TEAM PAGE URL] to sign up and be a part of our company team for Moving Day, a Walk for Parkinson's. From there, you can create a personal fundraising page and email your family and friends asking for a donation. Don't forget to also ask them to join our team!

Also, consider joining the All Star Movers Club. All Star Movers are individuals who commit to achieving extraordinary fundraising results for the Moving Day walk by raising \$1,000 or more. All Star Movers receive special recognition at Moving Day as well as the All Star Movers Long Sleeve Tee.

Don't forget to remind those who donate to your team to ask if their employers will match their gift. Their gifts could be doubled, or even tripled!

Thank you all for helping [COMPANY NAME] support the Parkinson's Foundation in the fight against PD!

Sincerely,

[SIGNER]

P.S. For those of you enjoying success in your fundraising, please share your great ideas with me. I'll share some of the best ideas in a future email, so we can all build on your success.

External Marketing

How to Spread the Word

Marketing your Corporate Team's involvement in Moving Day is a great way to raise awareness and drum up support for your team. Consider promoting your team's involvement on your company website or social media channels and sharing your team flyer with clients, customers or vendors.

Below are some resources to help your team.

Marketing Materials

Connect with your local staff lead to request custom team marketing materials!

- Team flyers
- Signage with QR codes



Social Media

Visit Parkinson.org/CorporateSocialTools for graphics and sample language your company team can use on various social media platforms.

Sample Post 1: We're proud to MOVE with @ParkinsonDotOrg at Moving Day [CITY]. If you or a loved one have been affected by Parkinson's disease, register at [TEAM PAGE URL] to join us on [DATE].



Sample Post 2: Our team is moving to make a difference in the Parkinson's community. As a proud company team, we invite you to join us in the movement to end PD. [TEAM PAGE URL]

Media & Press Opportunities

Have a media opportunity? Contact macruz@parkinson.org for assistance.

TEAM FUNDRAISING



How can we raise funds for our team?

Below are some fun ways your company can drive fundraising support in your office.

10 Easy Way to Fundraise

Never fundraised before? Check out these 10 ideas below to get started!

10 Easy Ways to Raise \$100+



 Email your friends and family	 The Mighty Pen - Write letters asking for donations and send thank you notes too
 Ask a different person each day	 Child sit or pet sit
 Clean out your home and host a yard sale	 Post about your fundraiser on social media
 Talk it up - Ask for a few minutes at an upcoming meeting	 Think about the friends you have donated to - It's their turn to support you!
 Change your voicemail to mention Moving Day	 Celebrate - In lieu of traditional birthday or anniversary gifts, ask for donations

Learn more at MovingDayWalk.org/Fundraising-Help

Other Ways to Fundraise

Outlined on the next few pages are some helpful tools and tips to fundraise for your team!

- Office challenges
- Customer incentives
- Facebook fundraisers
- Parkinson's Moving Day App

FACEBOOK FUNDRAISER

What are some tools to help us fundraise?

One of most effective ways to fundraise is by starting a Facebook Fundraiser. Did you know that participants who fundraise on Facebook raise 4x more?

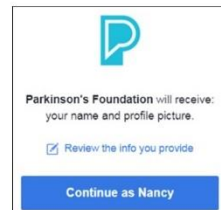
Here's how in 5 easy steps.

1

Log in to your Moving Day Participant Center and click on the "Fundraise on Facebook" button in the Raise More Money with Facebook box.



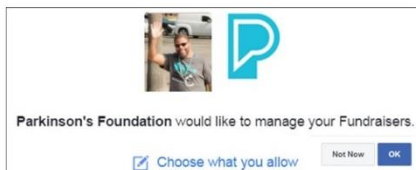
2



You'll be redirected to Facebook. Log in to Facebook. A pop-up window will appear that states Parkinson's Foundation will receive your public profile. Click "Continue as Your Name."

3

An additional pop-up window will appear that states Parkinson's Foundation would like to manage your fundraiser. Click "OK."



