



2018

# Team Captain Fundraising Guide

**Make Every Step Count**



Parkinson's Unity Walk • Post Office Box 275 • Kingston, New Jersey 08528  
866-PUW-WALK or 866-789-9255 • [info@unitywalk.org](mailto:info@unitywalk.org)

[www.unitywalk.org](http://www.unitywalk.org)

# TABLE OF CONTENTS

Welcome Team Captains .....	2
Register and Get Started .....	2
Recruitment .....	4
Fundraise .....	4
Motivate Your Team Members.....	7
Help Spread the Word .....	8
Create Team Spirit .....	8
Post-Walk Follow Up .....	9
Team Tips .....	9
Online Resources .....	9

## WELCOME PAGE

“We have participated in the Unity Walk for 13 years with family and friends. Each time someone new joins us, they are in awe of the event. Being part of the Unity Walk is being part of the hope for finding a cure in our lifetime.”

– Kathleen Ryan, Team Captain,  
Team Kelty

Thank you for registering as a Team Captain for the Parkinson’s Unity Walk. You are now part of an incredible community of people, all of whom are committed to raising funds for research 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.

Teams are at the core of the Unity Walk. Team members comprise over 85% of registered walkers and are responsible for over 90% of the total amount raised by our walkers. As Team Captain, you play a critical role in recruiting, motivating and inspiring others to participate in the Unity Walk and raise funds for research.



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 teams are passionate about their support of this cause.

This team captain guide provides you with the tools you will need to successfully lead your team as you work together to raise funds for research.

Every team, regardless of size, amount of money raised, and number of years at the Unity Walk, 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.

## REGISTER AND GET STARTED

Speak to your friends, family and colleagues, and together, commit to participating in the Parkinson’s Unity Walk.

Choose your team name. The more personal it is, the more meaningful it will be to you and your team members.

Register for the Walk and create your team.

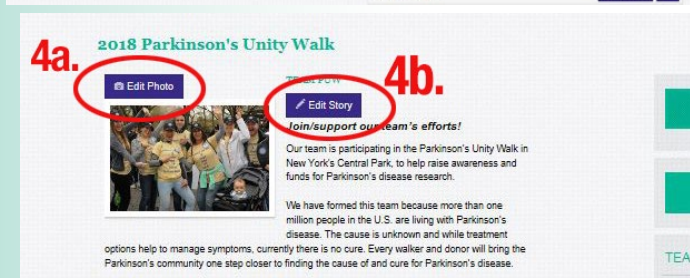
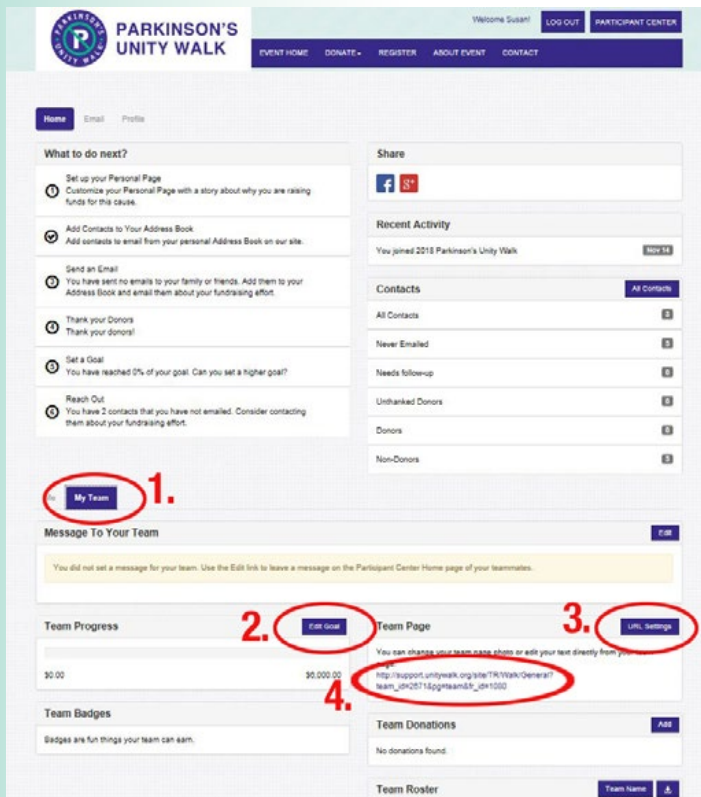
Set a personal and team fundraising goal, and a goal for the number of participants on your team.



