Parkinson's Unity Walk
Classy Guide

THE MICHAEL J. FOX FOUNDATION
FOR PARKINSON'S RESEARCH

Classy

Welcome to Classy!

The Parkinson's Unity Walk is an annual walk held each April in New York City's Central Park that draws the largest number of participants for a single-day grassroots Parkinson's fundraiser. In 2023, the Unity Walk transitions to The Michael J. Fox Foundation for Parkinson's Research (MJFF).

Starting in 1994 with 200 participants, the event has dramatically scaled to 11,000 participants around the U.S. and in more than 30 countries in 2019. Working closely with The Parkinson Alliance and Unity Walk staff, MJFF will continue to maintain continuity and bring the community together around a shared goal. One hundred percent of the funds raised through the Unity Walk will go directly to MJFF's high-impact research programs to speed better treatments and a cure for Parkinson's.

HOW TO USE THE CLASSY GUIDE

We are thrilled to share our new fundraising platform with our MJFF community.

This document serves as a step-by-step guide for setting up your account, creating an individual or team page for fundraising, joining a fundraising team, communicating with donors, accessing last year's donor information and creating a Facebook fundraising page. Your fundraising page with Classy will allow you to start collecting donations which will be credited toward your fundraising goal as they are received.

If you have questions or need more information about Classy, email us at **unitywalk@michaeljfox.org.**
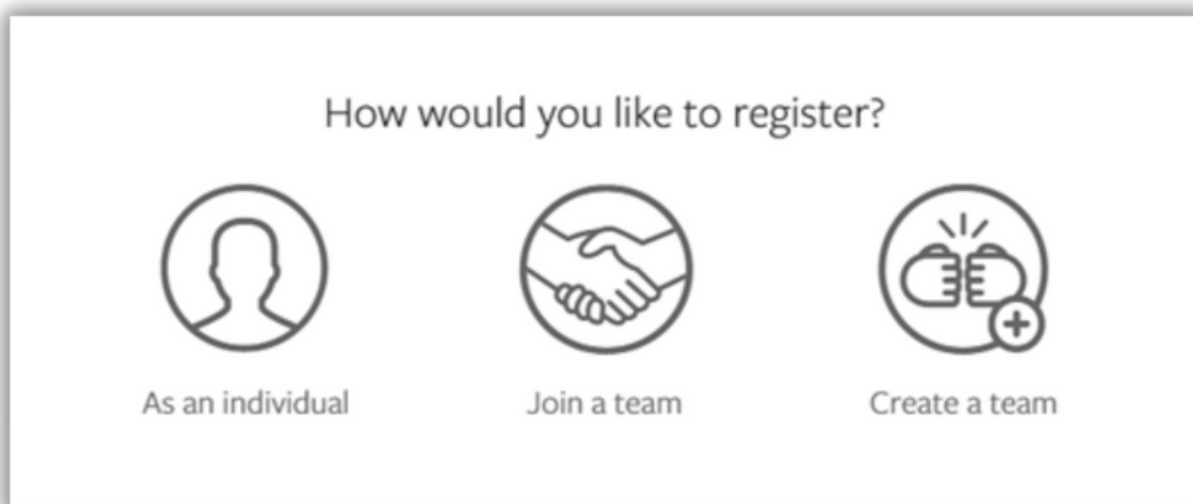
Let's get started!

Contents

Creating an Individual Page for Fundraising

GETTING STARTED

- Click the Register button found on the event home page that you want to join.
- Choose how you would like to fundraise by clicking on As an individual, Join a team or Create a team.

How would you like to register?

As an individual   Join a team   Create a team

- Create an account using the sign-up form or select Log into your account if you already have an account with Classy.
  - You can choose to continue with your Facebook account as a login, or, alternatively, use your email to create an account on Classy.org. If you choose your email, enter your email address, and choose a password. Your password must have at least 8 characters, 1 letter, 1 number and 1 special character.

Create an account

f Continue with Facebook

Or use your email

Email *

Enter your email address

Create password *

Create your password   ☐ Show

● 8 characters   ● 1 number
● 1 letter   ● 1 special character

By clicking I agree to the Terms and Privacy Policy

NEXT

Log into your account

- Once logged in, follow the prompts to enter your registration details and provide your preferred payment method.
- When registered, a fundraising page will automatically be created for you and immediately available to customize. If you are on a team, you will have access to two (2) pages: a personal page and team page, which allows others to join you. Those registered as an individual will have one (1) fundraising page.

CUSTOMIZING YOUR FUNDRAISING PAGE

Overview

You can fully customize your page once it is created.

- To do so, select Manage on the top-right.

