



2018

# Walker Fundraising Guide

**Make Every Step Count**



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## WELCOME

Thank you for registering for the Parkinson’s Unity Walk. You have joined an incredible community of individuals, all committed to raising funds for research that is dedicated to finding the cause and cure for Parkinson’s disease (PD) and advancing therapies that improve the quality of life for people living with this disease.

You may be walking and raising funds in honor or memory of someone you know or love who has Parkinson’s disease, or you may have Parkinson’s disease yourself. One thing is for sure – our walkers are passionate about their support of this cause.

Whether this is your first Unity Walk or your tenth and regardless of the amount of money raised – every walker makes a difference and takes us one step closer to finding the cause and the cure for PD. So get started and feel free to contact the Unity Walk office at any step throughout the process.

“The Unity Walk provides empowerment, education, emotional support, and energizes hopefulness!”

– Deborah Salinsky



# REGISTER AND GET STARTED

“It was my family’s fourth year at the Walk and it was an incredible and exhilarating event. We left feeling rejuvenated and we all can’t wait to participate again next year. We plan on getting more family and friends involved, as well as raising even more funds for research..”

– Roseann Caruana

Register for the Walk as an individual walker or consider creating or joining a team. There is strength in numbers. Team members tend to motivate one another and raise more funds than individual walkers.

While there is no registration fee and it’s possible to join us in Central Park without registering, we strongly encourage you and your network of family and friends to register and fundraise. You are participating in the Walk because you are committed to the fight against Parkinson’s disease. Raising awareness, building community and providing education are all important elements of the Unity Walk but we shouldn’t lose sight of our primary mission – to raise funds for Parkinson’s research. Join us by taking action – register, make a donation and raise funds.

When you register, set a personal fundraising goal. This should be a bit of a stretch but attainable. Many of our walkers increase their goal multiple times during the course of their fundraising.

## Log Into Your Participant Center

Your Participant Center is your fundraising headquarters. It has all the tools you need to fundraise successfully. Some basics are below.



## Your Personal Donation Page

The screenshot shows the Parkinson's Unity Walk website interface. At the top, there's a navigation bar with 'EVENT HOME', 'DONATE', 'REGISTER', 'ABOUT EVENT', and 'CONTACT'. Below that, a 'Home' section lists tasks: 'Set up your Personal Page', 'Add Contacts to Your Address Book', 'Send an Email', 'Thank your Donors', 'Set a Goal', and 'Reach Out'. To the right, there's a 'Share' section with social media icons and a 'Recent Activity' section showing 'You joined 2018 Parkinson's Unity Walk'. Below that, a 'Contacts' section lists 'All Contacts', 'Never Emailed', 'Needs follow-up', 'Unthanked Donors', 'Donors', and 'Non-Donors'. The 'Your Fundraising Progress' section shows a goal of \$1,000.00. The 'Personal Page' section has a URL and a photo. The 'Personal Donations' section is also visible.

1. Click on Edit Goal to update your fundraising goal. Your donors are likely to be more generous if they think they're helping you get to your

goal. Your goal should be realistic but also a stretch for you.

2. Click on URL Settings to create a user friendly/ personalized link for your personal donation page. Follow the instructions in the pop-up window and SAVE your new link.
3. Click on the link under Personal Page to personalize your content.\*
  - 3A. Click on Edit Headline and add your name so it appears on your personal donation page. If you don't, the default heading is "Welcome to My Personal Page."
  - 3B. Click on Edit Photo/Video to add a photo or video. An image is worth a thousand words. Your donors will be more responsive to a photo or video of you and the person you're walking for.
  - 3C. Click on Edit Story to customize text. Share your story. Let people know why you're walking. Formatting tools are now available.

Make sure to hit the SAVE button when you are done with each of these steps.

\* **If you're a returning walker**, the system has saved the content (both text and photos) on your personal donation pages from the previous year. Please review and update the saved content.

## Download the Unity Walk Mobile App and Fundraise on the Go.


You can download the Unity Walk mobile app on your smartphone and fundraise when the time is right for you.

It's as easy as searching for "Unity Walk" in your phone's app store or play store and installing the app on your phone. You can also access the app by logging into your Participant Center and clicking on the icons for the iPhone or Android Google Play. You're able to request donations, track your progress, personalize your donation page and more.



**Install the Unity Walk app for Facebook** and **fundraise with facebook** extend your fundraising efforts to your Facebook friends.

