# Table of Contents

What is Moving Day? ................................................................. Page 1  
Registration ........................................................................ Page 2  
It All Starts With You .......................................................... Page 3  
Recruit Team Members ....................................................... Page 4  
Ways To Fundraise .............................................................. Page 5  
Parkinson’s Moving Day Mobile App .................................... Page 6  
Fundraising Rewards ............................................................. Page 7  
Raise Funds Online .............................................................. Page 8  
Facebook Fundraiser ............................................................ Page 9  
10 Easy Ways to Raise $100+ ............................................... Page 10  
Team Fundraising ............................................................... Page 11  
Team Sponsorship .............................................................. Page 12  
Custom Team Shirts ............................................................ Page 13  
Overcoming Fundraising Fears ........................................... Page 14
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?

More than just a walk, Moving Day is a powerful, fun and inspiring event that raises awareness and funds to beat Parkinson’s. Every year, over 20,000 people gather in communities across the country to join in this movement for change. Your participation at Moving Day helps the Parkinson’s Foundation fund better research, better treatment and better lives. This family-friendly event features a variety of movement activities — 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.
Step 1: Visit MovingDayWalk.org to find your local event and register.

Step 2: Select how you want to participate in Moving Day.

- If you are a RETURNING participant, enter the username and password you created the last time you participated in Moving Day.
- If this is your FIRST TIME participating in Moving Day, click Join As a New Participant.

Step 3: Enter fundraising goal and personal donation amount.

Your Fundraising Goal:

$500.00

Suggested Goal: $500.00

Kickstart your fundraising with a tax-deductible donation:

- $35.00
- $100.00
- $250.00
- $500.00
- Other Amount:

- I will donate/fundraise later
- Please make this an anonymous gift
- Yes, display the amount of my donation on the public donor wall

Step 4: Answer the registration questions.

Registration

Personal Information

Title:

- First Name:
- Last Name:

Step 5: Read and agree to waiver terms and conditions.

Waiver

Please take a moment to read the following waiver.

Waiver: Moving Day® Walk involves walking and related activities, much of which occurs outside on public streets and sidewalks, requiring participants to navigate traffic, road conditions, other participants and other pedestrians and cyclists, as well as dealing with possible adverse weather conditions. This involves risks such as:

- I agree with the terms and conditions above.

Step 6: Review registration summary and complete registration.
Thank you for registering as a Moving Day Team Captain. We value your leadership in this important role. At Moving Day, 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.** Make a personal donation toward 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

☐ Sign up team members from your previous Moving Day team as well as recruit new ones. Encourage team members to invite their family and friends to sign up as well.

☐ Use your Moving Day Participant Center message tools and the Parkinson’s Moving Day App (see Page 6) to recruit team members and encourage support.

☐ Attend local community events with your team, wear your team shirts and talk about Parkinson’s disease and how people in your community can get involved.

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

☐ Boost visibility and get people interested by posting on social media. Use pictures with your messages whenever possible. People are more likely to read a post with a photo.

☐ Use the social media pre-written recruitment message templates we created for you. Look for them in your Participant Center or the Parkinson’s Moving Day App.

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 team shirts! Go to www.apparel.PromoSpark.com/MovingDay to customize and purchase your Moving Day team shirts.

☐ Make a team sign or banner to walk with.

☐ Encourage all team members to wear something similar to show team spirit on walk day.
INDIVIDUAL

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 and participants who raise $250 or more will receive an exclusive Moving Day cap on walk day. Ask your Moving Day staff partner about the Top Fundraiser Breakfast and All Star Movers Club reward levels.

TEAM

Team fundraising 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 is one of the most popular ways to raise money. Share your story—your reason to help beat Parkinson’s—on Facebook, Twitter, LinkedIn and other social channels in order to maximize your fundraising reach. Set up a Facebook Fundraiser (see Page 9) or send emails. Use the pre-written emails available in your Participant Center, Parkinson’s Moving Day App or draft your own. On average, one in five fundraising emails will result in a donation.

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.
Help support the Parkinson’s Foundation. Download and fundraise from anywhere with our new Parkinson’s Moving Day App. It is now easier than ever to fundraise and track donations!

**SEND MESSAGES**
- Participants can send out emails to friends and family directly in the app.
- Asking for donations is easy and personal via Facebook, text, email or social media.

**GET DONATIONS**
- Offers donor flexibility with a variety of payment methods: credit/debit cards and checks.
- Accepting donations is secure with bank-grade technology. The app quickly scans checks!

**TRACK PROGRESS**
- Keep track of fundraising goals and progress.
- All mobile and web donations to individuals will appear in the Participant Center.