- This will open the page editor. The first tab of the editor is Overview. From here, you can view suggestion cards with the next steps and access other content tabs. The Story and Details tabs control the appearance and details of your fundraising page.
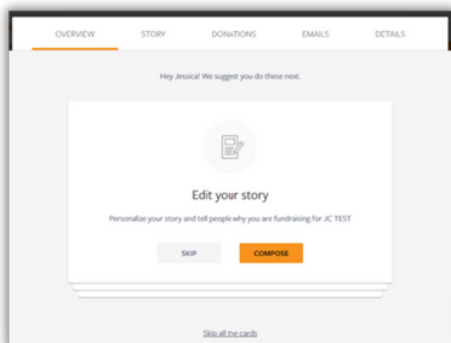
If this is your first time viewing the editor, we recommend completing the cards. They will help you to add your photo, edit your story, make the first donation to your page, and ask for donations from friends and family. If you have already completed the cards, use the other sections in this guide to edit your page.

Edit Your Story

Your Story is the main content that appears on your fundraising page.

- Select the Story tab.
- Make your changes; we recommend customizing this page so that your community can see why you decided to raise awareness and funds for Parkinson's disease research.
- Select Save when you're finished.

If you're using a desktop or laptop, you can add photos, videos and links with the tools at the bottom of the text block. Use this tab to share why Parkinson's disease research is important to you and the impact of every donation.
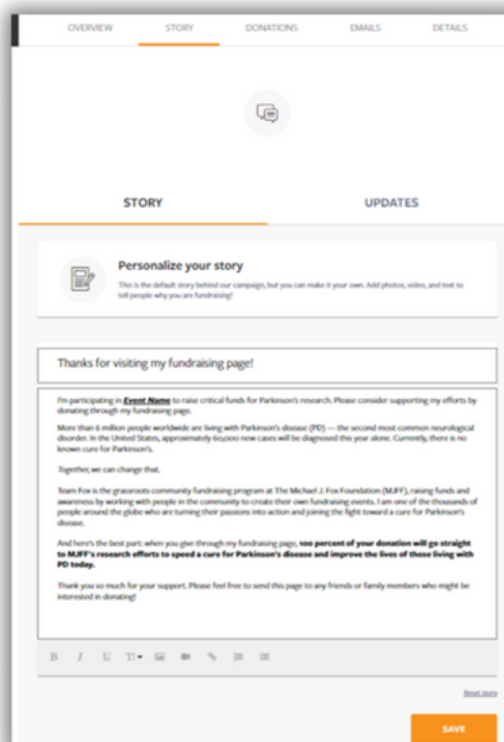
Post Updates

Use updates to keep friends and family engaged with your fundraising progress. Share a picture about your goal, share something about MJFF that you're proud of, or do something for donations (for example, run a mile to train for the event).

To post updates, open the Story tab and select Updates. From here, you can use the Create New button to post a new update or click the three dots on an existing post to edit it.

Edit Your Details

The Details tab is where you can edit the key details of your fundraising page such as your profile picture and fundraising goal. Simply make the edits you need and select Save Changes when you're finished.

- Profile Picture
    - Use Upload to change your profile picture. You can also use Remove to remove your picture and use MJFF's default picture.
- Fundraiser Nickname
    - This is the name that will display on your fundraising page.
- Page Headline
    - This is the headline that appears on your fundraising page. We recommend keeping it brief.
- Fundraising End Date
    - This should be the date that you plan to stop fundraising. If you plan to fundraise without an end date, we recommend using a date that is far into the future.
- Goal
    - Set the amount you plan on raising. If you reach your goal early, we recommend increasing your goal for an even greater challenge and impact.
- Vanity URL
    - This is a shorter version of your fundraising page's website address. Short URLs are easier to share and look nicer on social media.

- Once you finish, click the View button in the top-right and you will be directed back to your fundraising page.

Fundraising Notifications

Fundraising notifications are sent to the email you used when creating your Classy account. The notifications are designed to keep you up to date on your fundraising activity. Toggle them on or off to control your preferences and select Save Changes.
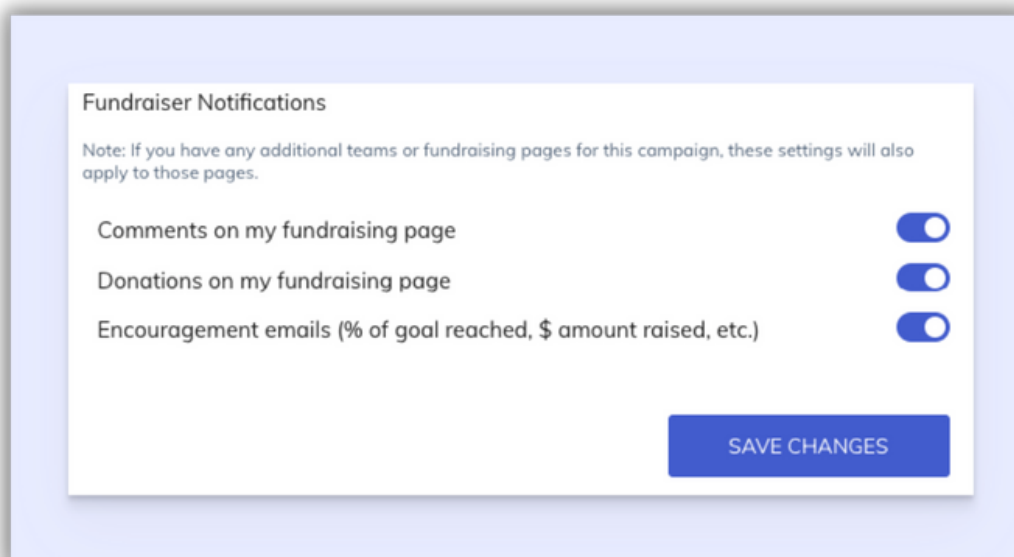
- Comments on my fundraising page
  - You will receive this notification when someone comments on your fundraising page. This ensures you can promptly respond to keep your donors engaged.