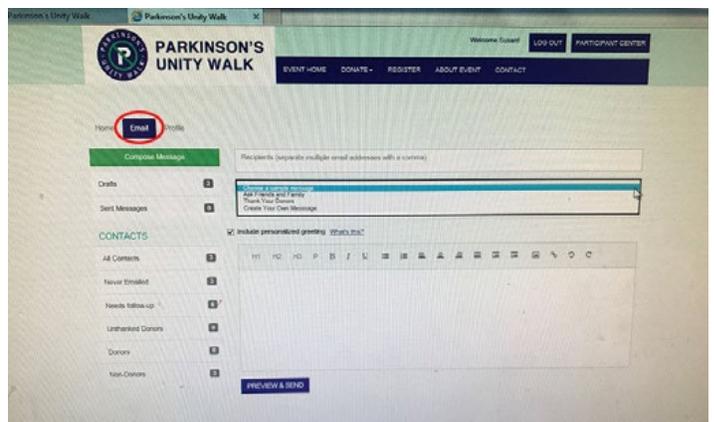


**Install the Unity Walk email signature** and spread the word about your fundraising every time you send an email.

## Send emails to your friends and family.

You can add and import your contacts, and track the emails you have already sent.

There are multiple email templates available for you to use. You can also personalize them or create your own. Most people respond more positively to a more personal "ask." Let them know why the Walk matters to you. All emails sent from your Participant Center include a link to your personal donation page.



The email templates in your Participant Center all direct your donors to your personal donation page. If you want donations to go to your team rather than your personal donation efforts, you should modify the email and instruct your donors to search for your team rather than your name when they go to make their donation on our website. Make sure to save that revised email and use that version going forward.

## ASK OTHERS TO JOIN YOU AND FUNDRAISE

**Make a donation to the Unity Walk.** Show your commitment to this cause by leading the way.

**Reach out to your network of family, friends and colleagues.** There are several ways they can support your participation in the Unity Walk. People want to make a difference. All you need to do is ask. "Joining" may mean different things to different people. Your family and friends can:

- make a donation on behalf of your fundraising efforts
- register for the Walk and join you in Central Park
- take the next step and become a fundraiser themselves by reaching out to their network of family and friends.

"The website tools are great for fundraising. It's easy to send emails to all my donors and to keep track of who has donated"

– Russ Gale

**An email/letter writing campaign is a tried and true method of fundraising.** Share your connection to Parkinson's disease and the Unity Walk. Fundraisers typically need to send four emails to get one donation, so you do the math. How many people will you need to contact to reach your fundraising goal?

## Donors Can Make a Team Donation

While donors can still support a specific walker's fundraising efforts, we understand that some donors want to donate to a team rather than choosing one walker on the team. These donations will be listed on the team's honor roll. Keep in mind that some donors choose to be listed as Anonymous.

On the team honor roll, walkers and team captains can view the names of donors that made donations to the team rather than to an individual walker. However, only the team captain receives a notification when a donation is made directly to the team (if they selected that option at the time of registration). Please stay in touch with your team captain and check the honor roll on the team page so you can thank your supporters who donated directly to your team.

**Check Your Progress!** Want to see how you are doing? In your Participant Center, click on:

1. Your Fundraising Progress shows your movement towards your goal.
2. Personal Donations lists the name, date and amount of donations made in support of your fundraising efforts.

3. Click on the down arrow in the blue box to download the list of donations in support of your fundraising efforts.
4. Click on the thumbs up to mark the donor as already thanked.
5. Click on the mail image to send the donor a thank you email.

**Follow up.** The fact that people didn't respond right away doesn't mean they don't plan on getting involved. You may need to contact them multiple times to get their attention.

**Ask your friends, family and colleagues to go one step further** – to register and fundraise through their own network of family and friends. It can be as easy as their forwarding your email with a note of explanation. It's likely that some of their friends and family will have their own connection to the Parkinson's community and will be motivated to donate and become involved. Your impact will grow exponentially!

### Reach out to your colleagues at work

They may want to create a corporate team or their own family team. If you work in a large organization, it's unlikely that you are the only one with a personal connection to the Parkinson's community. If you can identify just a few people where you work who also register for the Walk, and they reach out to their family and friends, think how much more money will be raised for research!

**Social media.** Sharing about your participation in the Unity Walk and asking for donations is easier than ever using your social networking sites. Chances are you are active in many accounts. Use them to raise awareness and make your asks. Send out a tweet, update your Facebook status, and post on your LinkedIn and Google+ accounts. The key is to

expand your reach by using any of your social media accounts.

Refer to our **Go Social & Fundraise On The Go** handout to learn more about how to use social media and the PUW apps to maximize your fundraising efforts.



The Unity Walk app for Facebook enables you to extend your fundraising efforts. Once you have downloaded the application from your Participant Center, your friends will be able to check your fundraising progress and click on a link that allows them to donate to your efforts. Log into your Participant Center to get started.

### Fundraising Badges



Earn fundraising badges once you've reached a new milestone. They will proudly be displayed on your personal donation page.