## Log Into Your Participant Center

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

## Your Team Donation Page



1. Click on My Team to access tools to personalize your Team page.
2. 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 and your team.
3. Click on URL Settings to create a user friendly/ personalized link for your team donation page. Follow the instructions in the pop-up window and SAVE your new link.

4. Click on the link under Team Page to personalize your content\*.

4a. Click on Edit Photo to add a photo. A photo is worth a thousand words. Your donors will be more responsive to a photo of you and the person you're walking for. Make sure to hit the SAVE button when you are done.

4b. 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.

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

## Your Personal Donation Page

To edit your personal donation page, click on Me, next to My Team and follow the same steps.

In addition, edit the 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."



**Download the Unity Walk Mobile App and Fundriase on the Go.**

You can download the Unity Walk mobile app on your smartphone and fundraise when the time is right for you. See page 5 for more details.



**Install the Unity Walk app for Facebook** and 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.

“The Unity Walk is an uplifting experience. Not only do we raise funds for research, but it’s an opportunity to show support for a loved one, not with words but with action. We walk together with my husband, Maurice in his fight against Parkinson’s disease. In this small way, we show him he is not alone.”

– Nancy Isserlis, Team Captain,  
*We Walk for Mo*



## RECRUITMENT

**Reach out to your network of family, friends and colleagues.** Let them know why this cause is important to you. People want to make a difference. All you need to do is ask.

**Send an email to everyone you know.**

Logging into your Participant Center makes it easy. There are email templates for you to use, you can personalize them or create your own. You can also access your address book and upload additional email addresses.

**Make phone calls or send personal letters if emails don’t work for you.** The message is the same – please join me and my team and support our fundraising efforts.

**Do it again.** The fact that people didn’t respond right away doesn’t mean that they don’t plan on

getting involved. They may need you to contact them more than once to get their attention.

**Reach out to your colleagues at work**

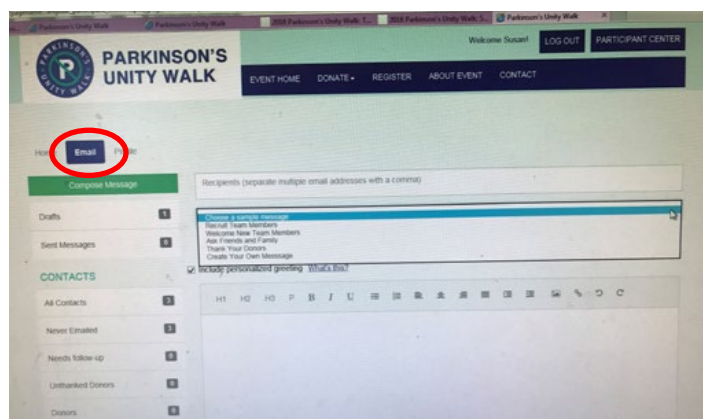
They may want to create a corporate team or their own family team. If you work in a large organization it’s unlikely that you are the only one with a personal connection to the Parkinson’s community. If you can identify just a few people where you work who also register for the Walk, and they reach out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

## FUNDRAISE

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

**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?

Use the email templates in your Participant Center or create and save our own.



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 your friends, family and colleagues to go one step further – to fundraise through their own network of family and friends. 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 team’s impact will grow exponentially!