- Donations on my fundraising page
  - When someone donates to your fundraising page, You will receive this notification. This ensures you can thank donors for their gifts.

- Encouragement emails
  - When you reach a certain percentage of your goal or a specific amount, you'll receive an encouragement email.

ALREADY CREATED AN INDIVIDUAL PAGE AND NOW WANT A TEAM PAGE?

If you registered as an individual and decide later that you would like to create a team, reach out to unitywalk@michaeljfox.org and let us know. We will then create your team for you so that others can join.

Creating or Joining a Team Page for Fundraising

JOINING AN EXISTING TEAM

- To join an existing team, head to the Unity Walk home page and click on the event that you want to participate in.
- Once you're on the event home page, click Register.
- Click the Join a Team button and select the team you would like to join. Teams will automatically populate from the MJFF website, but you also have the option to search for a team in the search bar.
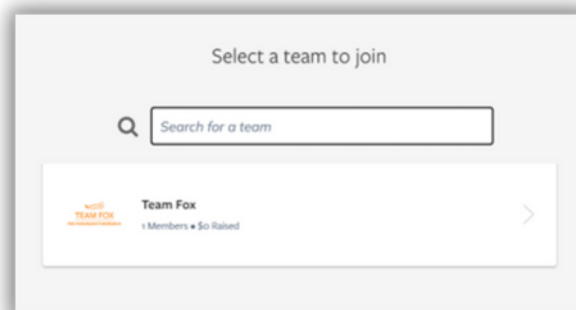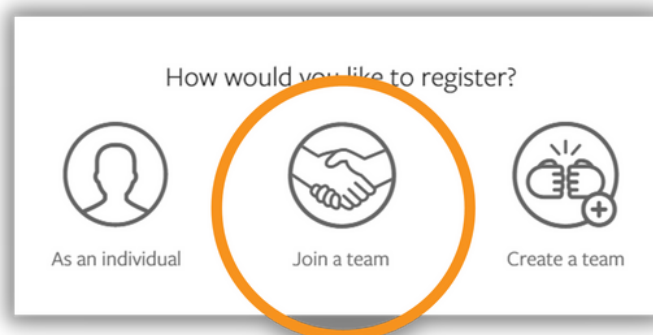
- Complete your registration for the event and your fundraising page will be instantly created. If you already have an account, log in to your account instead. If you do not have an existing account with Classy you will need to create one when registering.

GETTING STARTED

Before you start, designate someone in your group to be a team captain. The team captain will be the one to create your team and manage your team fundraising page.

- Click the Register button found on the event home page that you want to join.
- Choose how you would like to participate by selecting either of the following options: Join a team or Create a team.

- Create an account using the sign-up form or select Log into your account if you already have an account with Classy.
  - You can choose to continue with your Facebook account as a login, or, alternatively, use your email to create an account on Classy.org. If you choose your email, enter your email address, and choose a password. Your password must have at least 8 characters, 1 letter, 1 number and 1 special character.
- Once logged in, follow the prompts to enter your registration details and provide your preferred payment method.
- When registered, a fundraising page will automatically be created for you and immediately available to customize. If you are on a team, you will have access to two (2) pages: a personal page and team page, which allows others to join you. Those registered as an individual will have one (1) fundraising page.

CUSTOMIZING YOUR TEAM PAGE

Before You Start
You'll need to be a team captain in order to edit a team page. The team captain is the individual who created the team page.

Open Your Editor
You can fully customize your page once it is created. Next to your name, click View and you will be brought to your individual fundraising page within the team page. If you want to view the team page, click View next to the team name.
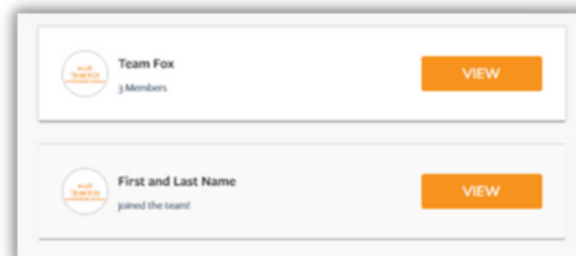
Once you are on your team fundraising page, select the Manage button. It will be at the top-right of the screen on a desktop and at the bottom-right of the banner image on mobile devices.

