



2024 TEAM CAPTAIN AND PARTICIPANT GUIDE



TABLE OF CONTENTS

01 Moving Day Overview

02 Team Captain Tips

03 First Time Fundraisers

04 Fundraising Rewards

05 Impact of a Donation

06 Goal Setting Worksheet

07 Prospecting Worksheet

08 Participant Center

09 Facebook Fundraiser

10 Parkinson's Moving Day App

11 How to Raise Awareness

12 Team T-Shirts

13 A-Z Fundraising Ideas

MOVING DAY OVERVIEW

ABOUT MOVING DAY

Moving Day is an inspiring and empowering annual fundraising event that has united more than **186,000** participants around the country living with Parkinson's disease (PD), their care partners and loved ones.

Moving Day is more than just a walk. It is a celebration of movement – proven to help manage Parkinson's symptoms.

THE IMPACT

Funds raised through Moving Day:

- Help deliver quality care to more than **196,700** people living with Parkinson's.
- Fund cutting-edge research to improve treatments and advance toward a cure.
- Provide free resources for people living with Parkinson's and their families.



THE URGENCY

1 million people in the US and **10 million** worldwide live with Parkinson's disease, making it the second most common neurodegenerative condition after Alzheimer's. Currently, there is no cure for PD, and we believe everyone deserves the promise of a cure for tomorrow and a better life today.

Nearly **90,000** people are diagnosed each year with PD and the number of people with PD will continue to increase substantially in the next 20 years.

ABOUT THIS GUIDE

Whether you're a first time participant or a seasoned Team Captain, this guide will provide you with tools and ideas to help you successfully fundraise and make an impact in the Parkinson's community.



TEAM CAPTAIN TIPS

Do you want to be a top team? Are you a new Team Captain or Co-Captain? Follow these tips below to lead your team to success!

KNOW THE MISSION

Educate yourself on the Parkinson Foundation's mission and what Moving Day supports. The better you can communicate this, the more successful you will be spreading the message!

CUSTOMIZE YOUR TEAM PAGE

Share why your group is choosing to participate and add a team photo. Personalized pages raise 3 times more money!

SET A TEAM GOAL

Choose a team goal based on the impact you want to have. Teams with goals over \$2,000 raise 7 times more money on average! Share updates as you go and celebrate any benchmarks reached.

SELF DONATE

Make a personal donation to lead by example. Team Captains who self donate raise nearly 2 times more on average! Consider using your gift as a match to inspire your team and supporters to give.

RECRUIT TEAM MEMBERS

The more people you recruit, the more you'll raise! Your team goal is a collective total. The average team size is 7. Teams with more than 7 team members raise 4 times more!

START EARLY

Start fundraising early and get creative! The earlier you start, the more you'll raise. Send messages through your Participant Center or start a Facebook Fundraiser.

HOST A TEAM KICKOFF

Host a BBQ or picnic to get your team excited and use as a fundraising opportunity!

CELEBRATE

Celebrate your wins and recognize any team members who hit their fundraising goal. Find a fun way to celebrate when you hit your team goal! Say thank you to all your donors.

CREATE TEAM SHIRTS

Create custom Team T-Shirts to show your team spirit! Consider selling your shirts to raise money for your team.

DOWNLOAD THE MOVING DAY APP

Mobile deposit check donations for your team and easily track your team's progress.

DID YOU KNOW?

**Top Teams Get A
Team Sign at
Moving Day!**



**YOUR TEAM
NAME HERE**



FIRST TIME FUNDRAISERS

Many of us think fundraising only means to ask for money, but it's so much more than that! Fundraising is a form of compassion and support for a cause you care about. The very word philanthropy means "love for humankind". ❤️

Below are some tips and advice to help you feel confident fundraising:

SHARING IS CARING

Tell your story to share your passion and your "why". People are more inclined to give when they hear about your personal connection to the cause. Participants who add their stories to their fundraising page raise 3 times more!

LEAD BY EXAMPLE

Self donating before you fundraise can soften the ask because you're asking them to join you in supporting something you're already supporting. Give to get!

