



Corporate Moving Day Team



Why participate as a Corporate Team?

There are many potential benefits to participating as a corporate team. Your organization could:



Enhance your company culture. Provide leadership opportunities for staff and show support to your employees who have been personally impacted by Parkinson's disease.



Increase your reach. Gain positive brand exposure among the hundreds of Moving Day supporters who participate in your local walk.



Make an impact. Help improve care, fund cutting-edge research and provide free resources for people living with Parkinson's and their families.

Register your Corporate Team at MovingDayWalk.org.

What is Moving Day?

Moving Day is an inspiring and empowering annual fundraising walk event that unites people living with Parkinson's Disease (PD), their care partners, and loved ones around the country to fight Parkinson's disease. It is more than just a walk. It is a celebration of movement – proven to help manage Parkinson's symptoms. Moving Day is among the largest Parkinson's events in the country and provides excellent brand exposure to thousands of people in the Parkinson's community.

What does it mean to be a corporate team?

A corporate team is a walk team formed by a company to raise funds and awareness for Parkinson's Disease. The support of the employees along with the commitment of the company to participate in Moving Day creates a unique partnership opportunity. There is no cost to sign up a team or required number of participants.

Who should be invited to join the team?

Everyone! While the team is likely to be made up primarily with staff members, it's not limited to employees only. Inviting other community members to join your team is an excellent way to engage them in a cause your organization cares about.

Below are some suggestions of who to invite:

- **Senior Leadership** – Having your company leaders participate sets an excellent example and will encourage others to join.
- **Employees** – Invite your whole staff to participate to build team culture.
- **Friends and Family** – Don't limit the team to just employees! Include your team members' families and friends. Moving Day is appropriate for all ages and abilities.
- **Clients/Customers** – Engage your customers in a meaningful way outside of your day-to-day business.
- **Business Partners/Vendors** – Extend an invitation to your vendors and any other businesses you work with to strengthen your partnership.

How can I market my corporate team?

Social media tools, graphics and more are available for your use at [Parkinson.org/socialmediatools](https://www.parkinson.org/socialmediatools).

How do we get started?

Below are 5 easy steps to get your corporate team set up:

1. Identify a team captain to serve as your main point of contact.
2. Register your team at [MovingDayWalk.org](https://www.movingdaywalk.org) and set your fundraising goal.
3. Customize your company team page with a Parkinson's story and photo.
4. Share your team page link and invite others to join.
5. Use our tools at [MovingDayWalk.org/fundraising-tools](https://www.movingdaywalk.org/fundraising-tools) to start raising funds for your team!

Thank you for making a difference!