

Parkinson's Unity Walk

Bonfire Guide



The Michael J. Fox Foundation for Parkinson's Research (MJFF) and Bonfire have partnered together to provide t-shirt fundraising for all participants of the Parkinson's Unity Walk.

Bonfire allows Unity Walk participants the ability to design and sell customized t-shirts, sweatshirts and hoodies online by creating their own campaign page that friends, family, co-workers or anyone can check and purchase. Bonfire will ship products directly to your buyers, and you or your team will receive credit on your Classy fundraising page for the proceeds raised.

Visit the [Parkinson's Unity Walk Bonfire webpage](#) and follow the steps below to get started. Happy fundraising!

1. Visit our Bonfire webpage and choose your shirt.

Click the link to access the [Parkinson's Unity Walk Bonfire webpage](#). On the page, we offer three different shirt options: 2 **Start with our template** shirt designs that you can personalize or a **Create your own design** shirt for those who want to design their own shirt from scratch. Click the **Design Now** or **Customize Now** button under the shirt option you would like to choose.

2. Login or create a Bonfire account.

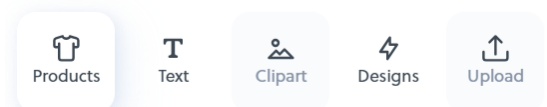
After clicking **Design or Customize Now**, you will be prompted to log in or create an account with Bonfire with just an email and password. **Please note, your Bonfire login is separate from your Classy fundraising page login.*

3. Design your shirt.

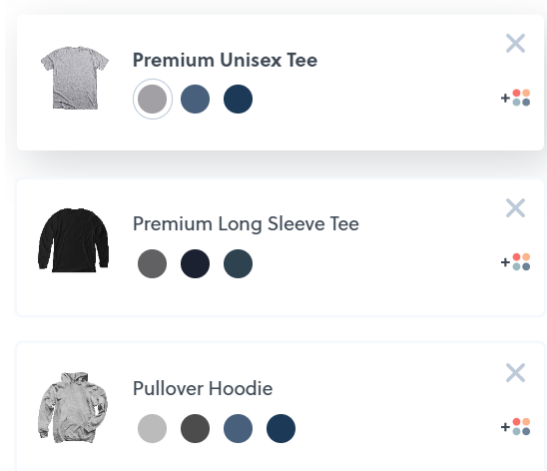
Click into the shirt body to design your shirt. For our templated shirt, you will be able to edit the text below our logo. If you are designing your own shirt, you will be able to add text, search and add graphics from the Bonfire digital library, or upload your own art. Just make sure to stay within the designated print area, as outlined in the shirt body. On the right hand side, you can also select a variety of colors and products to offer to buyers.

**Please note, style offerings for the templated designs may be limited.*

Create your design



Select up to 9 styles to add to your design.





4. Set prices and estimate sales.

Once you have designed your shirt, you will be prompted to set your product prices and expected sale quantities. **Don't worry, expected sale quantity is just an estimate and not a selling requirement!** This just a tool to help Bonfire calculate your estimated proceeds based on prices, costs and quantities sold. You only need to sell one shirt for your design to be printed.

**Please note, you will not be able to set prices below the base cost.*

5. Designate where the proceeds go.

After your Bonfire sale campaign ends, all proceeds will sync to the designated Classy page. On the Settings page, you will have the option to designate a specific individual or team that should receive credit. If a specific person is not designated, the funds will benefit the general Parkinson's Unity Walk fundraising campaign.

6. Determine your batch length.

In order to minimize costs and maximize the proceeds that go to the Run/Walk, shirts are printed and shipped in batches. You can set the batch length for your campaign anywhere from 2 to 21 days. After your first batch ends, batches will automatically relaunch anytime someone purchases a shirt.

In order to ensure all shirts will arrive in time for the Unity Walk on April 27th, you will have until Tuesday, April 2nd to create shirts and until Friday, April 5th to sell shirts

7. Tag your campaign.

Select a tag for your campaign. This allows Bonfire to categorize your campaign, and will have no impact on your campaign. We recommend using the Fundraiser and/or Non-profit tag.

8. Finalize your Bonfire campaign.

The last step is to name your Bonfire T-Shirt campaign and add a brief description that tells people why you are creating a shirt to support Parkinson's research. You have the option to even add photos or videos to customize your page even further.

Once you have reviewed and finalized, Bonfire will create a custom URL link from which your friends, family, and co-workers can purchase your products. We suggest that you share the link to your Bonfire campaign on your team or individual Classy page as well for your supporters to easily find. Once your campaign ends, all proceeds will sync to your Classy page!



1 Estimate your sales

This calculates the base cost of your items—the more you sell, the more you make per item.

25 total sold

Don't worry, this is just an estimate for you, not a selling requirement.