CHANGE YOUR LANGUAGE

Instead of asking someone to donate, try asking them to "Support", "Participate" or "Join". There are different ways to support the cause and this leaves it open for them to decide how they'd like to get involved.

EVERY AMOUNT COUNTS

Some might decline to give because they feel their gift amount might be insufficient. However, there is no right amount! Encourage your supporters to give what they can no matter the amount. Collectively, we make a difference.

FOCUS ON THE MISSION

Fundraising is not about taking – it's about giving. It's hard to feel guilty when you remember you're helping others. The more you learn about the mission and what you're supporting, the more confident you will be as a fundraiser!

START WITH YOUR BIGGEST SUPPORTERS

First, ask those you're closest with as they will most likely support you. Once you get your first yes, you'll feel inspired to keep going!

GIVE THE OPPORTUNITY TO GIVE

The main reason people don't give is because they were never asked. Instead of assuming they won't, give them the opportunity to decide for themselves. You might be surprised by who chooses to support you!

RAISE AWARENESS

Raising awareness about the urgency of helping those impacted by Parkinson's will only inspire others to support the cause. Share mission graphics and facts from our [Social Media Toolkit](#) along with your personal page link.

GET CREATIVE

There's no one way to fundraise. Have fun with it by getting creative and hosting a bake sale, give back night or penny wars! The more fun you have fundraising, the less scary it will seem.

EXPRESS YOUR GRATITUDE

Saying thank you is just as important in fundraising as making the ask! Say thank you often and again when you reach your goal.



FUNDRAISING REWARDS

The Moving Day Fundraising Rewards program is our way of thanking you for helping to make life better for people living with Parkinson's. To qualify for rewards, you must be a registered Moving Day Participant. Starting at \$100, you can earn exclusive Moving Day items to help raise awareness and showcase your support.

MOVING DAY T-SHIRT



\$100

CAMPFIRE MUG



\$250

UMBRELLA



\$500

HOODIE JACKET



\$1000

★ Become an exclusive member of the **All Star Movers Club** by fundraising \$1,000+. All Star Movers are among our top fundraisers!

ABOUT THE REWARDS PROGRAM

- **Reward items will be available for pick up day of event except for All Star Mover Jackets which will be redeemed and shipped post event.** Alternative reward items may be offered due to limitations in product availability.
- **Rewards are earned based on the individual's fundraising efforts** - not the team.
- **For each level earned, you will receive that reward item plus all reward items already achieved.** A reward badge will appear on your personal page for each level reached.

IMPACT OF A DONATION

Every dollar raised through Moving Day helps the Parkinson's Foundation further our mission to make life better for people with Parkinson's disease (PD). Deciding what kind of impact you want to make can help you decide on a fundraising goal.



Puts Parkinson's Foundation educational publications directly in the mailboxes of five people living with PD at no cost to them, helping them navigate every stage of the disease.

\$50



Mails free education resource packets to 10 people newly diagnosed with PD, empowering them to take control of their health from the outset of their journey.

\$100



Provides two exercise classes for people with Parkinson's, at no cost to them, helping them stay active and connect with others fighting PD.

\$250



Allows our Helpline team to support 20 callers, providing resources, referrals and key PD information to people living with Parkinson's, family members and healthcare professionals.

\$500



Gives critical funding to our research grants, allowing more scientists to work toward a breakthrough in Parkinson's treatments and care.

\$1000



Supports genetic testing and counseling to a person with Parkinson's at no cost to them through our PD GENERation: Mapping the Future of Parkinson's Disease initiative.

\$2000

GOAL SETTING WORKSHEET

Use this worksheet to help determine your personal and team fundraising goals!

PERSONAL FUNDRAISING GOAL

On average, most new participants raise **\$250** and returning participants raise **\$750** but your fundraising goal is very personal to you. Answer the questions below to help you decide what kind of an impact you want to have.

How much did you raise last year?