Overview

The first thing you see when you open the editor is the Overview tab. From here, you can view some cards with suggested next steps and access other content tabs. There are two content tabs that control the appearance and details of your fundraising page: the Story tab and the Details tab.
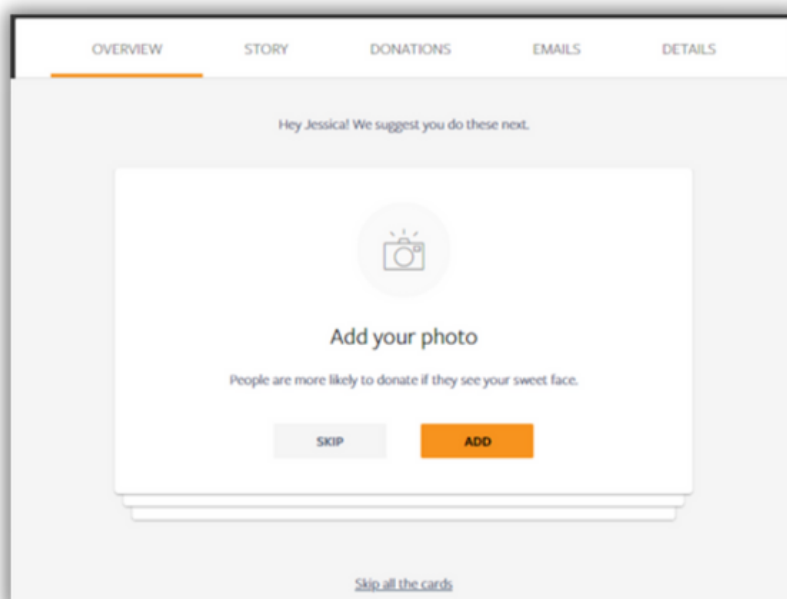

If this is your first time viewing the editor, we recommend completing the cards. They will help you to add your photo, edit your story, make the first donation to your page, and ask for donations from friends and family. If you have already completed the cards, use the other sections in this guide to edit your page.

Edit Your Story

Your Story is the main content that appears on your fundraising page. To edit the content, click on the Story tab and make your changes in the text block. Hit Save when you're finished.
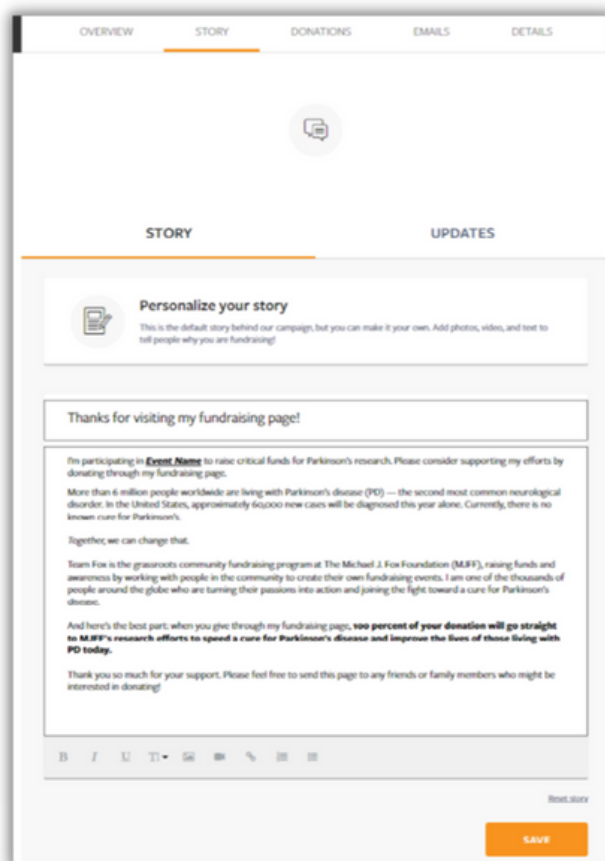
If you're using a desktop or laptop, you can add photos, videos and links with the tools at the bottom of the text block. Need inspiration? Share why Parkinson's disease research is important to you and the impact of your fundraising.

Post Updates

Use updates to keep friends and family engaged with your fundraising progress. Share a picture about your goal, share something about MJFF that you're proud of, or do something for donations (for example, run a mile to train for the event).

To post updates, open the Story tab and select Updates. From here you can use the Create New button to post a new update or click the three dots on an existing post to edit it.

