



TEAM CAPTAIN GUIDE



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The Parkinson's Foundation has an important mission — to make life better for people with Parkinson's disease (PD) by improving care and advancing research toward a cure. Working with passionate, determined people like you is how we're going to do it.

What is Moving Day, A Walk for Parkinson's?

Moving Day, A Walk for Parkinson's, is a powerful, fun and inspiring event that raises awareness and funds to beat Parkinson's. Every year, more than 14,000 people gather in communities across the country to join this movement for change. Your participation at Moving Day helps the Parkinson's Foundation fund better research, better treatment and better lives. Each event features a family-friendly walk course, a kids area and a Movement Pavilion featuring yoga, dance, Tai Chi, Pilates and more — all proven to help manage Parkinson's symptoms. It is a day to move, a day to move others, a day that moves YOU!

You can help make a real difference.

With every dollar you raise, you help the Parkinson's Foundation provide life-changing support to people living with PD and their caregivers in your community. Your support directly funds game-changing research that provides better care and treatment while moving us closer to a cure.



[DONATE](#) [REGISTER](#) [LOG IN](#)



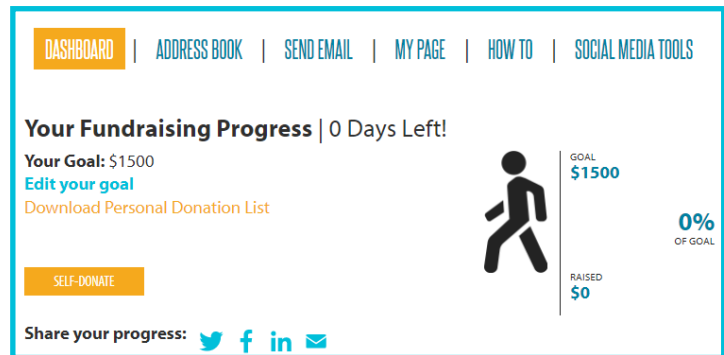
First, visit www.MovingDayWalk.org to find your local event and register.

If you're a returning participant, click the "Log In" button to log in with your username and password. If you're a new participant, click the "Register" button to create a username and password.

Next, set up your Moving Day Participant Center.

Your Moving Day Participant Center is your control center. Getting started couldn't be easier. Add a photo or video, and write your own story to personalize your page. Then it's easy to share with your family and friend using the email templates in the Participant Center or through social media.

The Participant Center not only makes fundraising simple with links to fundraising ideas and tools for building your team, but it also helps you get ready for Moving Day with directions to the event, activities schedule and more.



Create Personal URL

Customize your personal and team URLs after you have logged in to your Moving Day Participant Center.

Donation Reminders

All checks should be made out to the Parkinson's Foundation and sent to: Parkinson's Foundation, ATTN: Moving Day [City], 200 SE 1st Street, Suite 800, Miami, FL 33131. Please Include a note with the name of the team and participant that should be credited.

Need help registering for Moving Day or want to learn how to use the Moving Day Participant Center? Contact your local Moving Day staff partner today!





Thank you for registering as a Moving Day Team Captain. We value your leadership in this important role. At Moving Day, A Walk for Parkinson's, you are a powerful force in the fight to end Parkinson's disease. With your leadership, your team can demonstrate team spirit, celebrate your fundraising success and bring awareness around a disease that affects too many people.

In order to make the most out of your Moving Day experience as a team captain, follow these easy steps:

1. **RECRUIT TEAM MEMBERS.** Family, friends, co-workers, neighbors — anyone who is passionate about making life better for people with Parkinson's belongs on your team.
2. **SET FUNDRAISING GOALS.** Think about team members' skills and come up with a goal that's attainable, but will also push people to raise more.
3. **GET ORGANIZED.** Gather team members together in person to talk about goals, start a mailing list or Facebook group, and decide who can do what to help.
4. **START FUNDRAISING.** Contribute personally to your fundraising efforts and then get others to do the same.
5. **HAVE FUN AND CELEBRATE!** At Moving Day, you and your team will come together with hundreds of participants to celebrate the impact you are all making in the lives of people with Parkinson's.

This Team Captain Guide will provide the essential tools you need to be a successful team captain.

GET SUPPORT

- ☐ Set up a call or meet with your Moving Day staff partner who can help you build and manage your Moving Day team.

