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**Team Captain Handbook**

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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.

**The Urgency**

One million Americans and 10 million people 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 Moving Day**

*Moving Day* is an inspiring and empowering annual fundraising event that has united more than **150,000 participants** around the country living with 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.
Are you a new Moving Day participant or Team Captain? Is this your first time participating in a walk event? Congratulations on taking the first step! You’re now a part of the biggest signature event for the Parkinson’s Foundation helping to improve the lives of those impacted by Parkinson’s disease, striving to find a cure and improve care. **Here’s what to expect:**

### Before the Walk
Leading up to the walk is the time to **fundraise**, raise awareness and **recruit for your team**! Participants who raise $100 or more will earn fundraising rewards. Recruit participants to join your team. Invite friends, family, coworkers and neighbors to walk and fundraise with you. Top fundraising teams will be recognized at the walk.

### Day of the Event
There’s so much more to Moving Day than the walk! When you arrive, check in at the Registration tent where you can turn in donations and pick up your bib and your **Moving Day Passport**. Complete the passport challenge to be entered into a prize drawing by visiting all of the sponsor tables!

If you raised $100 or more, swing by the **Rewards Tent** to pick up your t-shirt and any other fundraising reward items earned. Afterwards, visit the PF **Mission Table** to discover free resources available to those with PD and their caregivers.

Get warmed up by participating in one (or all!!) of the **We Move exercise demos** prior to the walk! Then, grab your ribbon and head to the stage for the **We Move Ceremony**.

**Kick off your walk under the Moving Day arch!** Remember, it’s not a race so walk at a pace comfortable for you and your team. Stick around after the walk for the passport drawing. Lastly, don’t forget to snag a **team photo**!

### After the Event
After Moving Day, you can continue to fundraise for your team. You can upload any check donations through the Moving Day App or mail to:

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

Remember to thank your donors and teammates for supporting Moving Day!
New to fundraising? Have no fear! Check out these 10 fundraising ideas below:

1. **LAUNCH A FACEBOOK FUNDRAISER** from the Parkinson’s Moving Day app or your Participant Center. Did you know participants who do this raise 4x more?

2. **GIFT YOUR BIRTHDAY GIFTS** 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.

3. **GIVE BACK NIGHTS** Ask your favorite local restaurant, coffee or yogurt shop to donate part of their proceeds for a day!

4. **PENNY WARS** This is a fun way to challenge different studios, workout classes or other groups. Set up a jar where people can put pennies in for positive points and silver or cash for negative points.

5. **CELEBRITY BARTENDER** Do you know a local celebrity, news anchor, radio host or athlete? Ask them to bartend for a night and donate all the tips!

6. **MATCHING GIFTS** Many employers will match their employees donations. But, if not, ask your employer if they’ll match what you raise. Or consider turning your personal gift into a match for your team!

7. **VOLUNTEER GRANTS** What a better way to fundraise than volunteering for a cause you care about? Many employers will make donations on your behalf based on your volunteer hours. Find out if your employer offers this [here](#).

8. **VIRTUAL BAKE SALE** Have a famous recipe? Sell to your friends and family and put the proceeds towards your fundraiser. Use your team to help promote it to their network and plan a fun pick up place to get your team together. This works great around holidays!

9. **VENMO** It only takes 10, $10 donations to get to your $100 goal! Set up a Venmo account as an easy way to collect small donations. Create a QR code right to the Venmo Account and put up flyers in your work lunch room.

10. **HOST A CLASS** Have a hobby you love? Host a yoga, cycling or cooking class for donations towards your fundraiser!

The most effective way to raise money for Moving Day is to...ASK!
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: Select your Participation Type.

- Participation Type
  - I am 18 years of age or older
  - I am under the age of 18

  Moving Day Walker - Adult (In-Person)
  Registered walkers who raise $100 before event day qualify for the official Walk t-shirt, quick-up events only. Plus, raise $250 or more and qualify for our other rewards.

  Moving Day Walker - Adult (Virtual)
  I will not attend the Moving Day event in person, but I will help fund the fight against Parkinson’s.

Step 4: Enter fundraising goal and personal donation amount.

- Your Fundraising Goal
  - $500.00
  - Suggested Goal: $500.00
  - Kickstarter 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 5: Enter contact information and answer the registration questions.

