MOVING DAY – VIRTUAL WALK FUNDRAISING TOOLKIT
INTRODUCTION

By participating in our Virtual Moving Day, you are serving as a powerful force in the fight to end Parkinson’s disease (PD) and we appreciate your continued support through this unprecedented time. Parkinson’s does not rest, and neither will we until we fulfill our mission to create a world without Parkinson’s.

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.

Thank you for being the light in this uncertain time and for showing the true tenacity of the Parkinson’s community around the country!

FUNDRAISING TIPS – GETTING STARTED

Personalize Your Fundraising Page: Take five minutes to update your personal fundraising webpage. Include your reason for participating in Moving Day and a picture of the person you are moving for. Tell those who visit your page why your involvement is so important to you.

Utilize Your Participant Center and Parkinson’s Moving Day App: You can send an email or text message to everyone in your address book with just a few clicks! Check out your Moving Day Participant Center and Moving Day Mobile App for pre-written email templates or customize your own. Participants who send emails from their Participant Center or the mobile app raise, on average, six times more than those who don’t use these tools.

Make a Personal Donation: Participants who make a personal donation raise twice as much as those who don’t.

Start a Facebook Fundraiser: Connect your personal fundraising page to Facebook from your Participant Center or the Parkinson’s Moving Day mobile app to raise money where your friends are. After you’re connected, invite friends to support your fundraising efforts, share updates, track your progress and collect donations. To learn more, click here.

Spread the Word: Use your Moving Day Participant Center and the Parkinson’s Moving Day Mobile App to spread the word about the event via text messages, phone calls, emails and social media.

Stay Motivated: Remember that you’re raising money to help create a world without Parkinson’s and every dollar helps!

FACEBOOK FUNDRAISING

Facebook Fundraisers make 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. Click here for more information about fundraising with Facebook!
FUNDRAISING REWARDS

To thank you for going the extra mile, we are thrilled to offer you fundraising rewards. All registered participants that raise $100 or more will qualify for an official Moving Day T-shirt. Click here to see additional fundraising rewards. The fundraising deadline to qualify for rewards is June 30.

10 EASY WAYS 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 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. Post It. Use your Participant Center or Parkinson’s Moving Day App to post on Facebook, Twitter, LinkedIn or other social media channels.

5. Think about the friends you have donated to. It’s their turn to support you. Reach out to them!

6. Talk it up. Ask for a few minutes on the agenda of any Zoom or Skype 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.

7. Celebrate. Tell your friends and family 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!

8. Virtual Party Time. Get creative and throw a virtual party for friends and family! Using Skype or Zoom, you can host a virtual bingo night, happy hour or game night. Netflix Party will let you watch a movie “together” with friends and family while using a real-time chat feature. Ask for $5 donation from attendees and enjoy a fun night together!

9. Online Teaching. Are you skilled a cooking? Creative with a paint brush? Great at yoga? Ask for a $10 donation from participants and host a virtual class for them to follow along at home.

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.
SOCIAL MEDIA IDEAS

Tell Your Story: Your favorite social media networks – Facebook, Twitter, Instagram and more - are the perfect way to tell your friends and family why you are committed to beating Parkinson’s disease. Share why you are virtually participating in Moving Day, recruit your loved ones to join you from their home and encourage everyone to help you reach your fundraising goal.

Show Support with Your Facebook Profile Picture: Show your support and help us raise awareness by adding a Moving Day photo frame to your Facebook profile picture. Click on your profile photo and select “Update” then “Add Frame.” Search for “Parkinson’s Foundation Moving Day” and select a frame.

What Can You Post About? Update your friends and family about your fundraising progress and thank donors for their support. Don’t forget to invite everyone to join the virtual Moving Day event from home on Saturday, May 9. See sample posts below.

Remember the Hashtags: Hashtags are the perfect way to connect with other people who are as passionate about doing whatever it takes to beat Parkinson’s! Use #VirtualMovingDay and #Move4PD in your posts and photos.

Sample Posts: Start raising awareness and funds by copying these posts into your favorite social media accounts. All you have to do is paste your personal fundraising page link to the end of each of these posts.

Facebook/Instagram/LinkedIn

- Join me virtually on Saturday, May 9 at MovingDayWalk.org for the first-ever Parkinson’s Foundation Moving Day event! Please show your support by joining my team [link to personal fundraising page] #VirtualMovingDay #Move4PD
- I’m walking to beat Parkinson’s for my [mother, father, sister, brother, husband, wife, self, etc.] and I need your help – please support my efforts to raise funds for research and local programs for people with Parkinson’s by making a donation on my page. [link to personal fundraising page] #VirtualMovingDay #Move4PD
- Please help me! I am at [insert percentage] of my Parkinson’s Foundation Moving Day fundraising goal. As you probably know, this cause is incredibly important to me, and I am determined to help beat Parkinson’s! [link to personal fundraising page] #VirtualMovingDay #Move4PD

Twitter

- Help 1 million Americans #BeatParkinsons – join me at the #VirtualMovingDay online event for Parkinson’s! #Move4PD [link to personal fundraising page]
- I #Move4PD in honor of my [mother, father, sister, brother, husband, wife, self, etc.]. Please help me raise funds for research & programs! [link to personal fundraising page]
- I’m at [insert percentage] of my fundraising goal to #BeatParkinsons. Please support me by making a donation today! #VirtualMovingDay #Move4PD [link to personal fundraising page]

We’re Collecting Stories for Social Media

- Send us your Parkinson’s stories! Whether you are someone living with PD, caring for someone with PD, have a loved one with PD or you work for the PD community, we’d love to share your story to raise PD awareness.
- Send us photos of your team at a past Moving Day event or get your virtual team together on Zoom or Skype and take a picture.
• Why do you move? Send a photo or video highlighting why Moving Day is important to you.
• Show a care partner how much you appreciate them. Send us a video or photo thanking a care partner for something they did that you appreciate.

Video and Photo Submission Details:
• Please send your video or photo to MovingDay@Parkinson.org with Virtual Walk in the subject line by May 1.
• Videos should be vertical alignment, have a few seconds at the beginning and end of you talking, and be a maximum of one-minute total. Sample video intro script – “I’m <name> and I <am living with PD/care for someone with PD/have a loved one with PD>.”

PREPARE TO MOVE FROM HOME

On Saturday, May 9, thousands of people from all over the country will come together as one in the fight against Parkinson's!

How to Watch: Moving Day – Virtual Walk will be streamed on Saturday, May 9 at 1:00 pm Eastern/10 am Pacific on our Parkinson’s Foundation Facebook page and on our website - MovingDayWalk.org.

Pre-Event Requests:
• Like the Parkinson’s Foundation Facebook page to get updates when the virtual Moving Day event goes live.
• Find a Moving Day shirt to wear during the event. Don’t have one? Find a shirt similar to the color of the Moving Day logo – that will work too!
• Collect items to decorate your space. Create a sign with your team name or the name of the person you are moving for and use it as your backdrop during the Moving Day online event.
• Print your own Moving Day bib and write the name of the person you are moving for and hang it up, so you remember your reason for joining together for Moving Day.
• Schedule a virtual tailgating party via Zoom or Skype with your team. Have a virtual breakfast or lunch together before or after the online event.

During the Event:
• Grab your exercise shoes and Moving Day shirt to wear.
• Display the Moving Day signs you made.
• Rally your teammates!
• Take photos of yourself participating in the virtual Moving Day event and post them on social media using hashtags #VirtualMovingDay and #Move4PD. Tag us on social media @ParkinsonDotOrg.
• MOVE AND HAVE FUN!