Edit Your Details

The Details tab is where you can edit the key details of your team fundraising page such as your team picture and fundraising goal. Simply make the edits you need and hit the Save Changes button when you're finished. We explain what you can change below.
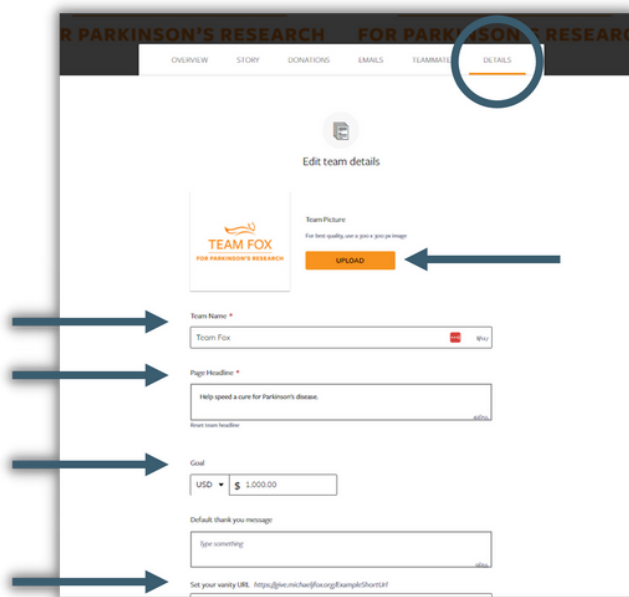
- Team Picture
  - Use Upload to change your profile picture. You can also use Remove to remove your picture and use MJFF's default picture.
- Team Name
  - This is the team name that will display on your fundraising page.
- Page Headline
  - This is the headline that appears on your fundraising page. We recommend keeping it brief.
- Goal
  - Set the amount you plan on raising. If you reach your goal early, we recommend increasing your goal for an even greater challenge and impact.
- Default Thank You Message
  - This is the thank you message that will appear after someone submits a donation to your team page.
- Vanity URL
  - This is a shorter version of your fundraising page's website address. Short URLs are easier to share and look nicer on social media.

Team Notifications

Team notifications are sent to the team captain's email. The notifications are designed to keep team captains up to date on your team's fundraising activity. Toggle them on or off to control your preferences and hit Save Changes.

- Comments on my team page
  - You will receive this notification when someone comments on your team fundraising page. This ensures you can promptly respond to keep your donors engaged.

- Donations on my team page
  - When someone donates to your team fundraising page, you will receive this notification. This ensures you can thank donors for their gifts.

- Fundraisers joining my team
  - You will receive this notification when someone joins your team. This will help you support and welcome your team members.

- Encouragement emails
  - When your team reaches a certain percentage of your goal or a specific amount, you will receive an encouragement email.

Sharing via Social Media and Email

Whether you are viewing or editing your fundraising page or team page, you can send invitations, ask friends to share your page with their networks, and/or share on social media. Remember to include a link to your fundraising page so that your friends can show their support with a donation.


The buttons on your fundraising page link directly to Facebook, Twitter and your personal email address where you can share your fundraising page directly with your community and highlight opportunities for them to get involved. There is also a link button where you can copy and paste the link directly.

After posting, be sure to thank supporters, like comments and respond to questions. Tag The Michael J. Fox Foundation (@MichaelJFoxOrg on Twitter and Instagram, and @MichaelJFoxFoundation on Facebook) in your posts and include our official hashtags: #OurunPD #GoTeamFox. This allows other participants and The Michael J. Fox Foundation community to find, follow, repost and reshare.

