



Team Captain Fundraising Guide

Make Every Step Count



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www.unitywalk.org

WELCOME!

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 PD.

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. Our website and your Participant Center have resources to help you reach your goals, and our staff is ready to assist you.

You may be walking and raising funds in honor or memory of someone you care about 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.

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.



REGISTER AND GET STARTED!

1. Visit unitywalk.org and click Register. Set up both your personal and team page. Choose a team name that is personal and meaningful. Customize your personal and team pages with a story about why you are raising funds for this cause. Set your personal and team fundraising goals. You can always revisit your goals.
2. Explore your Participant Center; there are great tools! Please go to [unitywalk.org/Fundraise/Get Started/Your Participant Center Highlights Handbook](http://unitywalk.org/Fundraise/GetStarted/YourParticipantCenterHighlightsHandbook), which walks you through the features. At unitywalk.org, you will find a wealth of information and fundraising tips!
3. Download the unitywalk app (for iPhone and Android)
4. Speak to your friends, family and colleagues, and together, commit to participating in the Parkinson's Unity Walk.
 - a. Send an email to everyone you know! You can upload your contacts into your Participant Center and use the email templates (you can even edit the templates to suit your message).
 - b. Install the Unity Walk email signature and effortlessly spread the word about your fundraising every time you send an email. If you prefer a more personal approach, make phone calls.
 - c. Go Social! Click the Social tab in your Participant Center to start a Facebook Fundraiser, and network through Twitter or LinkedIn. More information at unitywalk.org > "Get Started."

ONLINE RESOURCES

Your Participant Center is your dashboard. Login to set your fundraising goal, customize your personal and team pages, send emails and track your team members' progress.

The following online resources can be found at unitywalk.org and are available for your use:

- Team Captain 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
- 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

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 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 #puw2019
- 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.

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

Go 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, and Google+. 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 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!

Generate 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.

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.

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.

THANK YOU