4

Either you'll be brought to your Facebook Fundraiser or you will be prompted to go to your Facebook Fundraiser from your Participant Center.



5

Promote your Facebook Fundraiser by sharing or inviting people to your fundraiser to start getting donations!



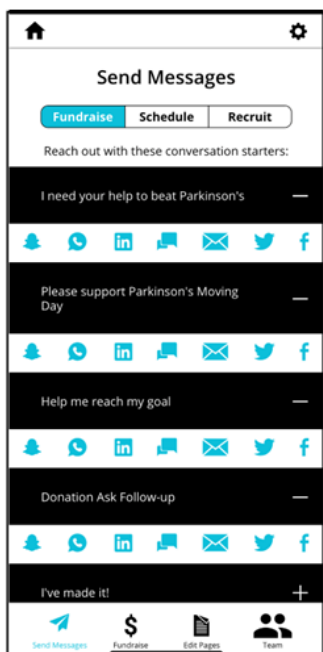
For more information about fundraising with Facebook and donations made through Facebook, go to:
MovingDayWalk.org/facebook-fundraiser-tool.

MOVING DAY APP

What are some tools to help us fundraise?

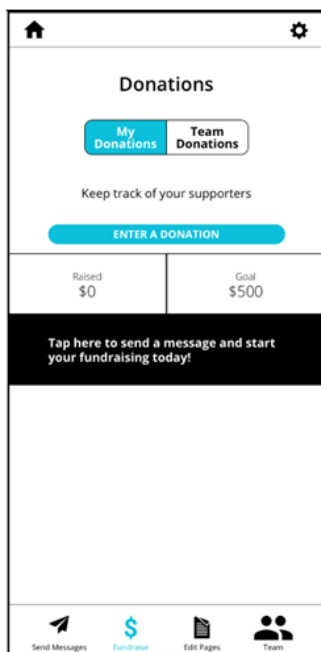
Download the Moving Day App in the [Apple Store](#) or on [Google Play](#) to send messages, check your fundraising progress, deposit check donations and more!

SEND MESSAGES



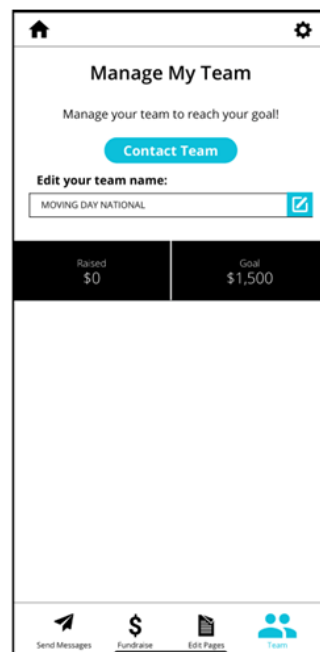
- ◆ You can send emails to friends and family directly in the app.
- ◆ Asking for donations is easy via Facebook, text, email or social media.

GET DONATIONS



- ◆ Offers your supporters flexibility with a variety of payment methods: credit/debit cards and checks.
- ◆ Accepting donations is secure with bank-grade technology. You can deposit a check donation directly in the app.

TRACK PROGRESS



- ◆ Keep track of fundraising goals and progress.
- ◆ All mobile app donations will appear in your Moving Day Participant Center.

DOWNLOAD TODAY!



FUNDRAISING INCENTIVES

How can we encourage participants to fundraise for our team?

One of the best ways to encourage fundraising is by offering incentives and opportunities for recognition.

Staff Incentives & Challenges

Below are some fun ways your company can drive fundraising support in your office.

- Jeans day/Casual wear
- Extra vacation day
- Boss for a day - Allow people to bid on being the boss for a day.
- Parking for Parkinson's – Offer VIP parking at your office!
- Matching gift opportunity

Customer & Client Incentives

Promote your business while also promoting the cause!

