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FUNDRAISING FOR EVERYONE: HELPFUL TIPS TO GET STARTED

Believe in yourself and the Parkinson's Unity Walk!

There are many reasons for supporting the PUW. Perhaps you or a friend, relative or neighbor has been affected by Parkinson's disease. Perhaps you are moved by stories about the disease and how desperately more research is needed. Whatever your reasons for supporting Parkinson's disease research, you should be able to share these reasons with others as you fundraise for the PUW. After all, you are dedicating your time to an outstanding cause. When others recognize your passion and enthusiasm, they may be inspired to help too!

Increase your Parkinson's Unity Walk IQ

Before you actually begin fundraising, you should have answers to basic questions about the PUW.

For example:

Q: How does money raised through the PUW support Parkinson's disease research? Does the money raised go directly to people with Parkinson's disease?

A: 100% of donations to the PUW go to support research for the seven major U.S. Parkinson's foundations: American Parkinson Disease Association (APDA), National Parkinson Foundation, Inc. (NPF), Parkinson's Action Network (PAN), Parkinson's Disease Foundation (PDF), The Michael J. Fox Foundation for Parkinson's Research, The Parkinson Alliance, and the Parkinson's Institute. Visit <http://www.unitywalk.org/grants.php> for more information.

Q: How many people suffer from Parkinson's disease?

A: More than 1,000,000 people in the U.S. are diagnosed with Parkinson's disease. In fact, a person is diagnosed with Parkinson's disease every nine minutes.

Q: Is there a cure for Parkinson's disease?

A: While there is no cure for Parkinson's disease, there are prescription medications and alternative methods that people with Parkinson's can follow to help manage their disease. For example:

- Stretching, strengthening, and balance training may improve gait, speed, balance, and participation in activities of daily living.
- In a recent study participants with Parkinson's disease attributed perceived

Asking for money may make you uncomfortable... but if you are **PASSIONATE** about supporting Parkinson's disease research, and **EXPLAIN** the **BENEFITS OF DONATING** to the Parkinson's Unity Walk, you **MAY INSPIRE OTHERS** to contribute.

psychological, social, and physical benefits to the practice of Tai Chi.

- Recent research shows that regular exercise can help people with Parkinson's disease stay more flexible, improve posture, and make overall movement easier.

Q: Are contributions or donated goods tax deductible?

A: The PUW is a non-profit, 501(c) 3 organization. All donations are tax deductible.

Q: How can I donate to the PUW?

A: Donations can be made in a variety of ways:

By phone: 1-866-PUW-WALK (789-9255)

By mail: P.O. Box 275, Kingston, NJ 08528

Online: www.unitywalk.org

Directly to you: If you are comfortable, your friends and family can send donations directly to you for collection, which you can then send as one packet to the PUW. Included in the appendix are tools to help you track and organize donation collections, including a donation tracker (p.30) and credit card authorization forms (p.27).

You don't have to be an expert. Just being able to answer basic questions and provide people with resources for more information will go a long way. Of course, the more you know about the PUW and Parkinson's disease, the more you will be able to share your knowledge with others.

To help you teach others about the PUW and your fundraising efforts:

- Take time to review the resources provided in this guide. They will help you become more familiar with Parkinson's disease and the organization you're supporting.
- Regularly visit the PUW website (www.unitywalk.org). This will keep you up-to-date on PUW news.
- Be prepared! Always be ready to share materials and information on how to support the PUW. Keep a notebook handy. If you meet someone who might be interested in receiving information on the PUW, you'll have an easy place to jot down their contact details so you can be sure to pass information along.

Goooooaaaaaaaallllllll!!!!!!!

Set a **FUNDRAISING DEADLINE** for yourself (such as \$1,000 within 4 weeks). When soliciting donations, please be sure to let people know about the deadline.

It may be tempting to dive right in to your fundraising efforts. But, before you do so, determine what you want to achieve. Goal setting is an important, and sometimes overlooked, part of successful fundraising. Having clear goals from the get-go keeps you focused and gives you something to strive for.

Your goal(s) should be **SMART** - **S**pecific, **M**easurable, **A**ttainable, **R**ealistic, and

Timely. For more help with setting goals and making sure they are **SMART**, please refer to the fundraising goals and prospect tool found in the appendix (p.22).

Be sure to let family and friends know what you are aiming to achieve so they can help motivate you and keep you on track to reach your goal(s)!

Select your targets

You may be asking yourself, “How many people can I actually get to donate?” The fact is, you probably know many more people than you realize. Even better, you probably know people and organizations who can reach many more. Never underestimate the power of “word-of-mouth” (the opportunity for each person to share with all of their contacts the important fundraising being done). Once you get one person interested and excited about contributing to the PUW, who knows who they might inspire to donate as well!