Emailing Donors

- Select Manage in the top-right to open your page editor.
- Navigate to the Emails tab.
- You can access several email templates here. Customize the email template as you see fit and copy and paste it into your personal email. Be sure to include the link to your fundraising page!
- Send your email and you are finished!
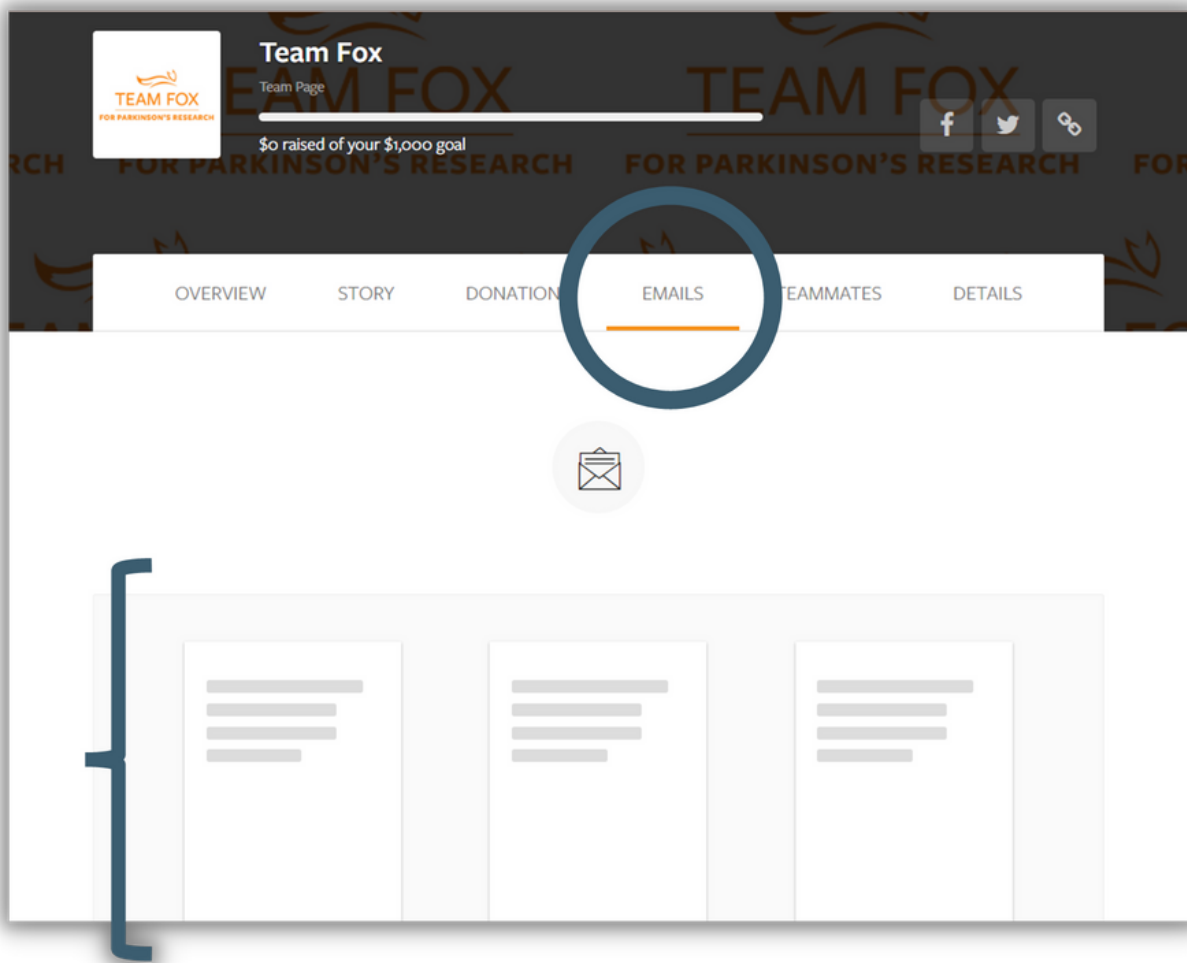
Thanking Donors

THREE WAYS TO THANK YOUR DONORS

1. Activity Feed
2. Page Editor
3. Email

THANK DONORS FROM YOUR ACTIVITY FEED

- The easiest way to track and thank your donors is from your fundraising page.
- Visit your page and scroll down to your activity feed.
- Select Reply under a donation and write a thank you message in the text block.
- Select Post Comment to post your message and to send a notification email to the donor.
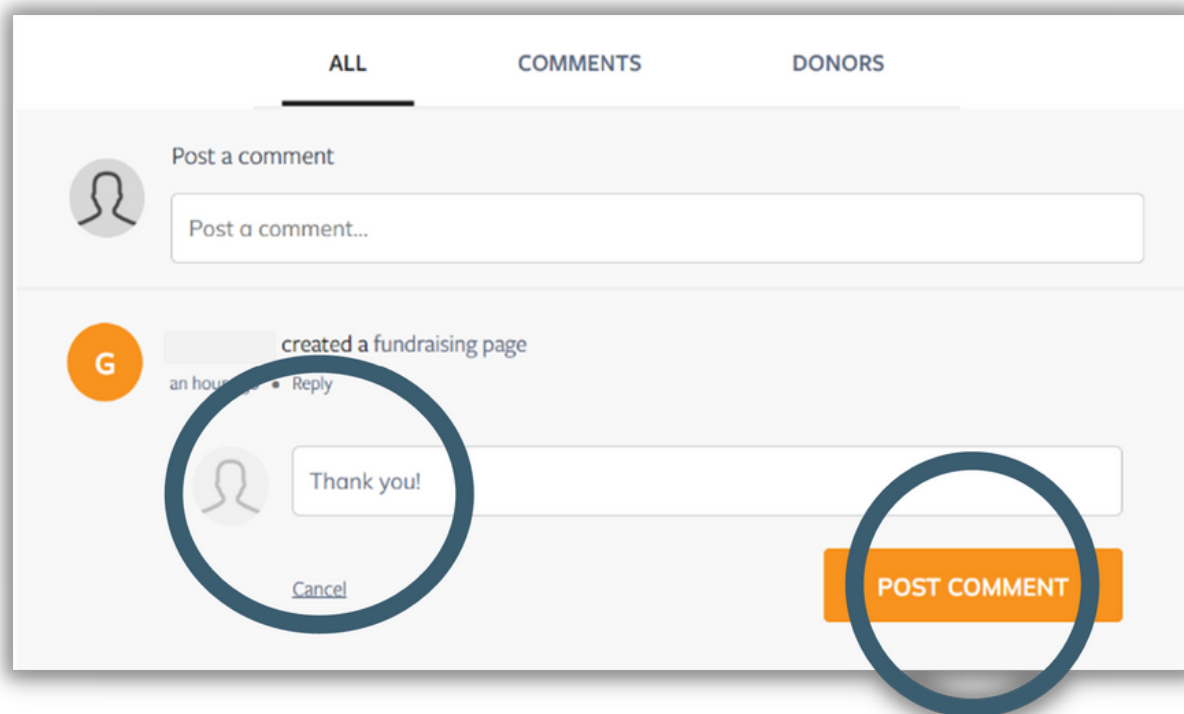
THANK DONORS FROM YOUR PAGE EDITOR

