

# Northeast Moving Day Kickoff!





## Northeast Regional Kickoff

### Northeast Team Members

**Sam Cheung** – *New Hampshire*

**Kim Collins** – *Central NY*

**Laura Higgins** – *Westchester NY*

**Dawn Lewis** – *DC & Baltimore*

**Nahid Wardeh** – *Southeastern PA*

**Chris Jamele**

**Gabby Mameli**

**Adrienne Casano** – *Northeast  
Director*

WE CARE. WE FIGHT. **WE MOVE.**

## Moving Day Westchester County

**May 22, 2021**

Laura Higgins



## Moving Day Central NY

**April 25, 2021**

Kim Collins





# Moving Day Baltimore

**May 1, 2021**  
Dawn Lewis



# Moving Day DC

**May 15, 2021**  
Dawn Lewis



## Moving Day New Hampshire

May 16, 2021  
Sam Cheung



abbvie  **Abbott**

## Moving Day Southeastern PA

May 22, 2021  
Nahid Wardeh





# What We Do



Connecting the **Care** Community

**106,114**

life-saving Aware in Care hospital kits distributed to help people advocate for quality care when hospitalized.



Connecting Communities



Connecting the **Research** Community

**3,000**

people with Parkinson's will be enrolled in PD GENEration by December 2021, immediately utilizing their test results to better manage their Parkinson's and enroll in more clinical studies.



Connecting Communities



Connecting Through **Education + Empowerment**

**154,300**

people joined us for Facebook Live events held over 10 weeks as part of PD Health @ Home, a program designed to meet community needs arising from the pandemic. Neurologists from our Centers of Excellence led multiple events.



Connecting Communities

# How We Help



- [Helpline 1-800-4PD-INFO \(473-4636\)](tel:18004PDINFO)
- [Resources - Aware in Care Kit and PD Library](#)
- [Podcasts](#) and [Webinars](#)
- [PD Health @ Home \(parkinson.org/PDHealth\)](http://parkinson.org/PDHealth)
- [PD GENERation \(parkinson.org/PDGene\)](http://parkinson.org/PDGene)
- [Newly Diagnosed](#)

**Connecting**  
COMMUNITIES



**PD GENERation**  
MAPPING THE FUTURE OF PARKINSON'S DISEASE

# Get Involved



Reach out to your local chapter to learn more about volunteer opportunities!



- ✓ Moving Day Committee
- ✓ Parkinson's Champions
- ✓ Parkinson's Advocate
- ✓ Aware in Care Ambassador
  - ✓ Advisory Boards





# Hear From Your Peers



***Erica Howley,  
MD DC***

***Patrick  
Oleskey, MD  
SEPA***

# What is Moving Day?

- A Celebration of Movement
- Community driven, planned by local community and staff
- Team fundraising event
- Unites our Parkinson's Communities
- Initiative to increase local impact
  - All funds raised through Moving Day go directly to chapter programs, educational events, and grants



Moving Day is going to look a little different for everyone this year. So, check out your local MD website for updates on unique experiences!

\*All Moving Day websites will be updated with information on a virtual experience as well, so that all our friends and family can tune in!



# Where to Start

1. Register for Moving Day on your local MD website
2. Download the *Parkinson's Moving Day app*
3. Build your team — friends, family, colleagues, neighbors, etc. Get everyone moving!
4. Start your Facebook Fundraiser — donations through Facebook will automatically reflect on your fundraising page!