- Registration
  - Personal Information
    - Title:
    - First Name:
    - Last Name:

- IMPORTANT: All adult registrations require a unique email. If you don’t have one, create a free email Gmail or Yahoo account. Need help? Contact us at MovingDay@parkinson.org.

Step 6: 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 adverse weather conditions. This involves risks such as:

Step 7: Review registration summary and complete registration.
Moving Day
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!

Log In the top right corner of your screen at your Moving Day website.

Create a custom URL for your personal and team page.
Edit your team name if you want to change it.

View your event details and staff contact.
Edit Your Goal and track your progress!

Self Donate and download a list of donors.

Create an email badge to spread awareness.

Add a photo or video to your fundraising page!
Send messages using email templates to fundraise, recruit and thank donors!

Launch a Facebook Fundraiser that automatically syncs to your participant center!
Moving Day
Facebook Fundraiser

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 count 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.
Parkinson’s Moving Day App

Download and fundraise from anywhere with the Parkinson’s Moving Day App. 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, personalize your personal and team pages and deposit check donations.

- Asking for donations is easy via pre-written texts, emails or social media posts.
- Schedule future messages to post on your Twitter and LinkedIn page leading up to the event. Set it and forget it!
- Offers your supporters flexibility with a variety of payment options: credit/debit cards and checks.
- Deposit check donations through the app.
- Create a Facebook Fundraiser in seconds.
- Click the “Edit My Story” button to personalize your fundraising page and share your own PD story.
- Add a photo of the person you are moving for by clicking on the “Update Image” button.
- Monitor your personal and team progress to keep yourself on track to reach your goals.
- Send thank you messages to your supporters.
- All mobile app donations will appear in your Moving Day Participant Center.

DOWNLOAD TODAY!

[Google Play and App Store icons]
Moving Day
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.

$100+
Exclusive Moving Day T-Shirt

$250+
Aluminum Water Bottle
plus Moving Day T-Shirt

$500+
Moving Day Backpack
plus Moving Day T-Shirt and Water Bottle

$1,000+
All Star Mover Crewneck
plus all other rewards

 Become an All Star Mover by raising $1000 or more! Those who qualify will receive an exclusive All Star Mover Button on Moving Day. The Crewneck will be shipped post event.

All donations, including matching gifts, must be received on or before walk day to qualify for rewards. Alternative reward items may be offered due to limitations in product availability.
Team Captain Tips
How to be a Top Team

Do you want to be a top team this year? Are you a new team captain? Check out these tips below:

1. **MAKE A PERSONAL DONATION** to lead by example!

2. **SET A FUNDRAISING GOAL** for both yourself and your team.

3. **PERSONALIZE YOUR FUNDRAISING PAGES** with your story and photo or video. Did you know those who customize their pages raise 3x’s times more on average?

4. **RECRUIT TEAM MEMBERS** The more people you recruit, the more people to fundraise! Your team goal is a collective total. Share your team page link and ask your staff lead for a team flyer to share with friends, family, neighbors, and coworkers.

5. **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.

6. **RAISE AWARENESS ONLINE** by using these social media tools on Facebook, Instagram, LinkedIn and more!

7. **HOST A TEAM KICKOFF** such as a BBQ or picnic to get your team excited and use as a fundraising opportunity!

8. **CREATE TEAM SHIRTS** to show your team spirit! Consider selling your shirts to raise money for your team.

9. **SHARE PROGRESS** and updates towards your goal. People want to help! Let them know how far away you are from your goal.

10. **CELEBRATE!** Celebrate your wins and any participants on your team who hit their fundraising goal. Find a fun way to celebrate when you hit your team goal!

And don’t forget to **HAVE FUN!**
Moving Day
Team 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-2023/.

1. DESIGN YOUR SHIRT by adding your team name and/or slogan to the template shirt or design your own shirt using text and graphics.

2. SELECT THE QUANTITY AND PRICING. Each shirt has a base cost but you can choose how much to sell the shirt for. The proceeds over the base cost will go to the Parkinson’s Foundation.

3. SELECT THE LENGTH OF YOUR T-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!

4. SELECT YOUR SHIPPING OPTION. You have the choice between shipping the shirts directly to team members or to a single location. You can even include pickup instructions!

5. SHARE YOUR T-SHIRT CAMPAIGN LINK. Your team members will be able to select their shirt type, size and color. Shirts are available in long sleeve, short sleeve, tank top or kids shirts.
Thank you!