



Walker Checklist

REGISTER & GET STARTED AT UNITYWALK.ORG

- Register as a walker or consider creating or joining a team. Remember, there is strength in numbers! You can support research fundraising even if you can't be at the Walk.
- Visit unitywalk.org and click "Fundraise" to access tools and information. Under Walker Resources, please see Your Participant Center Highlights Handbook which explains all the features and tools.
- Set a personal fundraising goal.
- Encourage your network of family and friends to register and fundraise along with you.

LOG IN TO YOUR PARTICIPANT CENTER

- Click Personal Page and customize your personal donation page by adding your name, modifying the text, and/or photo/video.
- Fundraise on the Go by clicking "Social" in your Participant Center. See our Facebook Fundraiser FAQs at unitywalk.org. Download the Unity Walk app via your app store.
- Send emails to your friends and family from your Participant Center or via the Unity Walk app. Use our email templates as is or edit them for a customized email message.

ASK OTHERS TO JOIN YOU AND FUNDRAISE

- Make a donation to the Unity Walk. Lead the way by showing your commitment to this cause.
- Reach out to your network of family, friends and colleagues. There are several ways they can support you and Parkinson's research:
 - Make a donation
 - Register for the Walk and join you in Central Park
 - Register for the Walk and become a fundraiser by reaching out to their own network of family and friends
- Be sure to let potential donors know that when donating to the Unity Walk, 100% of their donation goes directly to research!**
- Create an email/letter writing campaign to potential donors and follow up. Use our templates or edit and include your reason for participating in the Walk. For letter writing campaigns, contact the PUW office for pre-address labels.

- Install the free Unity Walk app to put our fundraising tools in your hands. Visit your app store.
- Share your fundraiser via your Social Media by clicking the Social tab in your Participant Center or via our app.
- Download the Unity Walk email signature and spread the word about your fundraising efforts every time you send an email.
- Create a local fundraising event. Contact the PUW office and let us know about your event. We are here to help, and you may be featured as a Parkinson's CHAMP in Action on our site!
- Matching gifts can double your donor's impact. Encourage them to check with their Human Resources Department.
- Thank your donors. Check your donation report to confirm that all of your donors have been thanked.

HELP SPREAD THE WORD

- Request brochures via our website or emailing info@unitywalk.org.
- Go social! Use social media to connect with other walkers and raise awareness via our Social tab or Unity Walk app.
- Place flyers within your local community so others can learn about the Unity Walk. Contact the PUW office or print from unitywalk.org.
- Reach out to your local media and ask if you can submit a story about your involvement with the Walk.

WALK IN STYLE; CREATED A CUSTOMIZED SHIRT

- If you're walking as an individual or with a few friends or family members, consider creating a customized t-shirt.
- If you're part of a team, speak to your team captain about creating a team t-shirt.

POST-WALK FOLLOW-UP

- Thank your donors again! Let them hear from you after the Unity Walk and share your experience.
- Continue to fundraise. The Unity Walk raises funds year round and our walkers create fundraisers throughout the year.
- Register early for next year's Walk.
- Start planning for next year!