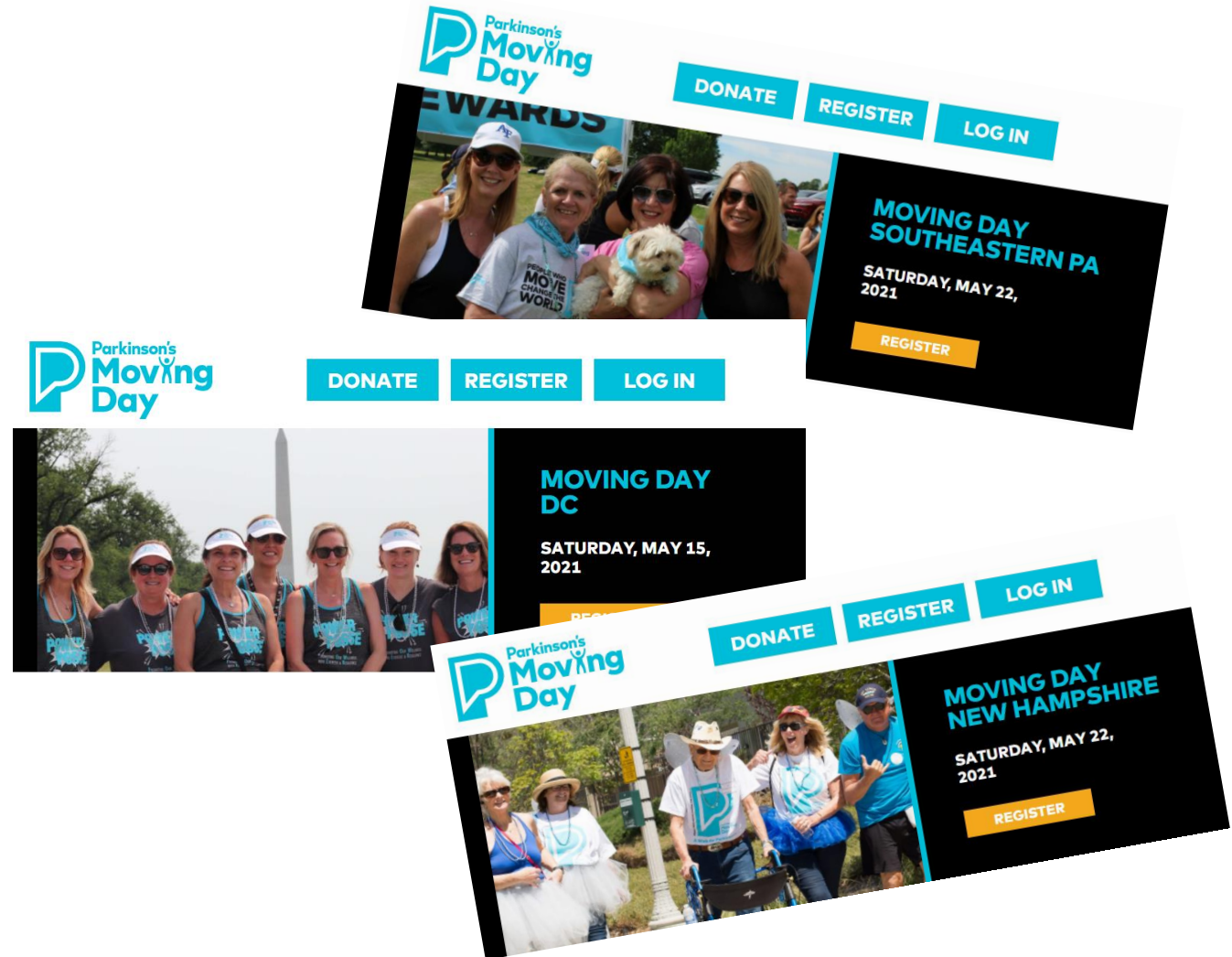


# Register for Moving Day Today!



# Moving Day Websites

- [MovingDayCentralNY.org](http://MovingDayCentralNY.org)
- [MovingDayBaltimore.org](http://MovingDayBaltimore.org)
- [MovingDayDC.org](http://MovingDayDC.org)
- [MovingDayNewHampshire.org](http://MovingDayNewHampshire.org)
- [MovingDaySoutheasternPA.org](http://MovingDaySoutheasternPA.org)
- [MovingDayWestchesterNY.org](http://MovingDayWestchesterNY.org)





# Moving Day App

- Download on Apple Store or Google Play
- Sign in with your Moving Day log in
- [How to Guide here](#)

