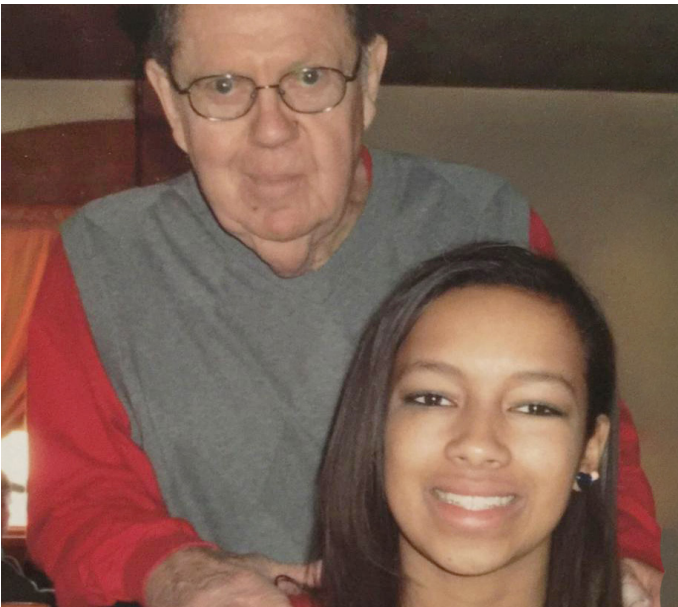


Parkinson's Champions



 Parkinson's
Foundation

champions@parkinson.org
[Parkinson.org/champions](https://www.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 \$5.5 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!

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

HOW DOES YOUR DONATION BEAT PARKINSON'S?

\$25: Provides 4 people with free books about Parkinson's

\$50: Provides answers to hundreds of visitors to our popular Ask the Doctor online forum

\$100: Provides 7 free life-saving Aware in Care kits

\$500: Enables our free Helpline to answer 20 toll-free calls

\$1,000: Helps provide grants and funding to researchers

DO-IT-YOURSELF FUNDRAISING IDEAS:

ENDURANCE RACE

WHAT IT IS: Run for charity in any 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. Find out more at: Parkinson.org/champions.

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



COMMUNITY WALK

WHAT IT IS: You can take the lead on planning your own walk or 5K run in your neighborhood. Community walk events are volunteer driven and an exciting way to raise awareness and funds to beat Parkinson's. **The first step is choosing the venue and date – as simple as that!**

WHAT YOU'LL NEED: venue, course map, food, beverages, volunteers, entertainment, community support, ticket sales, sponsorship, T-shirts, parking

GALA

WHAT IT IS: A gala is an evening that consists of dinner and entertainment, and can incorporate additional fundraising elements such as auctions and drawings. This can be a sit-down dinner, a reception or even a benefit concert. One of the

most important elements is a strong committee with plenty of contacts to sell tickets and tables, as well as to have a fun theme, whether it is a fancy or informal evening.

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

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

EXERCISE 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

DONATE A HOLIDAY

WHAT IT IS: This year, instead of gifts, have your friends and family support the Parkinson's Foundation by making a donation in your name. You can donate any holiday from your birthday to your wedding. Turn holidays into an opportunity to give back!

WHAT YOU'LL NEED: a personalized fundraising page: [Parkinson.org/champions](https://parkinson.org/champions)

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

FRIENDS ASKING FRIENDS

WHAT IT IS: An event does not need to be complicated, hard to plan or take too much time! It can be as simple as asking your friends and family to make a gift to beat Parkinson's. Whether it is through an online fundraising page, an email campaign, social media or word of mouth, let them know the important work that is being done at the Parkinson's Foundation and what they can do to get involved. You'll be surprised at how generous people will be when they are asked!

WHAT YOU'LL NEED: talking points, email templates, or simple discussion (we're here to help!)



DID YOU KNOW?

On average our fundraisers raise over **\$2,000!**

An average Parkinson's Champion gift is **\$150.**

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!



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



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.*



EMAIL TEMPLATES

Send emails to your friends, family and co-workers and ask them to support your Parkinson's Champions event.

SOLICIT DONATIONS

SUBJECT: Help me Beat Parkinson's

I am so excited to join the Parkinson's Champions team to support the Parkinson's Foundation. I'll be fundraising, with your support, to continue the foundation's mission to make life better for people with Parkinson's. Right now, there are one million people living with Parkinson's here in the United States, and my goal is to raise awareness and funds to help cure this disease. I know you understand the importance of an event that raises money for such an important cause. No matter what you can afford, every dollar counts! So please make a donation on my behalf.

Thank you so much for your support and helping me to raise funds and awareness for Parkinson's disease.

WHERE THE MONEY GOES

SUBJECT: How Your Gift Helps

As a Parkinson's Champion, I'm committed to make a difference for people living with Parkinson's. There are one million people living with Parkinson's in the United States, and each dollar I raise can make a difference. Want to see how you make an impact?

- \$35 can provide 6 people with free books about Parkinson's
- \$75 can provide hundreds of visits to our popular "Ask the Doctor" online forum
- \$150 can provide 10 free life-saving Aware in Care Kits
- \$250 can help us answer 10 calls to our free Helpline
- \$500 helps provide grants and funding for cutting-edge research

Thank you so much for your support and helping me to raise funds and awareness for Parkinson's disease.

THANK YOU NOTE

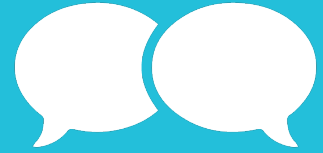
SUBJECT: Thank you for your Parkinson's Champions donation

Thank you for supporting my journey and for recognizing the importance of making life better for people with Parkinson's. Your gift will help support the vital work of the Parkinson's Foundation. If you'd like to learn more about the work of the Parkinson's Foundation, please visit www.parkinson.org. Thanks again for your donation.

Together, we are making a difference for people who are living with Parkinson's disease.

SOCIAL MEDIA TEMPLATES

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



START FUNDRAISING:

I've joined the Parkinson's Foundation as a Champion raising money to help people with Parkinson's live better lives today! Can you support me with a donation? Every little bit helps!

Parkinson's doesn't wait, why should we? Every 9 minutes someone is diagnosed with Parkinson's disease. Your gift can help advance research and provide support to millions of people battling Parkinson's disease every day!

UPDATE YOUR SUPPORTERS:

Thank you to my amazing friends for supporting my Parkinson's Champions event and helping me beat Parkinson's! Together we've raised \$__ so far! There's still time to donate!

Just __ week(s) left until my fundraiser to beat Parkinson's! I'm challenging myself by becoming a Parkinson's Champion and I'm asking you to support my efforts. Will you help me reach my goal?

HIT YOUR GOAL:

We did it! Thank you to everyone who helped me reach my fundraising goal for the Parkinson's Foundation. Still want to show your support? It's never too late to donate!

Thank you to my friends and family for all your support! Together we raised \$__ to beat Parkinson's! Your gifts made a difference to help advance research and provide support to millions of people battling Parkinson's disease every day.

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](https://parkinson.org/champions) or contact champions@parkinson.org