



Walker 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

www.unitywalk.org

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.



REGISTER AND GET STARTED

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.

Your Participant Center

This is your fundraising headquarters. It has all the tools you need to fundraise successfully. Please visit unitywalk.org and click Fundraise. Under Walker Resources, you will find the guide "Your Participant Center Highlights Handbook", which walks you through all the resources and tools available on your Participant Center. 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.

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. They may take the next step and become a fundraiser themselves by reaching out to their network of family and friends.



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. How many people will you need to contact to reach your fundraising goal? See Your Participant Center Highlights Handbook for more information.

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.

Check Your Progress Via Your Participant Center!

Want to see how you are doing? In your Participant Center, click on:

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

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

Ask them 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. The key is to expand your reach by using any of your social media accounts. This year we offer an integrative Facebook fundraiser feature; refer to our Go Social & Fundraise On The Go handout under Walker Resources at unitywalk.org to learn more.

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

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 at unitywalk.org/Fundraise for more information.

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!



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 [unitywalk.org/News/In the Media](http://unitywalk.org/News/In%20the%20Media) "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. 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.

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.

FUNDRAISING TIPS

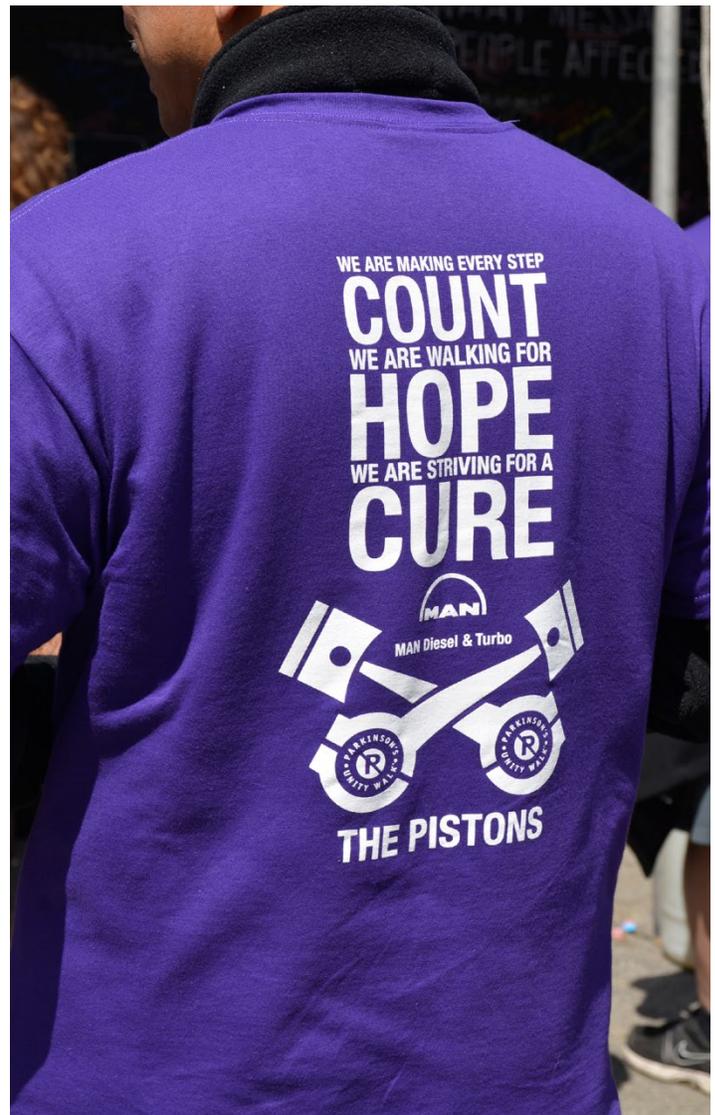
Check the Unity Walk website and emails regularly for event details, information about our walkers and teams, and fundraising tips. Encourage all those who walk with you in Central Park to register for the Walk – either online or at Registration the day of the Walk – and to fundraise.

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