

TEAM CAPTAIN & WALKER HANDBOOK



DEAR MOVING DAY[®] PARTICIPANT,

Thank you for joining the National Parkinson Foundation's (NPF) Moving Day[®], a Walk for Parkinson's! Your commitment to raise much-needed funds to support the mission of NPF and your local chapter, as a team captain or individual walker, is greatly appreciated.

In the United States, 60,000 new cases of Parkinson's disease (PD) are diagnosed each year. At NPF, we continue to bring help and hope to these and the other estimated one million individuals in the United States living with PD.

We look forward to your participation and remember...

PEOPLE WHO MOVE CHANGE THE WORLD[®].





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ABOUT US

PARKINSON'S 101:

Parkinson's disease (PD) is a progressive neurodegenerative disorder associated with dopamine-generating cells in the brain. Normally, neurons in the brain produce dopamine, a chemical that relays messages between parts of the brain that control movements of the human body. When approximately 60 to 80% of the dopamine-producing cells are damaged and do not produce enough dopamine, the motor symptoms of Parkinson's appear. However, PD results in a complex array of both motor and non-motor symptoms. Today, there is still no known cause or cure for Parkinson's.

WHO WE ARE:

We are the National Parkinson Foundation (NPF). We were founded in 1957 as the only organization with a singular focus of improving the quality of Parkinson's care through research, education and outreach. We touch more than one million people a year through our Centers of Excellence, U.S. chapters, support groups and online resources. With the help of people like you, we have funded more than \$189 million in research and support services to improve the lives of people with Parkinson's.

WHAT IS MOVING DAY®?

Moving Day® is more than just a walk. It highlights "movement" and exercise as a symbol of hope and progress because of its essential role in treating Parkinson's disease. Each event features our unique Movement Pavilion, with stations such as yoga, Pilates, dance and much more. Whether you take part on a team or join as an individual, you'll get a chance to move with others who share a common goal — to help beat Parkinson's.

MAKE THE MOST OF YOUR MOVING DAY®

1. RECRUIT YOUR TEAM

Ask family, friends and co-workers to be a part of your team by directing them to your personal fundraising page or to the Moving Day website of the city you are participating in (e.g., www.MovingDayMiami.org). You will have more fun, and you will raise more money for the mission.

2. SET GOALS

How much would you like to raise personally? How many team members do you want to recruit? How much would you like the team to raise? Just think: If you could recruit 10 people to each raise \$100 your team would be at \$1000 in no time!

3. BEGIN YOUR FUNDRAISING NOW

Start by making a donation toward your own personal goal.

4. MAKE IT YOURS

Personalize your fundraising page with your story, a photograph or video. You may also use the content provided; however, studies show that participants who personalize their page raise more than those who do not.

5. RAISE FUNDS ONLINE

Use email and social media to contact everyone you know about Moving Day®, and ask for their support!

6. RAISE FUNDS OFFLINE

Use a letter-writing campaign or host a social event and encourage donations from those who attend.

7. GET YOUR COMPANY INVOLVED

Ask your company to be a part of the walk, either by forming a team, being a sponsor or both. The more the merrier!

8. HAVE FUN!

We want Moving Day® to be a great experience for you and your teammates.

TIPS FOR RECRUITING A FANTASTIC MOVING DAY[®] TEAM

1. GET ORGANIZED

- Meet as soon as possible with the NPF chapter representative in your area to set goals for fundraising and participation.
- Recruit additional team captains to help you organize your team.
- Ask the head of your company to endorse the walk to your fellow employees.

2. SPREAD THE WORD

- Use the tools in your online Participant Center to recruit team members and encourage support.
- Email the link to your team page to your contacts. You can use the existing email templates in your online Participant Center or write your own message!
- Use social media such as Facebook, Twitter and Instagram to tell everyone about Moving Day[®]! Don't forget to use our hashtags #MovingDay and #BeatParkinsons in your posts!
- Display posters and flyers at the office or in your community.
- Set up a Moving Day registration table in your cafeteria or lunch room.

3. MOTIVATE

- Remind your team members why the team is raising money: to improve the quality of care for people with Parkinson's.
- Attend and bring as many co-captains as possible to the kick-off event hosted by the NPF chapter. These are fun and energetic events that inspire and allow for idea-sharing.
- Let your team members know about the difference their support makes for those living with PD by communicating the local NPF program offerings or recent research highlights.

4. BUILD TEAM SPIRIT

- Ask your company to support your team.
- Hold a rally or kick-off. If you are coordinating a company team, work with NPF chapter staff to plan an in-house kick-off. If you are coordinating a friends and family team, consider a weekend get-together or picnic.
- Create a team T-shirt and sign/banner, or encourage all team members to wear something similar to show team spirit!