Average Increase for returning participants

Suggested Fundraising Goal

×

3

=

What mission initiatives do you care about supporting? *Ex. Free Genetic Testing*

How do you want to be recognized? *Ex T-Shirt or All Star Mover*

TEAM FUNDRAISING GOAL

How much did your team raise last year?

How many people were on your team last year?

Last Year Team Member Fundraising Average

÷

=



×

Team Fundraising Goal

Team Member Recruitment Goal

=

DID YOU KNOW?

The average team goal is **\$1,500** but the average raised by a team is **\$1,800**?

If your team achieves your goal early consider raising your goal. This will encourage others to keep donating and make an even bigger impact!

Team Captains can change team goals anytime in the Participant Center.

PROSPECTING WORKSHEET

Not sure who to ask for support? Use this worksheet to brainstorm leads. Below are common supporters and prompts to help you identify prospects. It's not uncommon for businesses to support their clients and organizations to assist their members. You might be surprised who's willing to help you!

FINANCE

Where do you bank? Do you have a financial advisor? Who does your taxes?

OCCUPATION

Where do you work? Do you work with any vendors or business partners? Where does your spouse work?

MEDICAL

Who is your primary care physician? What dentist office do you go to? Do you have a chiropractor?

FITNESS

What gym, studio or YMCA do you go to?

SALES

Do you have a real estate agent or insurance agent? What dealership did you purchase your last vehicle?

COMMUNITY GROUPS

Are you a part of a church group, service organization, PTA, or HOA?

HOBBIES & CLUBS

Are you in a book club? Are you an alumni for a school, fraternity, or sorority? Are you in any networking groups?

RESTAURANTS & SHOPS

What restaurant, grocery stores, coffee and yogurt shops do you frequent?

PARTICIPANT CENTER

When you register for a Moving Day walk you are automatically given access to the Participant Center, a personal online fundraising center that contains great tools to help you reach your goal!

1. LOG IN TO GET STARTED



2. MONITOR YOUR PROGRESS

EDIT YOUR PERSONAL AND TEAM GOALS
DOWNLOAD YOUR DONOR LIST
EASILY SELF DONATE



3. PERSONALIZE YOUR TEAM AND PERSONAL PAGES

CREATE A CUSTOM URL AND EDIT YOUR TEAM NAME



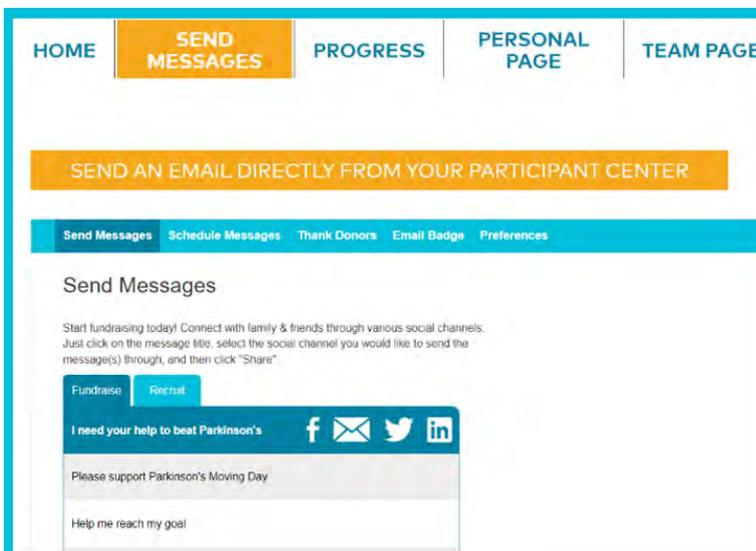
CUSTOMIZE YOUR STORY
AND ADD A PHOTO/VIDEO



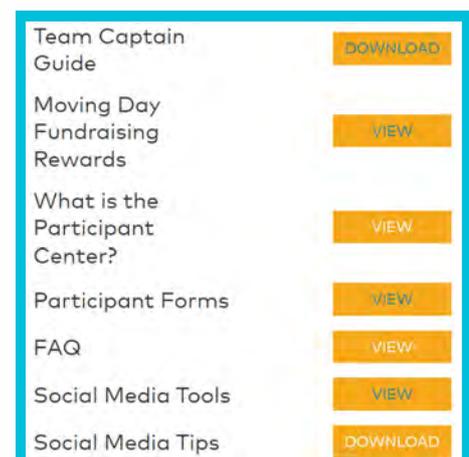
PARTICIPANTS WHO DO THIS RAISE 3 TIMES MORE!