- Select Manage in the top-right to open your page editor.
- Select the Donations tab to view your list of donations.
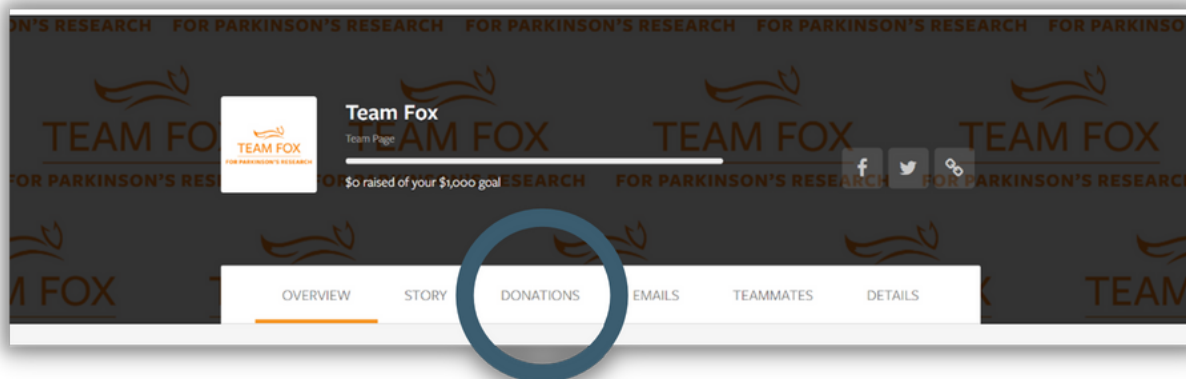
- Any donors who have not been thanked will have a Thank button next to their donation.
- Select the button to write a thank you message.
- When your message is complete, select the Comment button to send it.
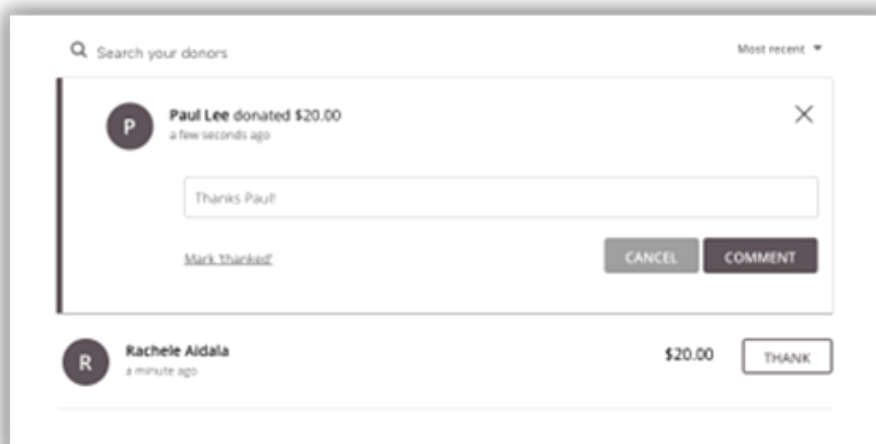
- The message will appear on your fundraising page's activity feed and an email will be sent to the donor.
- Thanking a donor also automatically marks them as thanked (they will have a check mark instead of the Thank button).

THANK DONORS VIA EMAIL

When donors give to your fundraising page, they will be asked to enter their email. Thank you messages and comments are sent to the email address they entered. However, if they change their email or you need to thank them at a different email address, you can. Customize the template message by copying and pasting into your personal email and sending it to your donors.

