

## Fundraising Guide

1. Think of someone in your life who has been impacted by Parkinson's Disease and what that has meant for them. Have they been living with the disease for years and has it been slowly impacting their balance and mobility or are the newly diagnosed and wondering what the future will hold? Think about how you can incorporate their story into your appeals for support.
2. Think of reasons you think are most important to support those impacted by Parkinson's disease and now you can incorporate them into your appeals for support. Some may include:
  - Providing community-based programs for people with Parkinson's to improve their quality of life.
  - Giving those newly diagnosed with Parkinson's access to information to help them navigate their diagnosis.
  - Providing a sense of community for those with Parkinson's so they understand they do not face the disease alone.
3. Establish an ambitious fundraising goal. Some may elect to give more when they see you are working towards a large goal.
4. Get organized. Make lists of people you would like to reach out to asking for support. Be sure to include family members, friends, current and/or former co-workers, neighbors, owners of local businesses you frequent and others. To make sure your requests to each of these individuals easier, gather each person's email address, phone number and mailing address. Make your list as long as you can.
5. Organize your list by people you will ask for support by 1) email, 2) face to face and 3) by U.S. Mail.
6. Think of fun ways you can inspire people to give that are truly unique to you and your personality. Example include telling those you will ask for donations that:
  - You will take the person who makes the largest donation out to lunch.

- You will bake a cake for every person who donates over \$200.
  - You will dress in a funny outfit during the walk if you meet your goal.
  - You will deliver breakfast in bed for every person who donates \$500.
  - You will dress in a funny outfit during the walk if you meet your goal.
7. Prepare a personal letter or note explaining to people on your list why you are supporting the Parkinson Foundation of the National Capital Area through Walk Off Parkinson's and why their support is important and will make a difference. Be sure to include some information you identified in numbers 1 and 2 above as well as some of the fun ways you decided upon in number 6 above.
  8. Reach out to people on your list by email, US Mail or by speaking with them in person. Share information about your efforts including your letter (this can be cut and pasted into an email or printed in the form of a more traditional letter). Ask them to give generously to support your efforts.
  9. Share information about your fundraising efforts including the link to your personal Walk Off Parkinson's fundraising page on Facebook, in the signature block of your emails and any other way you can think of to help get the word out.
  10. Ask your children or grandchildren to send out a note for you by email with a link to your fundraising page.
  11. Thank those who support you and ask them to join you virtually for Walk Off Parkinson's to learn more about the disease.