- Host a give back day
- Round up at the register
- Offer a specialty product

Participant Rewards

All Moving Day participants have the opportunity to earn rewards for their fundraising efforts starting at \$100!



\$100+

Exclusive T-Shirt



\$250+

Plus T-Shirt



\$500+

Plus T-Shirt & Fanny Pack



All Star Movers Club - \$1,000+

In addition to the Moving Day T-Shirt, fanny pack and cap, you will receive:

- Lightweight, moisture-wicking long sleeve tee
- Recognition on signage at the Moving Day event

HOSTING A CORPORATE KICKOFF

Hosting a Kickoff Event

One of the best ways to introduce your employees to the Moving Day program is to host a company-wide kickoff. This will help to engage them in our mission, and your company's involvement and partnership with the Parkinson's Foundation. The goal of a kickoff is for the attendees to feel inspired, informed and ready to kick-start their involvement and fundraising!

In Person Kickoff Event

This type of kickoff is great to host at your office in a conference room, auditorium or off-site location. Consider hosting a luncheon to make it fun!



- Host a presentation with information about your Moving Day event and why it's important to participate
- Invite someone at your company who's been impacted by Parkinson's disease to share their story
- Ask attendees to join the team, volunteer, or donate
- Share any company incentives and matching gift opportunities
- Distribute handouts and information about the Moving Day event
- Consider playing PD Bingo or Trivia
- Give out fun prizes and swag items for participation

Virtual Kickoff

Hosting a virtual kickoff is a cost-effective and easy way to engage more supporters in your team's efforts. It's also a great way to engage remote employees!

- Set up a call on an online platform and send out the link with an electronic invite
- Create a PowerPoint presentation with information about your Moving Day event
- Invite your Senior Leadership and someone with a personal connection to speak
- Consider hosting a drawing for an e-gift card

Kickoff Table

This is ideal for companies that don't have the ability to put on a full-scale event but would still like to promote their team. This is also a great option if you have a large conference or work event already planned.

- Set up a table outside your company cafeteria, breakroom or a busy area of the office
- Pass out information about the Moving Day walk and the Parkinson's Foundation's work. Your staff partner can provide brochures, posters and more!
- Create an elevator pitch to tell people about the walk and how to get involved
- Distribute fun giveaways for participation



CREATING A PLAN OF ACTION

Creating a Plan of Action for Your Team

Now that you're signed up and ready to start, it's time to create a plan of action for your team to ensure your corporate team's success. Outline your plan below :

Corporate Support

List ways company or senior leadership will show support of team.

Leadership

Include potential staff volunteer leads.

Team Fundraising & Participation

Include staff fundraising incentives and kickoff plans.

Internal Communications

List how company support, volunteer opportunities and team progress will be communicated.

External Marketing

List ways company will promote involvement to community, customers and business partners.

Corporate Team Checklist

Corporate Team in Review

Below is a checklist to ensure your corporate team is successful. Questions? Reach out to your local Parkinson's Foundation staff lead to help!

Corporate Team Checklist

- ☐ Identify a corporate team captain
- ☐ Register your team at www.MovingDayWalk.org
- ☐ Set Company Team fundraising goal
- ☐ Customize your Company Team Page
- ☐ Create a Plan of Action
- ☐ Send internal communication with company endorsement to staff
- ☐ **Optional:** Create company participation and fundraising incentives
- ☐ **Call to action:** Invite staff to register and donate on Team Page
- ☐ Share PD staff survey to identify internal champions
- ☐ Host a Company Kickoff
- ☐ Send out periodic updates on progress and benchmarks achieved
- ☐ Drive awareness in company newsletter, website, social media, etc.
- ☐ **Optional:** Order custom company team shirts
- ☐ Gather and walk at Moving Day!



Thank you for supporting Moving Day and the Parkinson's Foundation!

Your company's support and involvement make all the difference in the lives of people living with Parkinson's disease and their caregivers.