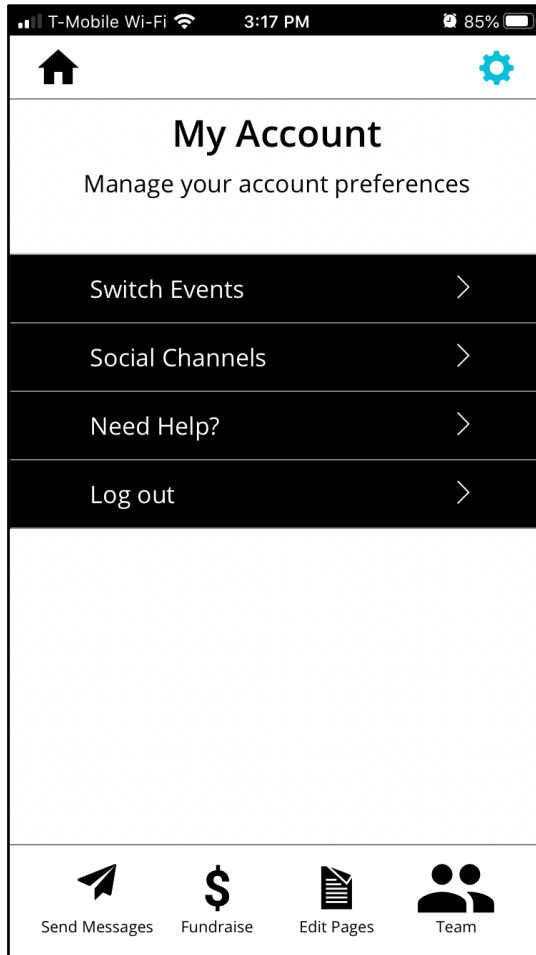
## DOWNLOAD OUR FREE APP: PARKINSON'S MOVING DAY

The Parkinson's Moving Day Mobile App helps participants easily raise more money from their mobile device.