## Donors Can Make a Team Donation

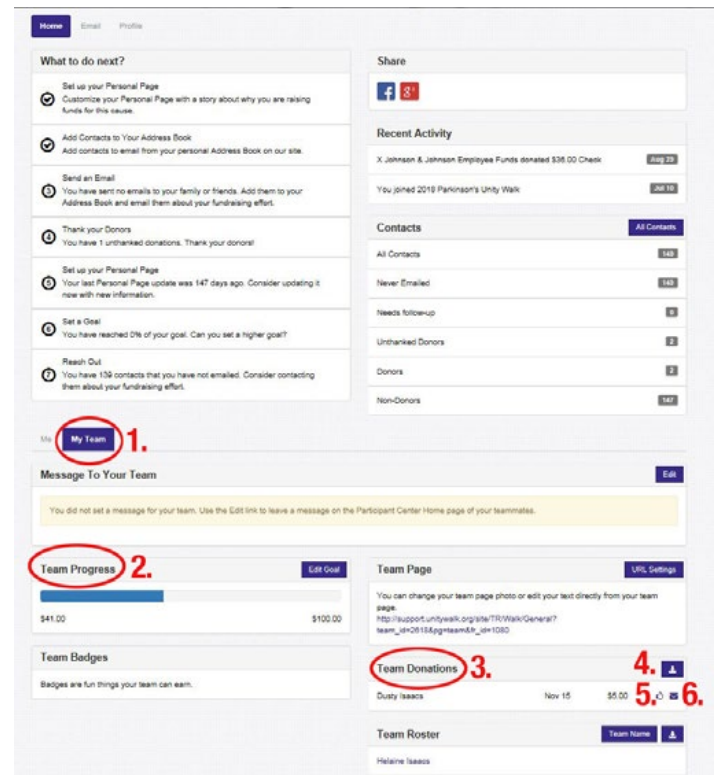
While donors can still support a specific walker’s fundraising efforts, we understand that some donors want to donate to a team rather than choosing one walker on the team. These donations will be listed on the teams’ honor roll and under recent donors. Keep in mind that some donors choose to be listed 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 one individual walker. However, only the team captain receives a notification when a donation is made directly to the team (if you selected this option when you registered). Please 1) let your team members know when donations are made to the team so they can thank their supporters and 2) encourage them to check the team donations regularly, in addition to their own personal page, so whoever knows the donor can thank them personally.

**Check Your Team’s Progress!** Want to see how your team is doing? In your Participant Center, click on:

1. My Team.
2. Team Progress bar shows your progress towards your goal.
3. Team donations lists the name, date and amount of donations made directly to the team.

4. Click on the arrow in the blue box to download the list of team donations.
5. Click on the thumbs up to mark the donor as already thanked.
6. Click on the mail image to send the donor a thank you email.



If you click on Me next to My Team, comparable steps allow you to check on your personal donation progress.

## 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.

**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.

 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 team and personal donation pages.

 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 Team Fundraising Event.

Many of our walkers and teams 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. Fundraisers build team spirit and raise awareness in addition



“Raising money makes me feel more optimistic about my ultimate dream coming true because I am helping make it happen. These fundraisers have done more than raise funds and awareness. They bring the blessings and joy of knowing how many people are willing to do so much for me.”

– Debbie Flamini, Team Captain, Debina's Dream

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.

### Parkinson's Unity Walk Team Banner

Planning a fundraising event on behalf of the Unity Walk? PUW will provide a team banner for any team that anticipates that the combined total raised at their event(s) will be at least \$250 and agrees to highlight their event on the PUW website.



- Before your fundraiser, post your event on our Community Calendar and send us a jpg file (jpg preferred but we can also accept a pdf file) with the event flyer so we can promote it on social media.
- Take a photo at the fundraising event with the PUW banner in the front and submit it along with a write up for the Unity Walk Parkinson's CHAMP in Action page. Largest file size is best; minimum size is 56KB. At least one photo needs to be horizontal.
- Spread excitement about your event! You are encouraged to post the photo on social media and tag @unitywalk #puw2018.

