



MOVING DAY FUNDRAISING TOOLKIT



INTRODUCTION

By participating in Moving Day whether in-person or from the comfort of your home, 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 create 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, 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.



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 at 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.

GET CREATIVE!

Create a fundraiser using your skills, interests, or talents! Develop a fundraising challenge using what you do best. It's an easy way to use what you already do to benefit the Parkinson's Foundation. Check out these creative fundraising ideas!

Host an Online Silent Auction

Reach out to your local businesses and personal network to procure auction items, gift baskets, or experiences. Website such as www.32auctions.com allows you to have a virtual auction with up to 20 items or packages for free!

Host an Online or Socially Distanced Exercise Class

Are you proficient in a particular exercise or workout? Give an online class via Zoom or Skype, or socially distance outdoors, and accept donations to your walk page to participate.

Front Door Decorating Contest

Participants can submit photos or drive around and judge each front door for themselves with an entry fee to participate!

Electronic Cookbook

Ask friends and family or co-workers to submit their best recipe. You can then put them all together and sell them (digital versions) for a donation.

Yard/Garage Sale

Do you have a lot of household items you are looking to get rid of? Host a yard sale either using Facebook Marketplace or spread out in your driveway or lawn.

Drive-up Food Fundraiser

Are you known for a signature dish? A Moving Day Team raised \$9,000 doing a drive-up fish-fry. Cook the food in your home, deliver the items or have people pick them up.

Children's Art Auction

An easy, fun way to get the family involved! Post photos of your child's art on social media. Ask for bids (donations), and mail the art to the winner. Make sure to note in the social media post that the donations support the Parkinson's Foundation.

Photo Scavenger Hunt

Set locations or points of interest and have participants collect and send you photos for the scavenger hunt. Ask for donations to participate and use a low cost or donated prize for the winner.

Workplace Casual Day for Parkinson's

For a small donation, employees can dress down on a specified day and, more importantly, make a difference in helping make life better for people living with Parkinson's disease. They can wear jeans, workout shoes, company swag, etc.

Workplace Lunch Fundraiser

Pick a day to cater lunch for employees. Ask your boss or manager to invite employees to donate, and in return, they can enjoy a delicious meal.

High Five Challenges

Set a goal to get as many high-fives as you can! Ask friends and family to send you a virtual high five, a \$5 donation that can be made to your Facebook Fundraiser or on your Moving Day personal fundraising page.

Deliver for Donations

Have a bike or a car? Use it to set up a delivery service. Offer to transport mail or small packages for your friends, family, and co-workers—or partner with local restaurants to deliver food and donate your tips to the Parkinson's Foundation.

"Donate" Your Big Day to Parkinson's

In place of gifts, ask family and friends to donate to the Parkinson's Foundation Moving Day for your birthday, wedding, or retirement. Celebrate a new job, housewarming, or big holiday with a party and ask your guests to come prepared to support the Parkinson's Foundation.

Virtual Talent Show

Talent shows are not just for middle schools. People of all ages love a chance to show off their talent! Friends, family, co-workers, or neighbors make a donation to be a part of the talent show. Host your talent show on Zoom, YouTube, or another video streaming service.

Get into the PR Game

Include a link to your Facebook Fundraiser or your Moving Day personal fundraising page in your email signature, business card, or mailing label. Promote your participation in Moving Day in your outgoing voicemail message. Request Moving Day bracelets to raise Parkinson's awareness and funds. Contact the editor of your local paper or company newsletter and ask them to spotlight Moving Day and your motivation for supporting the Parkinson's Foundation.

USE SOCIAL MEDIA TO TELL YOUR PD STORY AND RAISE AWARENESS

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 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 you in-person at Moving Day, where permitted, or from the comfort of their home. 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 hashtags #Move4PD and #MovingDayWalk in your posts and photos and tag @ParkinsonDotOrg on Facebook, Instagram or Twitter.

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.

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 team together safely in-person or on Zoom or Skype and take 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 “My PD Connection” in the subject line.
- 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

Moving Day will look different this year, but our commitment to making lives better for people living with Parkinson’s has not changed. Visit your local Moving Day website or MovingDayWalk.org to learn how your community is coming together safely to help beat Parkinson’s.