4. SEND OR SCHEDULE MESSAGES USING TEMPLATES

RECRUIT, FUNDRAISE OR THANK DONORS



5. ACCESS RESOURCES
AND FUNDRAISING TOOLS

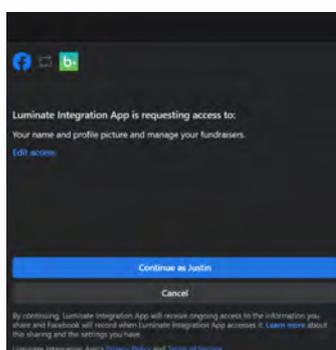


FACEBOOK FUNDRAISER

Moving Day registered participants can start a Facebook fundraiser via the Participant Center or the Parkinson's Moving Day app. Donations made through the Facebook fundraiser count toward your fundraising total and show up on your fundraising page automatically. **Participants who Facebook fundraise raise 5 times more on average!**

01

Register for your local Moving Day event. Log in to your Participant Center or the Parkinson's Moving Day mobile app and click on the "Fundraise on Facebook" button.



You'll be redirected to Facebook and prompted to log with your Facebook credentials. Click on "Continue as Your Name."

02

03

You'll be directed to your Facebook fundraiser on Facebook or guided to it via the Participant Center or the Parkinson's Moving Day app.



Invite friends to support your fundraising efforts. You might be pleasantly surprised by donations from friends you hadn't considered reaching out to.

04

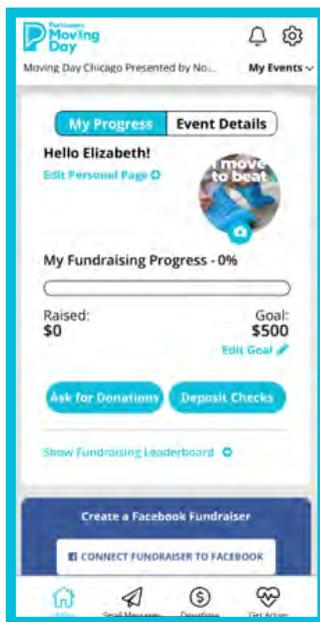
FACEBOOK FUNDRAISER TIPS

- **Customize your personal page** before you start your Facebook fundraiser so it copies your story over! People are 3 times more likely to donate if you personalize your page.
- **Invite friends to support your Facebook Fundraiser** with the invite button. They'll receive a notification on their account!
- **Share your Facebook Fundraiser** with updates so it populates in news feeds.

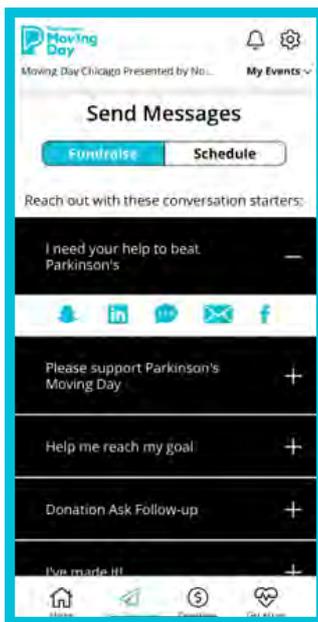
PARKINSON'S MOVING DAY APP

Download the Parkinson's Moving Day App and fundraise on the go! With this mobile app you can stay up-to-date on all donations, receive gift notifications, send fundraising emails and texts, post on social media platforms, customize your personal and team pages and deposit checks.