Send us a photo that we can post on social media and the PUW website which showcases your supporters holding the PUW banner at your event. This will go a long way to raising awareness in addition to raising funds for research.

**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 check 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 your team at the Walk. Your Participant Center can help you track donations and stay in touch with your donors.

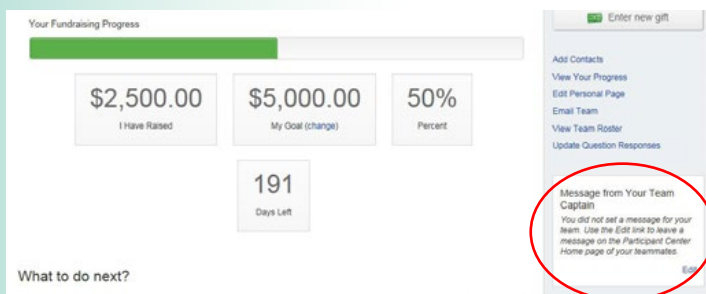
## MOTIVATE YOUR TEAM MEMBERS

**Stay in contact with your team members.**

Send them emails with updates on your team and the Unity Walk's progress.



From your Participant Center, you can leave a message on the Participant Center home page of your teammates.



**Thank you and encouragement** are two key messages to keep in mind when it comes to motivating your team members to actively fundraise on behalf of the Unity Walk.

Thank them for registering, donating and/or fundraising. Let them know how grateful you are for their support.

Encourage them to fundraise by reaching out to their network of family and friends, and to thank their 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 Social Media Guide 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.

## CREATE TEAM SPIRIT

**Walk in Style – Create a Team T-shirt.** Many teams choose to create and wear their own team t-shirt. Our teams' creativity is impressive!

**Travel/Meet at the Walk.** Will you and your team members be traveling to the Unity Walk together? Some teams are so large or travel from such a distance that they charter a bus to get to the Walk. Their experience of Walk day begins the moment the bus gets on the road.

If you're meeting at the Unity Walk, make plans to find one another so you can walk together. Identify a place to meet and make sure you have cell phone numbers for one another.

**Team Photo.** Stop by the team photo booth to have your photo taken! Send it to your team members and donors after the Walk when you thank them again and share your team's and the Walk's success. Drop off your team t-shirt at the Team Photo booth so it can be included in the PUW memory quilt. The top 50 team captains are entered into a drawing to win the PUW memory quilt.

**Celebrate Your Success Together.** The Unity Walk has become a "reunion" of sorts for so many of our teams. A number of them have created traditions that continue year after year. Whether you go to a restaurant, a pub, gather back in your community for a pot luck dinner, or part ways in Central Park – take the time acknowledge one another for your part in creating another successful Unity Walk and raising funds for research.



## POST-WALK FOLLOW UP

### Thank your team members and donors.

Share your experience of the day along with your team photo. When you thank your team members, encourage them to do the same with their donors.

**Continue to fundraise.** The Unity Walk raises money year round and our teams create fundraisers throughout the year. Some teams 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!

## TEAM TIPS

- Check the Unity Walk website and emails regularly for event details, information about our walkers and teams, and fundraising tips.
- Stress the importance of fundraising to your team members. The camaraderie and support that is created at the Unity Walk and the empowerment that results from education are important. At the same time, we need to remember our primary mission – to raise funds for Parkinson's research.
- 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.
- Contact our office with any questions about your team, 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 and team page, send emails and track your team members' progress.
- Team Captain Checklist
- Go Social & Fundraise On The Go handout

“There is great strength in numbers. Walking with so many people all there for the same great cause is powerful and uplifting. The Unity Walk is living proof that we are not alone in our journey.”

– Alan Stephenson, Alan's Angels/  
Rock Steady Boxing Central Jersey

- PUW video
- PUW brochure
- Brochure request form
- Sample fundraising emails and letters
- PUW flyer
- PUW flyer with tear-offs
- Team Captain 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