GET THE WORD OUT

- ☐ Use your Moving Day Participant Center tools to recruit team members and encourage support.
- ☐ After you register your team online, log into your Moving Day Participant Center, copy your team page URL, and email it to everyone in your address book. You can use existing email templates in your Participant Center.
- ☐ Start an email or letter-writing campaign announcing your involvement in Moving Day. Invite them to join you and/or make a donation.
- ☐ Ask your Moving Day staff partner to provide a customized team flyer to pass out at work, school, coffee shop, support group meetings or any other high-traffic areas in your community.

MOTIVATE

- ☐ Remind your team members why the team is raising money: to make life better for people with Parkinson's disease.
- ☐ Organize a team challenge that incentivizes team members for recruiting their family and friends to join the team.

USE SOCIAL MEDIA

- ☐ Post a link to your Moving Day team page on Facebook, Instagram, Twitter, Snapchat, and other social media channels. Don't forget to use hashtags #MovingDay and #Move4PD in your posts.
- ☐ Follow your Moving Day event's Facebook page to see more team recruitment tips. Share the posts with your team members.

GET COMPANY SUPPORT

- ☐ Ask your boss to send out an endorsement email announcing that he/she is participating (or supporting your team) and asking others to join the team. Include a note about matching gifts, if your company participates.
- ☐ Work with your staff partner to plan an in-house rally or kickoff. If you are organizing a friends and family team, consider a weekend get-together.

BUILD TEAM SPIRIT

- ☐ Create a team T-shirt and sign/banner, or encourage all team members to wear something similar to show team spirit on walk day.





INDIVIDUAL

Funds raised by individuals on a team to support the overall team fundraising goal. Each team member is encouraged to raise at least \$100. All participants that raise \$100 or more will receive an exclusive Moving Day T-shirt on walk day.

TEAM

Team fundraising events are events hosted by a team that raise funds for the overall team total or for team members. These events can include restaurant nights, bowling tournaments, bake sales, etc. Invite your family, friends, co-workers and neighbors to join in your fundraising efforts. Encourage them to spread the word to their circle of family and friends.

ONLINE

Online fundraising includes any donations made on the Moving Day website. Online donations include Moving Day team and individual fundraising pages, email and all social media.

SPONSORSHIP

Ask local business owners to support your team with a donation. It's an easy and fast way to raise some big bucks!

YEAR ROUND FUNDRAISING

Fundraising doesn't end! Keep the fun going after the Moving Day event by hosting a holiday fundraiser, your own community walk or other post-walk fundraising activities.



WHAT IF THEY SAY NO?

If someone says no, don't take it personal. Continue to ask others as you never know who has been touched with Parkinson's disease.

I FEEL UNCOMFORTABLE ASKING FOR MONEY.

Although asking a stranger or even a friend for money may feel unnatural, think about how their support can contribute to the fight to end Parkinson's. It's estimated that one million Americans are living with Parkinson's disease. The donor's contribution can make a difference in the life of people living with this disease.

EVERYONE I KNOW IS STRAPPED FOR CASH.

The beauty of Moving Day is that there are many ways to give. If someone you ask is unable to make a monetary donation, ask them to help in another way. For example, they can bake cookies for a work fundraiser, host a garage sale and donate the proceeds to your team and spread the word about your efforts throughout their social media pages.

\$100 IS A LOT OF MONEY. I DON'T THINK I CAN DO IT.

It's easy to raise \$100 if you break it down into small chunks. Give your team plenty of ideas to help inspire them to raise \$100 or more.

The most effective way to raise money for Moving Day is to ...ASK! Have fun with fundraising and get creative. To raise \$100 you can simply ask 10 of your friends for \$10 each or try any of these tried and true ways to hit your personal fundraising goal.