You're likely to have the **MOST SUCCESS WITH** people who are **PEERS**, or people you are associated with in one way or another. However, don't let that stop you from **EXPANDING YOUR EFFORTS BEYOND YOUR INNER CIRCLE**. Remember, if you don't ask, they won't know how they can support!

To help you get started, we have included a tool to help you determine your target audience in the appendix (p.22). As you begin to identify people in your network as potential contributors, consider including those who are creative or familiar with current events and happenings in your community, as they may be willing to help you organize and execute your fundraising activities.

First, make a list of people you know personally:

- Friends
- Family (immediate and extended)
- Neighbors
- School acquaintances

Then, make a list of people you know professionally. Target businesses that you regularly visit and places where you work/have worked or where friends work to establish a personal connection:

- Local merchants (bankers, hair stylists, doctors, dentists, restaurants, etc.)
- Co-workers (current and former)

Finally, make a list of groups that have members who you may not know personally, but who share a connection with you:

- Alumni/ae from your high school or college
- Members of your place of worship
- Parents' group(s) at your child's school
- Neighborhood, block or building associations

- Co-workers
- Members of your gym
- Online groups and networks
- Local Parkinson's disease support groups

As a courtesy, when reaching out to members of organizations/groups that you may not know personally, it's important to contact the organization/group to secure their approval before you begin fundraising. They may also be able to provide you with additional ideas on the best ways to target their members (e.g., e-mail, flyers on a bulletin board or website, etc.). In the case of a church or business, they may be able to donate themselves. Also, many colleges and high schools have special funding set aside for their alumni, and might let you place a notice about your fundraising in the alumni newsletter.

Now that you've identified your targets, here are some tips for writing effective fundraising letters/e-mails:

- Personalize your letter with the recipient's name, if possible. This is more friendly and personable than a generic opening such as "to whom it may concern."
- Make it relevant to the recipient. For example, don't send the formal letter you've developed for your boss to a close friend (and vice versa).
- Keep it short and simple.
- Use positive language.
- Include information on Parkinson's disease, the PUW, and, if applicable, describe your personal connection to Parkinson's disease.
- Ask for a donation within a specific time frame and tailor it depending upon whom you are asking.
- Include donation forms and return envelopes (if mailing) or links to where to make a donation (if e-mailing).

FUNDRAISING DOESN'T NEED TO HAPPEN ONLY ONCE! Consider sending rounds of e-mails and letters, and hosting a variety of fundraising events throughout the year as your network of contacts continues to grow.

A sample letter (p.23) and donation form (p.27) are included in the appendix.

Simple planning makes perfect

No matter which fundraising activities you choose to undertake, they will require advance planning. Preparing ahead of time will improve your end result and help reduce pressure along the way. In other words, taking the time to prepare now will pay off later.

Here are some tips to keep in mind:

- If you plan to host an event, pick a date that will

Keep a **NOTEBOOK HANDY** so when you think of something for your fundraising efforts, you can **JOT IT DOWN** while it is **TOP OF MIND.**

be convenient for most people (including yourself). Remember, certain times of year are busier than others (e.g., holidays, back to school, etc.). Consider key “moments in time” that may work well in your community for fundraising activities. Festivals, local sports events, and annual activities are great opportunities to build on already popular events and reach a lot of people at once.

- Based on the timing that you have decided will work best for your schedule and the activities you would like to do, work backwards on the calendar. Chart the steps that need to be taken month(s), week(s), and day(s) in advance.
- Review your plan with others to confirm that you have accounted for all of the steps and the time needed for each one.
- Consider your budget to ensure you bring in more dollars than you spend! To help ensure your spending doesn't go over budget, a budget tool is included in the appendix (p.29).

Regularly **SEND E-MAILS** to people who contributed to and supported your fundraising efforts to let them know how much money you raised. It **KEEPS EVERYONE ENGAGED IN YOUR EXPERIENCE** and may encourage them to do more!

Keep track of your success

Keeping accurate donation records and sending all donations to the PUW is essential. Please review the donation tracker in the appendix (p.30) carefully so that you can track all donations easily and accurately.

Show your thanks

It's important to thank those who helped you to reach your fundraising goals.

A little thank you goes a long way. Good follow-through with thank-you letters and acknowledgments will help build your network of support today and in the future. It may also help attract other supporters and donations if word spreads that contributions were appreciated.

- Use your donation records to ensure everyone who donated received a thank-you letter or card.
- Use the thank-you letter sample included in the appendix (p.28). Personalize it as necessary.
- Remember to thank those who donated time and resources as well.
- Don't forget to also thank the people or businesses (either verbally or with a brief note) who were not able to donate for their time and consideration.

WE'RE HERE TO HELP!

The Parkinson's Unity Walk has a dedicated team of experts who are available to answer any questions you may have about fundraising. In addition, we want to hear about your fundraising events and your successes! E-mail us at info@unitywalk.org and let us know about your local events, send us pictures that we can post on the website or just let us know how the guide has helped you!