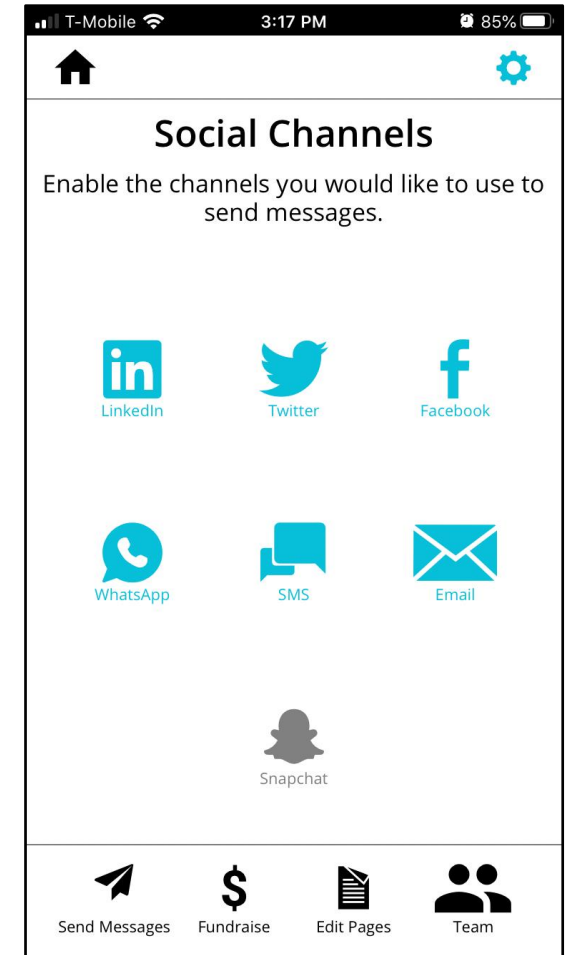


# Sync your Social Channels

- Sync your social channels

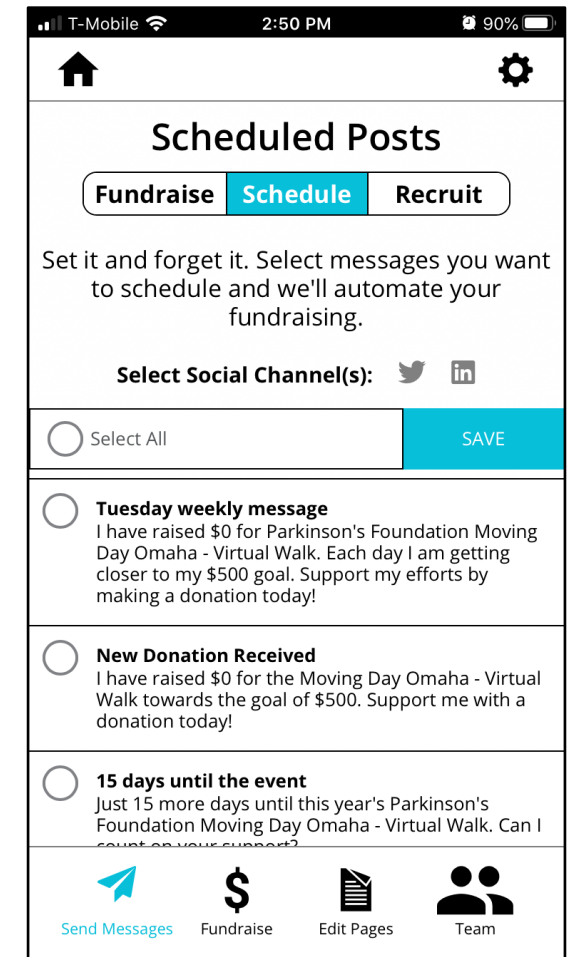
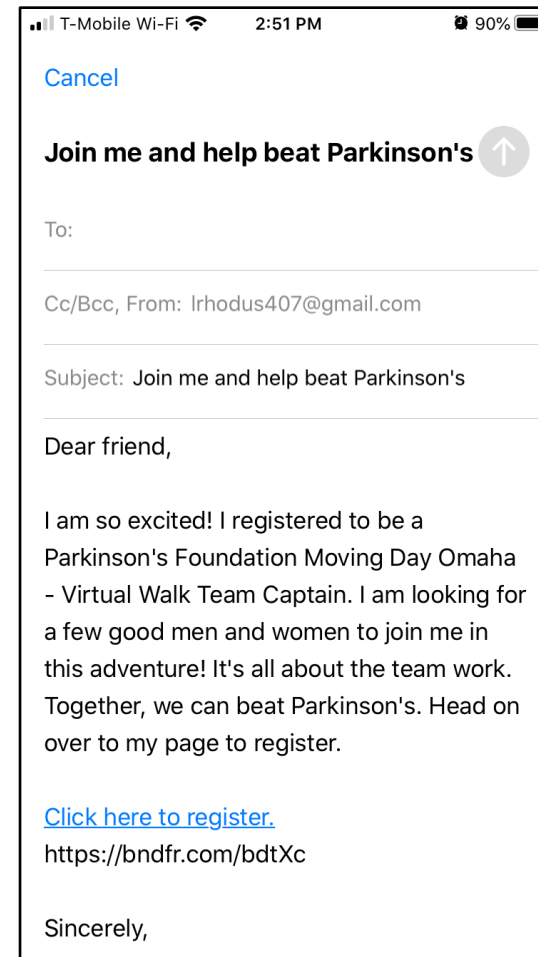
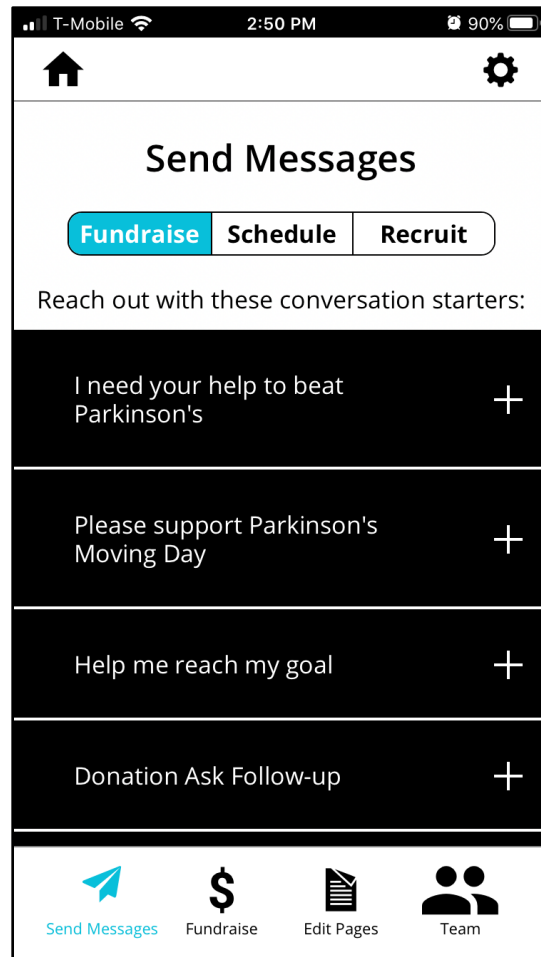