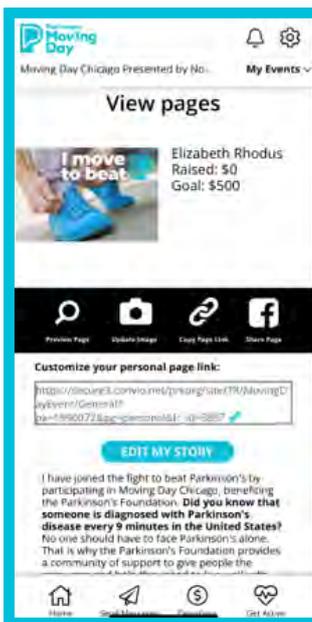
CHECK PROGRESS



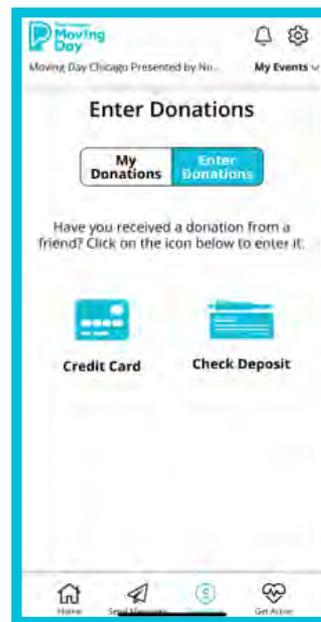
SEND MESSAGES



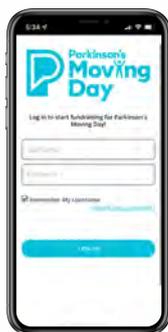
PERSONALIZE PAGES



GET DONATIONS



- Set and edit your goals.
- Monitor your personal and team progress
- See leaderboard of supporters
- Ask for donations easily with pre-written messages!
- Send messages through text, email or other social platforms.
- Schedule messages leading up to your event so you don't forget!
- Share your personal story and edit your content.
- Upload a photo to your page.
- Customize your page link with a friendly URL.
- Enter credit card donations easily.
- Mobile deposit check donations to appear on your page in 24-48 hrs!



DOWNLOAD TODAY!

Log In using your same username and password used with [MovingDayWalk.org](https://movingdaywalk.org).

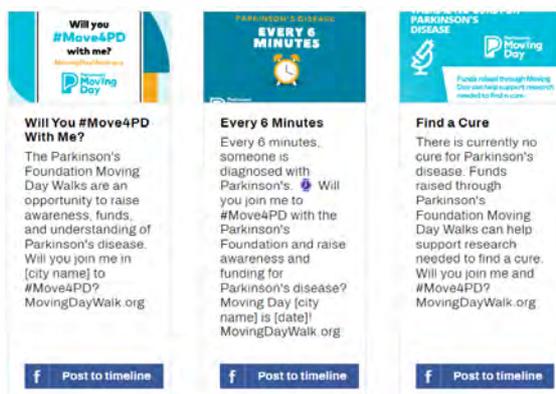


HOW TO RAISE AWARENESS

Raising awareness about Parkinson's disease and Moving Day is easy to do from anywhere with our social media toolkit! Visit [Parkinson.org/SocialMediaTools](https://www.parkinson.org/SocialMediaTools) to find graphics and sample posts you can use on Facebook, LinkedIn, Twitter/X or Instagram.

01

Select the platform you'd like to post on.



Scroll and select the social post you'd like to share.

02

03

Download the image onto your phone or computer.



“ There are 10 million people living with Parkinson's disease worldwide. 🌍 Will you #Move4PD with me and the Parkinson's Foundation at Moving Day [city name] to raise awareness for Parkinson's? MovingDayWalk.org ”

Copy the sample text.

04

05

Log in to post. Don't forget to add a hashtag and tag us!

