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
Thank you for registering for the Parkinson’s Unity Walk (PUW), the largest single day grass-roots fundraiser for Parkinson’s disease (PD) 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 (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.

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 Unity 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.

Register at unitywalk.org. When you register, set a personal fundraising goal. The goal should be a bit of a stretch but attainable. Many of our walkers increase their goal multiple times during the course of their fundraising.

Our Mobile App puts fundraising in your hands. Learn more about our App and using Social Media in your fundraising efforts. Visit unitywalk.org, click Fundraise and Our Apps.

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. Add photos and update your personal story to let people know why you are passionate about Parkinson’s disease research.

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...
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 them 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 Unity 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. Learn more at unitywalk.org and click Fundraise then Our Apps.

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.

**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 Our Walkers in the Media to see what other walkers have accomplished.

**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. Request brochures from our office. 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!

**POST-WALK FOLLOW UP**

**Thank Your Donors**

Share your experience of the day along with your photos from the Unity Walk. 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 you at the Unity 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 Unity Walk – either online or at Registration the day of the Unity 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:

- Walker 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
- Walker Goal Setting Form
- Donate to a Walker Form
- Make a General Donation Form

DO IT YOURSELF

- For individual Fundraising Events ideas, check our Parkinson's CHAMP in Action page
- At unitywalk.org click Fundraise for 10 Steps to a Successful Fundraising Event Checklist and other resources
- 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
- Inform the PUW office of your event. You may be a Parkinson’s CHAMP-in-Action on our website

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