- LinkedIn
- Twitter
- Facebook
- WhatsApp
- Text messaging
- Email
- Snapchat



# Send Messages & Schedule Posts

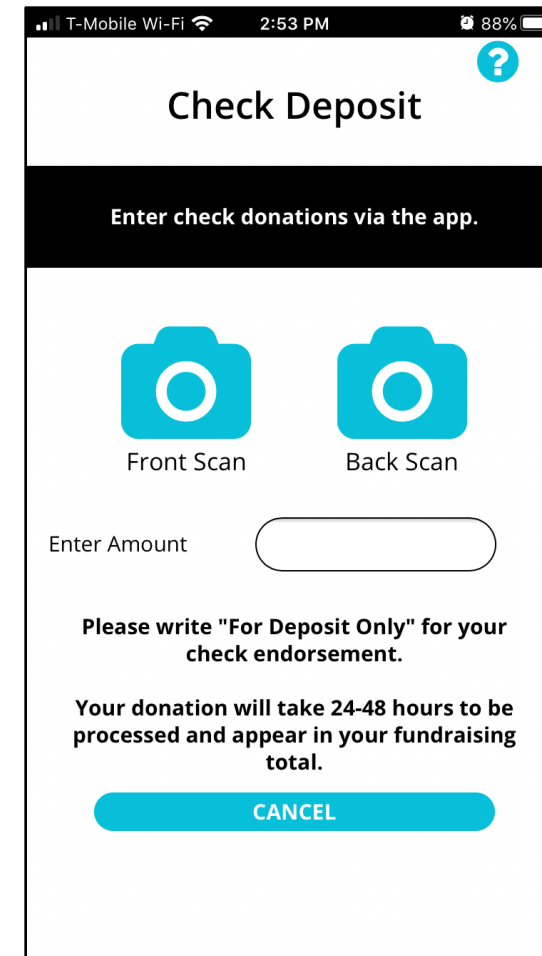
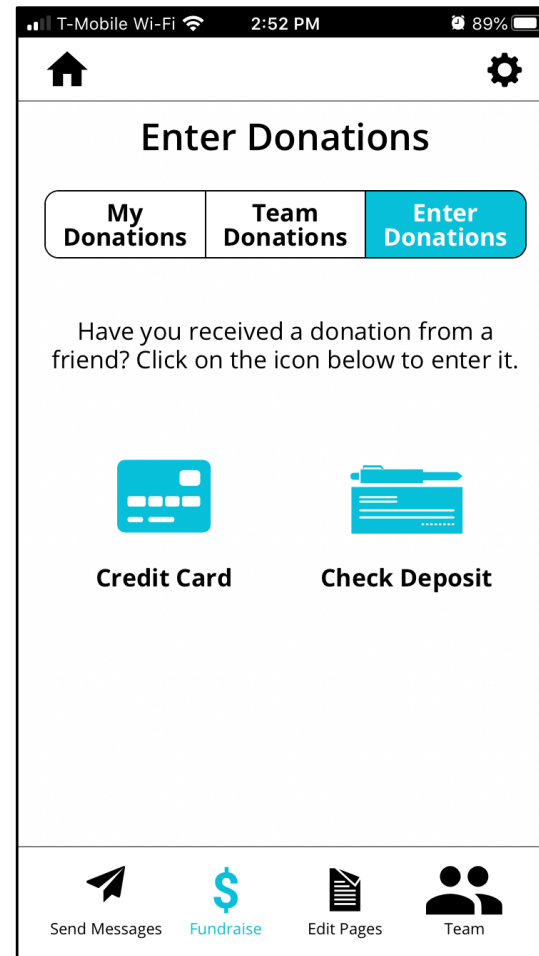
- Send messages about joining team, donating, & thank you
- Generates message template
- Schedule posts in advance





# Process Donations

- Enter donations by credit card or check deposit
- Scan checks to make deposit



# Facebook Fundraisers

- Sync your Moving Day personal page to your FB account
- Funds go directly to your Moving Day team!
- [How to Connect to Facebook here.](#)