@PARKINSONDOTORG

#MOVE4PD

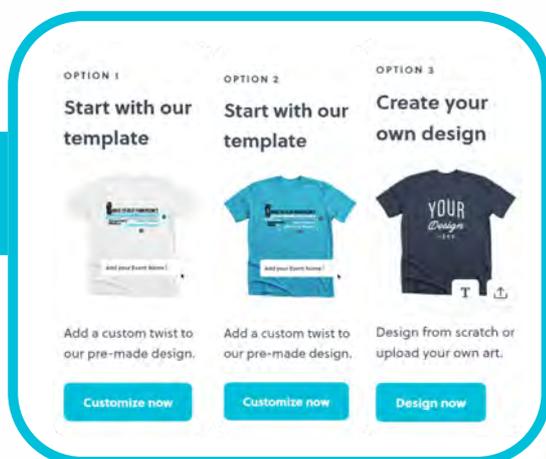
OTHER WAYS TO RAISE AWARENESS

- **Request a custom flyer to share** by reaching out to your local staff lead.
- **Customize your email signature** with your Moving Day page link or graphic!
- **Add a photo filter to your profile picture** on your social media pages.

TEAM T-SHIRTS

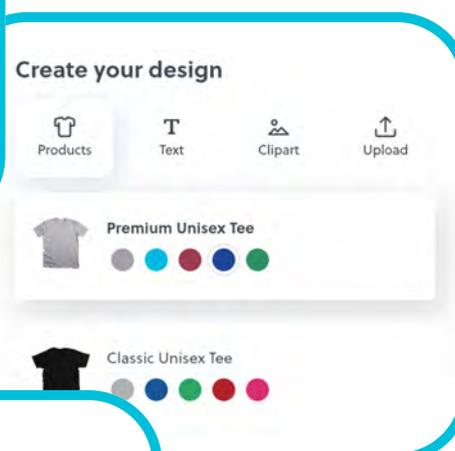
Show your team pride by ordering custom team shirts. You can use one of our team shirt templates or design your shirts from scratch at www.bonfire.com/event/pf-moving-day. **Bonus:** Part of your proceeds will go back to the Parkinson's Foundation!

01



Select a Team Shirt Template or design your own T-Shirt from scratch.

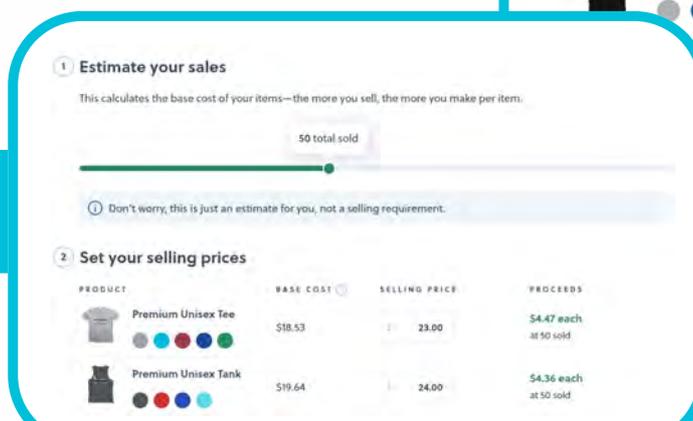
02



Design your shirt by adding text and graphics. Option to design front and back.

Estimate your quantity and set your prices. Each shirt has a base cost (starting at \$18) but you can choose how much to sell the shirt for. The proceeds over the base cost will go to the Parkinson's Foundation.

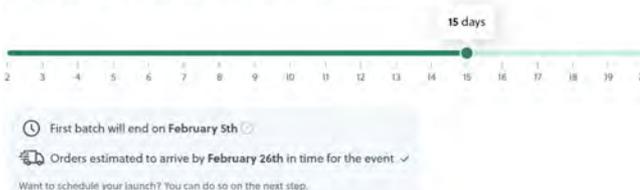
03



Select the length of your shirt sales. When the sale ends, all shirts will be produced and ordered. Be mindful of your event date to ensure you have them in time for your walk!

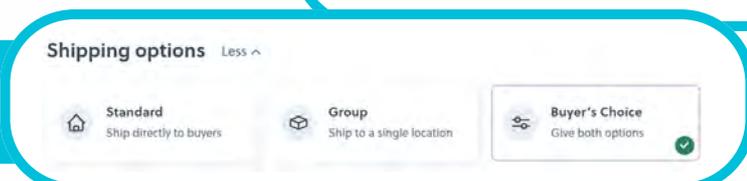
Set first batch length

At the end of each campaign batch, products will be custom made for your buyers.



