



## **CORPORATE TEAM FUNDRAISING GUIDE**

Forming a corporate team is a great way to support the mission of the Parkinson's Foundation while also building camaraderie, developing leadership skills, promoting Parkinson's disease awareness and offering employees a fun way to support a good cause. It is also a great way to raise the visibility of your company in the community.

The step-by-step information in this guide will help you plan a successful Moving Day Campaign within your workplace.

### **Get Organized**

- Meet with your Moving Day staff partner and develop a plan that includes fundraising goals, registration benchmarks, fundraising ideas, resources and next steps. Set up a meeting/call with your staff partner to review team progress and brainstorm team recruitment and fundraising ideas.
- Engage your top-level executives and establish the support of leadership and managers.
- Set up your team fundraising page at [www.movingdaywalk.org](http://www.movingdaywalk.org)
- Encourage leadership to send an email to all employees announcing the company's support of Moving Day, the fundraising goal and share the various ways employees can get involved – form a team, join a team, volunteer, promote Moving Day within social network or make a donation.

### **Plan**

- Start early! The earlier you start fundraising, the more money your team will raise.
- Host an employee kickoff to recruit team members and build excitement. Announce incentives and share matching gift information, if applicable.
- Promote Moving Day on your company's Facebook page. Share a team photo, your goal and instructions for people to register or support the team.
- Post team information in break rooms, cafeteria, waiting room, kitchen and other common areas.
- Send updates every couple of weeks to celebrate the team's progress and encourage online registration.

## Fundraise

- Send the link to your Moving Day team fundraising page to your employees.
- Ask all departments to be involved and compete against each other.
- Encourage each team member to raise at least \$100. Ask them to utilize social media to promote Moving Day and fundraise. All Moving Day participants that raise \$100 or more will receive a FREE Moving Day T-shirt on walk day.
- Utilize your company's email, message board, newsletter, staff meetings, intranet and company website to recruit team members and encourage fundraising.
- Check with your Human Resources Department for more information about your company's matching gift program.
- Ask company vendors and local businesses to support the team by making a donation or walking with you.
- Invite employees' family and friends to join in the fun!
- Offer incentives to motivate the team such as free lunch, dress down day, extra vacation day and CEO's parking space for top fundraisers. Create a healthy competition that encourages your team members to fundraise on their own.
- Celebrate team milestones with company-wide emails.

## Leading Up to the Walk Day

- Schedule a call or a meeting with your Moving Day staff partner to review team progress and strategize last-minute fundraising activities.
- Remind all employees that Moving Day is quickly approaching and it's not too late to register and fundraise.
- Invite top level executives to attend Moving Day.
- Moving Day will take place rain or shine. Check the weather and let team members know how to dress for Moving Day.
- Email and post when and where team members should meet and how to turn in last minute donations or matching gift forms (if applicable). Also confirm what team members will bring with them – signs, banners, snacks, etc.

## Walk Day

- Bring your Moving Day team spirit!
- Turn in all donations at the registration/check-in area.
- Take part in movement activities in the Movement Pavilion.
- Visit the Mission Tent and Resource Pavilion to learn about local programs and services for people living with Parkinson's disease.
- Enjoy the walk!

## After the Walk

- Send a note to all team members, donors, and vendors with the team fundraising total and thank them for their support.
- Encourage team members to send a final email to friends and family that didn't have the opportunity to donate prior to the walk.
- Ask employees to share their Moving Day experience on social media and tag the company and Moving Day - #Move4PD.
- Collect and turn in all outstanding donations and matching gift forms (if applicable).
- Host a post walk get together with all team members to celebrate your Moving Day team success and secure their support for next year.

## Fundraising Ideas

- **Office Pot Luck** – Each department hosts a lunch and brings food. Ask employees for a \$5 donation to enjoy the food.
- **Dress Down Day** - Have employees make a \$5 donation to wear jeans on a certain day selected by your team.
- **"Switch With Your Boss" Raffle** – Employees purchase raffle tickets and enter to have their boss or a company executive do their job for the afternoon, while they sit back and relax.
- **Chili Cook-off** – This is a two-part office fundraising idea. First, employees pay a small fee to enter the cook-off contest, and a chance to win a prize. Second, employees can buy a bowl of chili for lunch, after the judging is over.
- **Jail the Boss** – Place a member of the management team "under arrest." Charge employees \$1 to \$5 a minute to keep him/her in jail.
- **Gift Basket Silent Auction** - Each department is given a theme and charged with creating a gift basket – Backyard BBQ, Wine Lover, Movie Night, Kids Basket, etc. Items can be purchased by the employees in the department or they can find local businesses/vendors to donate goods and services. To add a little competition, have a judging panel select the best basket and offer a prize to the winning department.
- **Parking for a Purpose** – Reserve a premiere parking spot in the company parking lot and auction it off to the highest bidder in a raffle or auction.

- **Bowling Tournament** – Set up a bowling alley in the hallway using bottled water and a ball. Employees make a donation to participate. Employees can collect donations leading up to the tournament for the number of pins they knock over.
- **Bake Sale** – Ask employees to bring their favorite cake, cookies or breads. Sale baked goods for a small donation to all employees.
- **Fundraising Dinner** – Ask your local favorite restaurant to host a fundraising dinner for the company. Have them donate a certain percentage of the night's total proceeds to your team. Use posters to advertise the fundraising dinner.
- **Ice Cream Social** – Charge a few dollars for employees to hang out and get some ice cream. Try to get the ice cream, bowls, spoons, and toppings donated so it is no cost to your team.
- **Coin Wars** – Ask employees to get rid of their change. Set up large water jugs in each department and do a coin war. The highest fundraising department wins a pizza party.