



2018 Walker Checklist

REGISTER AND GET STARTED

- Register as a walker or consider creating or joining a team.
- Encourage your network of family and friends to register and fundraise along with you.
- Set a personal fundraising goal.

LOG IN TO YOUR PARTICIPANT CENTER

- Customize your personal donation page by adding your name, modifying the text, and/or photo/video.
- Fundraise with Facebook by downloading the application on your Participant Center.
- Send emails to your friends and family from your Participant Center.

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 "join" you:
 - Make a donation;
 - Register for the Walk and join you in Central Park; and
 - Register for the Walk and become a fundraiser by reaching out to their own network of family and friends.
- Create an email/letter writing campaign to potential donors and follow up.
- Download the Unity Walk mobile app and fundraise from your mobile phone.
- Install the free Unity Walk app for Facebook and fundraise through social media.

- 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. Submit your fundraiser for a listing on the PUW Community Calendar and the Parkinson's CHAMP in Action page on our website.
- 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.
- Get social! Use social media to connect with other walkers and raise awareness.
- Place flyers within your local community so others can learn about the Unity Walk.
- Reach out to your local media and ask if you can submit a story about your involvement with the Walk.

WALK IN STYLE – CREATE 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.
- Start planning for next year!