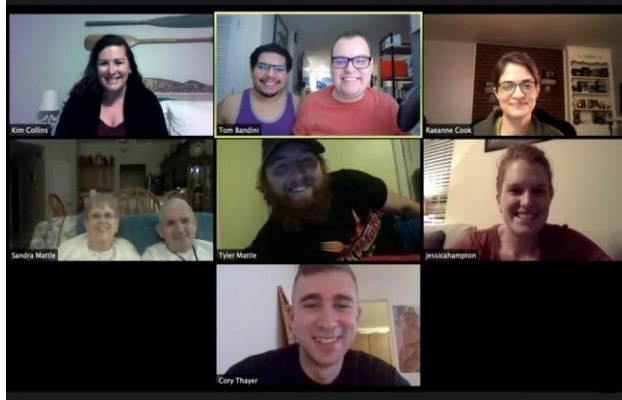


Ok, so you've downloaded the app,  
started your team, updated your  
profile, and reached out to friends  
and family to join you - great!

Now What?!



# Put the FUN in Fundraising



- Spring Cleaning! Utilize Facebook Marketplace to declutter and organize!
- Exercise Challenge
- Virtual Game/Casino Night
- Get crafty! Share your talents and sell your custom creations
- Virtual Raffle
- Virtual Cooking Class/Exercise Class/Wine Tasting - charge "admission"
- Virtual Pet Parade
- Virtual Talent Show

**Share your ideas!**

# Exclusive Fundraising Rewards



- [Qualify for rewards with each dollar you raise for Moving Day!](#)
- The more you raise, the more you get!
- All rewards are exclusive to registered Moving Day participants

Amount Raised	Reward
\$35	String Backpack
\$100	Moving Day T-shirt
\$250	Moving Day Socks
\$500	Tote Bag
\$1,000	Polo Shirt



## Bonus! Keep track of your fitness goals, with the Moving Day app!

- Track your run, walk, and workout
- Earn badges and rewards when you complete fitness challenges
- See how your team members **#Move4PD**
- Stay tuned for activity challenges!



# Exclusive Activity Rewards



Register and download the *Parkinson's Moving Day* app for a chance to claim these rewards!

A series of line-art footprints arranged in a path that curves around the left side of the table. The path starts at the top left and moves towards the bottom right, ending near the 60,000 Steps row.

Activity	Reward
Register and Download	Sticker
10,000 Steps	Silicone Bracelet
25,000 Steps	Bandana
40,000 Steps	Water Bottle
60,000 Steps	Medal





# Thank You to our National Partners



# Join us at our next event!



## Moving Day Pop-Up!

*Friday, March 12*

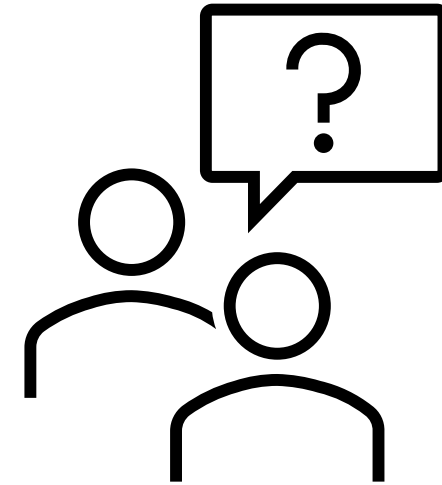
*Between 9AM- 3PM EST*

- Live Q&A
- Help With Registering
- Fundraising Tips

[JOIN US VIA ZOOM LINK HERE](#)



# Questions?



# Contact Us!



<b>Sam Cheung</b>	<b>Kim Collins</b>	<b>Laura Higgins</b>	<b>Chris Jamele</b>
scheung@ Parkinson.org	kcollins@ Parkinson.org	Lhiggins@ Parkinson.org	cjamele@ Parkinson.org
Sam Cheung PF	Kim Collins PF	PF Laura Higgins	Chris Jamele PF
			





# Contact Us!



<b>Dawn Lewis</b>	<b>Gabby Mameli</b>	<b>Nahid Wardeh</b>
dlewis@ Parkinson.org	gmameli@ Parkinson.org	nwardeh@ Parkinson.org
Dawn Lewis PF	PFNewYorkNewJersey	Nahid Wardeh PF
		



...and the winner is...



Congratulations to  
**SUE**  
of Moving Day  
New Hampshire!!