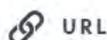
04

05



Select to ship out to buyers, ship all to a single person to distribute, or offer both!

Launch your T-Shirt sale and start sharing your shirt link with supporters!



URL

bonfire.com/movers-amp-shakers

06

A-Z FUNDRAISING IDEAS

Whether you're a seasoned or first time fundraiser, get inspired with these fundraising ideas below!

- A Host an online auction** with donated items. Put the funds towards your team! Someone can't donate? Ask them to donate an item for your auction instead!
- B Dedicate your birthday** and ask for donations instead of gifts! Consider using your age for the donation amount. Ex. Ask for \$35 donations for your 35th birthday!
- C Coffee Challenge.** Give up your daily cafe drink for 2 weeks and make a \$5 donation in place of each cup!
- D Dine to Donate.** Ask a local restaurant or business to donate part of their sales for a night (or more!) to your fundraiser.
- E Donation Exchange.** Offer to exchange services for your friends, family and coworkers such as cleaning their car or picking up their dry cleaning in exchange for a donation!
- F Fundraise on Facebook** by syncing your Facebook account with your Moving Day Page in your participant center.
- G Giveaway** a prize or experience such as a lunch with a local celebrity to one lucky donor to incentivize donations!
- H Send Holiday Cards** asking for donations instead of presents.
- I Share your Fundraiser on Instagram.** Post on your story and share these social media graphics! Do you know an influencer? Ask them to help you promote it!
- J Tell Jokes in exchange for donations!** Consider hosting a comedy night to raise funds.
- K Host a Fundraising Kickoff.** Consider hosting a BBQ or Picnic to invite your friends, family and coworkers. You can also host a virtual kickoff!
- L Share your Fundraiser on LinkedIn** to tap your professional network for support.
- M Offer a Matching Gift** to encourage your supporters to donate or ask your employer to match a certain amount of your donations!
- N Neighborhood Garage Sale.** Host a garage sale in your neighborhood and turn the proceeds into donations. Ask your neighbors if they'll do the same!
- O Online Sales.** Ask a business to solicit donations at checkout on their online store.
- P Phone-a-thon.** Start a phone tree to ask for donations!
- Q Quarter Wars.** Start a vote and ask for 25 cents for each vote someone submits!
- R Round Up.** Ask a local business to round up their sales and donate the difference to you!

A-Z FUNDRAISING IDEAS

- S Sell baked goods or crafts** in exchange for donations.
- T T-Shirt Fundraiser.** Design and sell shirts for donations. Also, a great way to raise awareness and show team pride!
- U Used Book Sale.** Ask friends to donate used books to sell and donate the proceeds!
- V Volunteer** and request a volunteer grant through your employer! Did you know that many companies consider Team Captains to be a volunteer role?
- W Write a Handwritten Letter** to distant relatives, friends and even companies telling your story and asking for support.
- X Post a call to action to donate on X** formally known as Twitter. Be sure to add to your profile too!
- Y Yoga.** Ask your local yoga studio if they can offer free yoga classes in exchange for donations.
- Z Zoom.** Set up a Zoom fundraising happy hour! This is a great way to engage with friends, family and coworkers who live far away.

GET INSPIRED!

Glen Clemmons, a realtor, donated 5% of his commission to the Parkinson's Foundation every time he sold a house in honor of his mother making him the top Moving Day fundraiser.

“Moving Day is a great example of the support system we've found through the Parkinson's Foundation.”

[Read more about Glen's story.](#)



Do you have a check donation to turn in?

Mobile deposit through the Parkinson's Moving Day app or mail to the address below.:

Parkinson's Foundation
Attn: Donor Relations/Moving Day
200 SE 1st Street, Suite 800
Miami, FL 33131

Be sure to include the mail in donation form found on your personal page or a note about where the donation should be credited to.