WELCOME!

Thank you for registering as a Team Captain for the Parkinson's Unity Walk (PUW), the largest single day grass-roots fundraiser for Parkinson's disease in the U.S. You have joined an incredible community of individuals committed to raising funds for research. We are proud that 100% of donations support research for the following major U.S. Parkinson’s foundations:

- American Parkinson Disease Association
- Parkinson’s Foundation
- The Michael J. Fox Foundation for Parkinson’s Research
- The Parkinson Alliance

100% of donations are dedicated to finding the cause and cure for Parkinson’s disease 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. 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 Parkinson’s disease.

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. Goals should be a bit of a stretch but attainable.

2. Explore your Participant Center; there are great tools! Please go to unitywalk.org/Fundraise/Get Started/Your Participant Center Highlights Handbook, which walks you through the features. At unitywalk.org, you will find a wealth of information and fundraising tips!

3. Download the Unity Walk app (for iPhone and Android). Learn more about our Mobile App and Social Media in our Go Social and Fundraise on the Go guide in Fundraise -> Captain’s Corner resources.

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.

   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.

   d. If you prefer a more personal approach, make phone calls.
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 videos — visit our YouTube channel
- 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
- 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

### 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 share info about the event for possible inclusion on the PUW website.

- Take a photo at the fundraising event with the PUW banner in the front. 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 #puw2020.
- Send us a photo that we can post on social media 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.

### 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 the CHAMP in Action page to see all the creative ways our walkers are raising funds for the Walk.

The PUW staff is ALWAYS ready to help you reach your goals. Reach out at info@unitywalk.org or 866-789-9255.
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 Unity 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.

**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 Unity Walk and raising awareness about the cause. Follow the Unity Walk on Facebook, Twitter, Instagram, YouTube, and LinkedIn. Refer to our Social Media Guide for more details.

**Request Brochures and Donation Forms**

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 and donation forms to distribute to those supporters.

**Raise Awareness About the Unity Walk**

Raising awareness results in more walkers raising more funds for research. Print or request 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 Unity 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 Unity Walk. Their experience of Unity 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. Visit unitywalk.org and click Event Info for helpful Day of Walk information.

Team Photo
Stop by the Team Photo Booth to have your photo taken! Send it to your team members and donors after the Unity Walk when you thank them again and share your team’s and the Unity Walk’s success.

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 to 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 Unity Walk – either online or at Registration the day of the Unity 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. Donations to the Unity Walk are accepted year round.

THANK YOU