**DOWNLOAD THE APP TODAY!**

Thank you for participating in Moving Day! When you make a personal donation and gather donations from friends and family, you impact the lives of those living with Parkinson’s by improving care and advancing research toward a cure.

To thank you for going the extra mile, we are thrilled to offer you fundraising rewards. Starting at just $100, we have great gear and exclusive experiences waiting for you.

$100+
Available for pick up on walk day

$250+
Available for pick up on walk day

$500+
- Exclusive access to the Top Fundraiser Breakfast Tent
- Lounge area for you to relax and meet other top fundraisers
- Receive T-shirt and cap

$1000+
- Become a member of the elite All Star Movers Club
- Receive an All Star Movers Club pin
- Personalized All Star Movers sign displayed at event
- Exclusive access to the Top Fundraiser Breakfast Tent
- Receive T-shirt and cap
- Moving Day website recognition

WAYS TO FUNDRAISE

Go Mobile—Parkinson’s Moving Day App
Manage and share your Moving Day experience on the go with the Parkinson’s Moving Day app. This mobile app let's you fundraise and connect with others through social media, email, text messages and more. Update your personal page and check your fundraising progress—all from the palm of your hand.

Facebook Fundraising
Use this feature that allows you to create a Facebook Fundraiser directly from your Participant Center. Your friends can donate to you right through Facebook and the donations will show up on your Moving Day personal fundraising page.

Need more fundraising ideas? Check out the fundraising tools and resources in your Participant Center or contact your local Moving Day staff partner.
The internet and our smartphones make fundraising incredibly easy! There are a variety of effective ways to raise funds using the Moving Day website, the Parkinson's Moving Day App 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 and the Parkinson's Moving Day App have email templates you can use or customize yourself. Participants who send emails from their Participant Center or the app raise on average six times more than those who don’t use these tools. 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 via the Parkinson's Moving Day App that tells viewers why you are taking part in Moving Day and how they could help you reach your fundraising goal. The app will automatically include a link to your fundraising page.

- 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.
Facebook Fundraiser Makes Raising Money Easier!

Facebook Fundraiser makes it easy for you to raise money and awareness for the Parkinson’s Foundation. This new fundraising tool will help you spread the word about your Moving Day fundraiser and track your progress right on Facebook. Your friends and family can easily donate, and you can quickly send updates on your fundraising progress. All the money you raise on Facebook will automatically be counted toward your Moving Day personal fundraising goal.

Here’s how in 5 easy steps.

1. Log in to your Moving Day Participant Center and click on the “Fundraise on Facebook” button in the Raise More Money with Facebook box.

2. You’ll be redirected to Facebook. Log in to Facebook. A pop-up window will appear that states Parkinson’s Foundation will receive your public profile. Click “Continue as Your Name.”

3. An additional pop-up window will appear that states Parkinson’s Foundation would like to manage your fundraiser. Click “OK.”

4. Either you’ll be brought to your Facebook Fundraiser or you will be prompted to go to your Facebook Fundraiser from your Participant Center.

5. Promote your Facebook Fundraiser by sharing or inviting people to your fundraiser to start getting donations!

For more information about fundraising with Facebook and donations made through Facebook, go to: MovingDayWalk.org/facebook-fundraiser-tool.
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 Participant Center or Parkinson’s Moving Day App. Use one of the pre-written 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.** Use your Participant Center or Parkinson’s Moving Day App to post on Facebook, Twitter, LinkedIn or other social media channels. Ask if you can promote Moving Day in 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 FUNdaising!

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.
- Start a T-shirt fundraiser! Order custom team T-shirts (see Page 13) and sell them to family and friends for $5 or more than what you paid for them. The net proceeds will go toward your team fundraising goal.

HOW TO DO IT RIGHT

- Make sure your fundraiser is well publicized (like integrating your page to your Facebook!) 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.
Team sponsorships are a great way to get some big bucks for your team!

HERE IS WHAT YOU NEED TO KNOW

- Team level sponsorships are monetary contributions made to support your team.* In return, your team can provide the business with marketing benefits such as adding their logo to your team T-shirts and/or team banner.

- 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 made to the Parkinson’s Foundation are tax deductible. Donors who make a credit card donation online receive receipts instantly and check donation receipts are sent 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.

*Team level sponsorship contributions do not count toward an event level sponsorship or corresponding event level sponsorship benefits. They also do not count toward individual fundraising incentives.
Design your Moving Day team shirts

**Online Now!**

PromoSpark
Gives Back!
A portion from each shirt purchased will be donated to the Parkinson’s Foundation

www.apparel.PromoSpark.com/MovingDay

**FREE SHIPPING!**
Minimum of 12 shirts required for purchase.
WHAT IF THEY SAY NO?

If someone says no, don’t take it personally. 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.
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.