TIPS FOR FUNDRAISING SUCCESS

THE KEY IS TO ASK

The main reason people donate to a cause is because they have been asked. Tell everyone you know that you are participating in the local Moving Day® Walk for Parkinson's to benefit local programs and national research for improved quality of care, and that you need their support.

STEPS FOR YOUR EMAIL CAMPAIGN

Email and letter-writing campaigns are the most effective and easiest ways to raise money for your walk efforts. You can reach hundreds of potential donors in a matter of minutes!

1. Log in to your online Participant Center (through your local Moving Day® event website). There are helpful how-to videos, links and instructions to get you started!
2. Develop your mailing list to include your email contacts, holiday card list, church and club directories, former classmates, neighbors, co-workers and others you know.
3. Compose your personal email/letter. Your personal story and experience will have the greatest impact on the recipient. You should also include your fundraising goal, a deadline for donations, the link to your personal donation page and a strong call to action (e.g., “Please Join My Team” and/or “Support My Efforts by Making a Donation”). You can also use an email template provided in your online Participant Center!
4. Send your emails at least eight to ten weeks before the walk. Encourage your contacts to donate online or by check. On average, donors who contribute online tend to give 50% more than donors who do not contribute online.
5. Send thank-you notes to your supporters.



MORE TIPS FOR FUNDRAISING SUCCESS

There are lots of creative and fun things that both teams and individuals can do in addition to an email/letter writing campaign. We want you to use your creativity and do activities that work best for you and your team!

Below are several fundraising activities that have been successful for many individuals and teams:

Garage Sales
Bake Sales
Used Book Sales
Used CD/DVD Sales
Car Washes
Pancake Breakfasts
Coin Drive
Coin Canisters
Donut Days

Donate Your Services
Guest Bartending
Craft Shows
Game Nights
Potluck Dinners
Chance Drawings
Live/Silent Auctions
Benefit Nights
Wine Tastings

Flower Sales
Ice Cream Socials
Pizza Parties
Lunch with the Boss
Dress Down Days
Candy Sales
Softball Tournaments
Soccer Tournaments
Bowling Tournaments

MATCHING GIFTS: Be sure that you and your donors take advantage of employers' Matching Gifts programs. It's an easy way to double donations. To find out if a company has a matching gift program, check with the HR department.

SOCIAL MEDIA: Spread the word about your event and participation in Moving Day® through Facebook, Twitter, Instagram and your other favorite social media sites.



HOW TO RAISE \$500 IN 10 DAYS

DAY 1

Sponsor yourself for \$25.

DAY 2

Ask five family members to donate \$20 each.

DAY 3

Ask five friends to contribute \$20 each.

DAY 4

Ask five co-workers to contribute \$10 each.

DAY 5

Ask five neighbors to contribute \$10 each.

DAY 6

Ask five people from your place of worship to contribute \$10 each.

DAY 7

Ask your boss for a contribution of \$50.

DAY 8

Ask two businesses or companies that you deal with through work to sponsor you for \$25 each.

DAY 9

Ask businesses you frequent, such as hair salons, dry cleaners, favorite restaurants, etc. to contribute \$15. They can also donate gift certificates that you can use to raise funds through chance drawings.

DAY 10

Hold a team fundraiser (bake sale, raffle, car wash, etc.).





REGISTRATION

REGISTER YOUR TEAM

1. Go to www.NPFMovingDay.org to find your event, or go directly to your event website at [www.MovingDay\[CITY\].org](http://www.MovingDay[CITY].org). Click “REGISTER” and then “START A TEAM” or “JOIN A TEAM.”
2. Follow the steps by inputting the information in the fields that follow.
3. Tip: At the confirmation screen, you will have the option to register additional team members.

CREATE URL

Don't forget you can customize your personal and team page URLs once you have registered and logged in to your online Participant Center.

DONATION REMINDERS

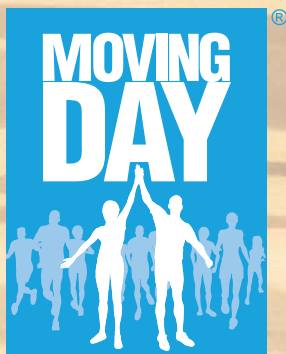
Checks

- Checks/Money Orders payable to: National Parkinson Foundation
Memo line: “Team Name”/“Participant Name”
- Mail to: National Parkinson Foundation, ATTN: Moving Day® [CITY]
200 SE 1st Street Suite 800, Miami, FL 33131* (or mail the check to your local NPF Chapter office)

Receipts

As you collect donations, please keep track of donor names/addresses, and mail this list with your checks/money orders.

*Once the donations are received by the National Parkinson Foundation (NPF), the donors will be mailed a receipt. Online donors automatically get an email confirmation.



THANK YOU!