2 Set your selling prices

PRODUCT	BASE COST	SELLING PRICE	PROCEEDS
 Premium Long Sleeve Tee	\$23.76	\$ 32.99	\$9.23 each at 25 sold
 Premium Unisex Tee	\$18.88	\$ 27.99	\$9.11 each at 25 sold

Proceeds benefit

MICHAEL J FOX FOUNDATION FOR PARKINSONS RESEARCH
EIN: 13-4141945 • New York, NY

2024 Parkinson's Unity Walk - Hosted by The Michael J. Fox Foundation

Attribute your funds to a team or individual.

Set first batch length

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

12 days

First batch will end on November 17th

Orders estimated to arrive by December 8th in time for the event

Want to schedule your launch? You can do so on the next step.

What's the best way to describe your campaign?

- Advocacy
- Animal Rescue
- Animals
- Art & Illustrations
- Awareness
- Business
- Child Adoption
- Conservation
- Creator
- Entertainment
- Event
- Fundraiser**
- GivingTuesday
- Hobby
- Holiday
- Medical
- Mission Trip
- Nature
- Nonprofit**
- School
- Social Movement
- Space
- Sports
- Ukraine Relief
- Unsure / Other

ABOUT THIS CAMPAIGN

Add a short heading

Describe your campaign in detail

H Add heading

Add text

Upload photo

Embed video

Have questions? Check out our FAQs on the next page.



Frequently Asked Questions

How does Bonfire work?

Bonfire allows Unity Walk participants the ability to sell customized t-shirts, sweatshirts and hoodies online by creating their own campaign page that friends, family, co-workers or anyone can check out. A portion of all transactions will be given to The Michael J. Fox Foundation. When your Bonfire T-shirt campaign ends, Bonfire will ship products directly to your buyers, and either you or your team will receive credit on your Classy fundraising page for the proceeds raised.

How do I create a t-shirt campaign?

To launch your first t-shirt campaign on Bonfire, you'll need to create an account. To do so, just click "Get Started" on our [homepage](#), and you'll be prompted to either log in or create an account before proceeding. Just enter your name, email address and a password, and you're in! Issues with creating your account, contact [Bonfire's Support Team](#).

Can I use my own shirt design?

Yes, participants have the option to either design their own shirt from scratch or use a pre-templated shirt with the official Parkinson's Unity Walk logo that can be customized.

Why does my design have to be approved by Bonfire?

It is important to both Bonfire and MJFF that all products created to support the Parkinson's Unity Walk are in line with the values and mission of The Foundation. Any designs that are deemed off-brand or offensive will not be permitted to be sold. Designs are typically approved within minutes.

Is there a shirt minimum? What if I don't meet my estimated shirt count?

There are no minimum shirt requirements. This means that as long as you sell at least 1 item, it will go to print! Estimating your sales allows you to accurately predict your earnings, since the base cost will go down the more you sell in each batch. You are not held responsible for any estimated counts that you did not meet.

When is the last day I can buy/sell shirts?

To ensure that all shirts arrive before the Parkinson's Unity Walk on Saturday, April 27th, you can create shirts until Tuesday, April 2nd and sell/buy shirts up until Friday, April 5th.



What is the campaign batch length?

Setting your campaign to sell in batches allows you to maximize profits, since all orders will be printed and shipped together. A campaign batch can run anywhere between 2 and 21 days. As you sell products in each batch, the base cost goes down, resulting in increased profits for you. It's different from Print on Demand, which allows you to ship orders faster, but at a lower profit.

After each batch ends, Bonfire prints & ships products directly to your buyers. With **Smart Launch** on by default, your campaign will remain active, allowing you the ability to sell continuously.

To guarantee that all buyers receive their items before event day, all campaign batches will close on Friday, April 5th.

The screenshot shows the 'Settings' step of a campaign configuration process. At the top, there are four steps: 1 Design, 2 Profits, 3 Settings (active), and 4 Edit & Preview. A 'Next' button is visible. A green notification box states: 'Nonprofit bonus activated: we reduced your donation processing fee from 8 to 3.5%'. Below this is the 'Set first batch length' section, which includes the text: 'At the end of each campaign batch, products will be custom made for your buyers.' A horizontal timeline from 2 to 21 days is shown, with a slider set to 15 days. A tooltip above the slider says '15 days'. Below the timeline, a light blue box contains: 'First batch will end on July 11th', 'Orders estimated to arrive by July 31st', and 'Want to schedule your launch? You can do so on the next step.'

Are the apparel prices adjustable?

Yes, you can set a selling price for each product in your campaign. Each product will be set to a default price, but you will be able to adjust prices to maximize your fundraising efforts.

Will the money I raise on Bonfire go towards my individual or team fundraising page on Classy?

All funds raised through your Bonfire T-shirt Campaign will be synced to a Classy fundraising page. When you create your Bonfire T-shirt Campaign, you will need to designate either an individual or team page that will receive credit for the proceeds from the Campaign. All funds from Bonfire will be transferred to the designated Classy fundraising page one business day after the campaign batch end date.



How can I change or cancel an order?