Lead the way and demonstrate your commitment by making a donation to your fundraising efforts! Show your potential donors how important this cause is to you and earn a badge showing you've taken the first step.

**Create a Local Fundraising Event.** Many of our walkers create local fundraising events to benefit the Unity Walk. Our participants generate the ideas and organize these events. Our staff is always



available to brainstorm with you about possible fundraisers. These events raise awareness in addition to raising funds. All the tools you'll need to create a successful fundraising event are on the "Your Fundraising Events" page on our website. Check out our "CHAMP in Action" page to see all the creative ways our walkers are raising funds for the Walk.

**Matching gifts.** This is the easiest fundraising you'll ever do. Remind your donors to ask if their employers have a Matching Gifts Program. Matching gifts can double their donation. Encourage them to contact the Human Resources Department at their company or organization. Donors first need to ask their employers how to get the process started and the Unity Walk staff will process the matching gift forms once they are sent to our office. The PUW's EIN is 13-3842415.

It can take anywhere from one to six months after the request was made for matching gifts to be processed and received by the Unity Walk. All companies have a different policy. Once we receive the matching gift it will be added to your personal donation page.

**Milestone celebrations are a great way to raise money.** Approaching a milestone birthday or anniversary? Getting married? Ask your friends and family to donate to the Unity Walk in lieu of a gift. Or make a donation in honor of this milestone and we will send you acknowledgement cards you can give to your supporters.



## Shop and a percentage comes back to PUW.

Check the "Other Ways to Give" page on our website for more information.

**Thank your donors!** While the Walk sends out acknowledgements to donors for tax purposes, sending out a personal thank you is a great way to stay in touch with your supporters. Let them know they helped you reach your fundraising goal and remind them that 100% of their donations go to research. Send them an email, a letter or a postcard. Attach or enclose pictures of you at the Walk. Your Participant Center can help you track donations and stay in touch with your donors.



## HELP SPREAD THE WORD

**Get social!** Social Media is not just about fundraising. It's also about connecting with other walkers, having access to the latest updates about the Walk and raising awareness about the cause. Follow the Walk on Facebook, Twitter, YouTube, LinkedIn, Google+ and the Unity Walk blog. Refer to our Go Social and Fundraise on the Go handout for more details.

**Request brochures.** We encourage your supporters to register and fundraise online. We also understand that some people are still more comfortable registering and fundraising offline. Order brochures to distribute to those supporters.

## Raise awareness about the Unity Walk.

Raising awareness results in more walkers raising more funds for research. Print flyers promoting the Unity Walk, and post them in your community. Be creative about where to post these flyers – your place of business, doctor’s office, local gym, coffee shop, cleaners, etc. Look for community bulletin boards in your area. Always obtain permission before posting the flyer. You are our best PR in your community!

**Local publicity.** Prepare a story about your team and your involvement with the Unity Walk. Send it with a photo to your local newspaper, radio or television station. They are always looking for ways to highlight members of your community who are involved in good causes. Check “Our Walkers in the Media” to see what other Walkers have accomplished.

## POST-WALK FOLLOW UP

**Thank your donors.** Share your experience of the day along with your photos from the Walk.

**Continue to fundraise.** The Unity Walk raises money year round and our walkers create fundraisers throughout the year. Some walkers are focused on the amount they have raised for the current year, so it is worth noting that all donations received within six weeks of the Unity Walk will be credited to that year’s event. Donations received after that date will be credited to the following year’s Unity Walk.

**Start planning for next year!**

## FUNDRAISING TIPS

- Check the Unity Walk website and emails regularly for event details, information about our walkers and teams, and fundraising tips.  
Encourage all those who walk with you in Central Park to register for the Walk – either online or at Registration the day of the Walk – and to fundraise.
- Contact our office with any questions about your donations or fundraising. We are here to support you!

## ONLINE RESOURCES

The following online resources are on our website and available for your use:

- Log into your Participant Center to set your fundraising goal, customize your personal donation page, and send emails.
- Walker Checklist
- Go Social & Fundraise On The Go handout
- PUW video
- PUW brochure
- Brochure request form
- Sample fundraising emails and letters
- PUW flyer
- PUW flyer with tear-offs
- Walker Goal Setting form
- Donate to a Walker Form
- Make a General Donation Form
- Individual Fundraising Events
  - Fundraising Event Ideas. Check our Parkinson’s CHAMP in Action page for other event ideas.
  - 10 Steps to a Successful Fundraising Event Checklist
  - Submit your event on the PUW Community Event Calendar
  - Download PUW logo from your Participant Center. Use it on printed and web based materials created to promote your PUW fundraising efforts.
- In-kind donation form
- Individual fundraising event budget
- How to submit your donations after your event
- Submit your fundraiser for the Parkinson’s CHAMP in Action page on the PUW website