1. **EMAIL YOUR FRIENDS AND FAMILY.** Send emails to everyone you know using your personal fundraising page. Import your address book, use one of the email templates (or create your own), track results and follow up.
2. **THE MIGHTY PEN.** Try mailing a letter to friends, family, co-workers and neighbors asking for their support. Let them know why you are raising money. If you have a personal connection, share your story. Don't forget to send a thank you note to people who donate.
3. **ONE-A-DAY.** Each day ask a different person to make a contribution. If you get four \$25 gifts, you will have raised \$100 in less than a week. Did you know the main reason people don't donate is because they were never asked?
4. **CHILD SIT OR PET SIT.** Ask for a donation to take care of a neighbor's kids or pet while they are away. Put the money you earn towards your fundraising efforts.
5. **CLEAN HOUSE.** Clean out your home or garage and hold a yard sale. Instead of asking them to pay for the items, ask them to make a donation towards your Moving Day fundraising efforts.
6. **POST IT.** Post your personal or team fundraising web page URL on your social media pages, on your company bulletin board or in the newsletter at your church or temple, in the office, at the gym or at your school.
7. **THINK ABOUT THE FRIENDS YOU HAVE DONATED TO.** It's their turn to support you. Reach out to them.
8. **TALK IT UP.** Ask for a few minutes on the agenda of any meetings you attend. Explain why you are participating in Moving Day and ask for everyone's support. Even small contributions will push you towards your fundraising goal.
9. **CELEBRATE.** Tell your family and friends that in lieu of a traditional gift for your birthday or anniversary, you would like them to make a donation to Moving Day. You'll feel good...and they will, too!
10. **DON'T MISS AN OPPORTUNITY.** Change the recording on your voicemail to mention Moving Day and how callers can make a donation. Then, when they call back, ask them to support you with a contribution. Ask for support in your signature line on emails you send out. Be sure to include your fundraising page link, so it will be easy for them to donate.



Team fundraising can be a great way to raise a lot of money at once. It is also a great opportunity to build comradery with your team and show them how to have fun while FUNdraising!

TEAM FUNDRAISING IDEAS

- Think of something your team members enjoy doing. Can you think of a way to make it a fundraiser? Host a bowling or bean bag toss tournament and ask for donations to participate.
- Host a fundraising night at your favorite restaurant. Ask the manager and pick a date. It's that easy! Most restaurants will give back 10% or more of the bill for anyone who brings a flyer.
- Get your workplace involved. Host a bake sale or ice cream social. Ask your boss to offer a jeans day for \$5 donations, or have a raffle at an office party.

HOW TO DO IT RIGHT

- Make sure your fundraiser is well publicized and fun.
- Never forget to say thank you to those who donated and to the team members who helped organize the fundraiser.

WHAT NOT TO DO

- Don't do it all yourself. Assign team members to help with decorations, invitations, food, etc.



The internet and our smartphones make fundraising incredibly easy! There are a variety of effective ways to raise funds using the Moving Day website and social media.

FIVE-MINUTE FUNDRAISING

- Take five minutes to update your team and personal fundraising webpages. Include your reason for participating in Moving Day. Tell those who visit your page why your involvement is so important to you.
- Spend five minutes sending an email to everyone in your address book. The Moving Day Participant Center has email templates you can use or customize yourself. Participants who send emails from their Participant Center raise on average six times more than those who don't use the tool. Ask your team members to do the same.

HAVE FUN WITH SOCIAL MEDIA

- Use silly photos, memes, etc. to get creative with your fundraising through social media.
- Upload a short video on your social media pages that tells viewers why you are taking part in Moving Day and how they could help you reach your fundraising goal. Don't forget to include a link to your fundraising page in the post.
- Try raising money through a Pinterest board. Upload pictures of the person you are walking in honor of, quotes and emotion-inducing images that are shareable and don't forget to include a button that links directly to your fundraising webpage.



Sponsorships are a great way to get some big bucks for your team or items you need for fundraisers or walk day.

HERE IS WHAT YOU NEED TO KNOW

- There are two types of sponsorships you can get from large companies or local small businesses — team level or in-kind sponsorships. In return, your team provides the sponsor with marketing value like adding their logo to your team T-shirts or team banner.
- Team level sponsorships are monetary contributions made to support your team.
- In-kind donations are goods or services that are donated for a team fundraiser, team member incentives or walk day.
- Use in-kind donations for your team fundraisers or items you may want to make available to your team members on walk day.
- Reach out to businesses close to home first. Your place of work, family business and personal contacts are the best places to find potential sponsors.
- All donations businesses make are tax-deductible. Ask your Moving Day staff partner for the proper paperwork for a cash donation. Donors who make a credit card donation online receive receipts instantly and check donors are mailed receipts after the checks are processed.
- The Parkinson's Foundation offers comprehensive benefits package to all event level sponsors. Contact your Moving Day staff partner for information to share with potential sponsors, discuss your sponsorship targets and strategy.



THANK YOU!

Need help? Have any questions? Don't hesitate to contact your local Moving Day staff partner or send an email to movingday@parkinson.org.