Modifications to your order can be made anytime before the campaign's end date. To change details or cancel your order, access the thank-you page immediately after checkout, the 'My Orders' section of your **Dashboard**, or your confirmation email.

Edit the Size or Color:

To simply change a product's color or size, access your order from the thank-you page immediately after checkout or from your confirmation email.

If a size is not available, it means we are currently out of stock of the selected product size in the chosen color.

Once you are finished, make sure to select 'Save Changes.'

Edit the Shipping Address:

You are also able to change the shipping address on your order. Select 'Change address' from your confirmation email or navigate to the **'Track your order'** page.

Modify your address and select 'Save Changes.'

If the country needs to be changed, please **contact the Bonfire support team** to assist.

Cancel an Order:

From both the 'Update your order' and 'Update shipping address' pages, you have the option to cancel your order on the bottom left. Select this option to cancel your order.

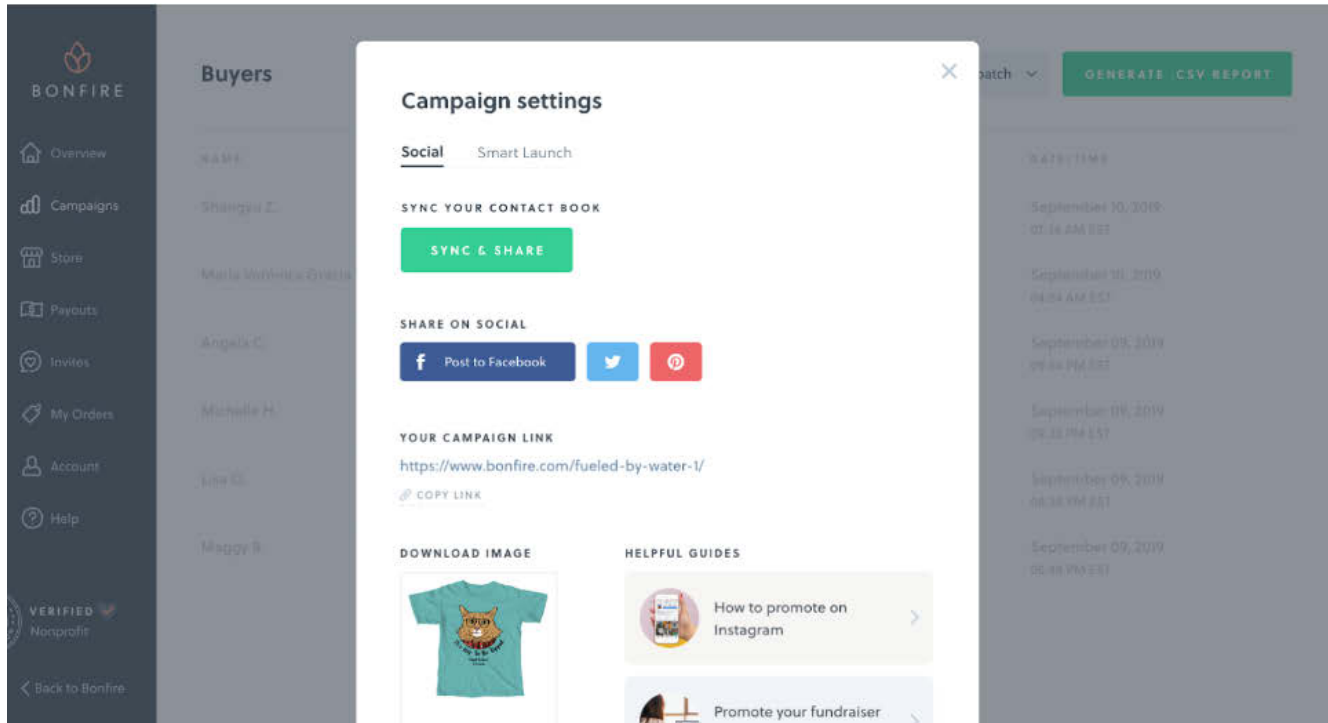
When canceling your order, you will be asked to confirm and provide a reason for the cancellation. Once you have completed these steps, you will receive an email confirmation of your cancellation. It will take 3-10 business days for the cancellation to reflect on your credit/bank statement.

We are not able to cancel or change orders after a campaign batch has closed. For all problems with an order after a Campaign ends, please see **Bonfire's return, exchange, and reprint policy.**



How can I share my campaign with my friends, family, and co-workers?

There are several ways you can share your Bonfire T-Shirt Campaign. In the campaign settings, you can choose to sync your contact book and send an automated email with your campaign information, share the campaign page on your social media platforms, or simply copy the campaign link to share directly elsewhere.



What if I have a question that was not answered on this guide?

You can contact Bonfire directly to answer any questions you have at <https://www.bonfire.com/contact/>. You can also explore their online [Help Center](#) for instant answers and advice.



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FOR PARKINSON'S RESEARCH

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