- To access the template, select Manage in the top-right to open your page editor.
- Navigate to the Emails tab.
- Click the Thank Your Donors email template.
- You can customize the message and copy and paste it into your email.
- You can come back to this template at any time, so you don't have to start a new message from scratch each time.
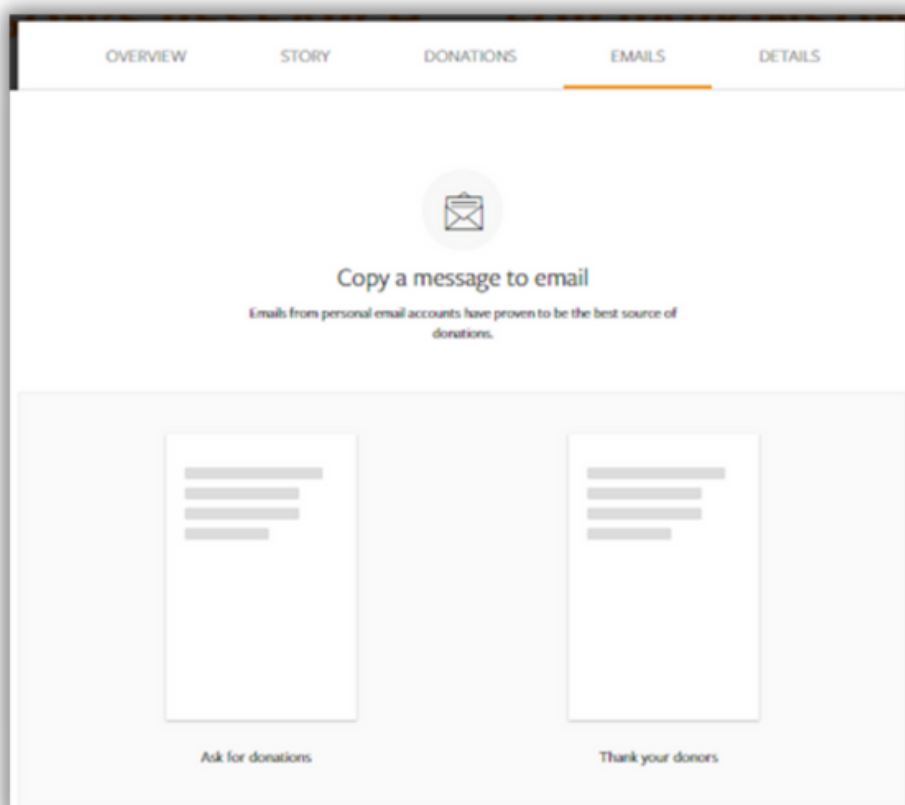
Creating a Facebook Fundraising Page

BEFORE YOU START

When you sign up to fundraise for The Michael J. Fox Foundation using Classy, you will gain access to a personal fundraising page. Once you have a Classy fundraising page, you can duplicate it to Facebook to easily boost your reach and help provide an even bigger impact.

Why should I create a Facebook fundraising page?

There are many reasons to create a Facebook fundraising page in addition to your Classy fundraising page. Some quick benefits include:

- Allowing people to donate directly on Facebook
- Expanding your reach by letting people share
- Using your Classy page for more personal appeals
- Keeping progress in sync on both pages

CREATING YOUR FACEBOOK FUNDRAISING PAGE

You will need to have a fundraising page that is powered by Classy. If you do not already have one, see page 4 on how to create one.
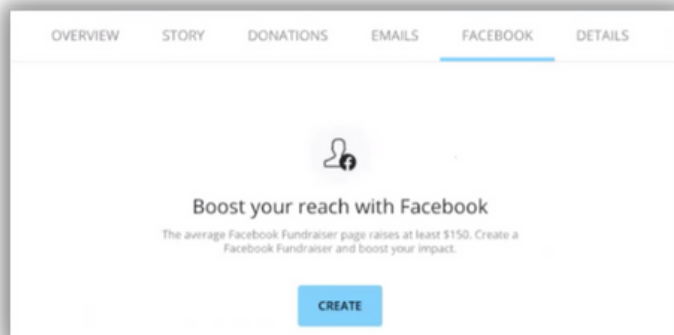
If you have a page that is powered by Classy, follow the steps below:

- Access your fundraising page.
- Log in at the top-right of the page if you have not already.
- Select Manage at the top-right of your page.

- Select the Facebook tab.
- Select the Create button.

- When the Facebook login prompt appears, log in if you haven't already.
- Make sure the Manage your Fundraisers toggle is on.

Once you complete these steps, your Facebook fundraising page will be created automatically and appear on your Facebook activity feed.

To visit your Facebook fundraising page, select View on the tile that appears.

From there, you can share both your Classy fundraising page and Facebook fundraising page with friends and family to gather donations.

EDITING YOUR PAGE

When you create a Facebook fundraising page, the following information will transfer over from your Classy fundraising page:

- The campaign's background image
- Your fundraiser name
- Your page headline
- Your fundraising goal
- Your fundraising end date

While the background image can only be changed in Facebook, you can edit the other details at any time from your Classy fundraising page. To do so, select the Details tab in the editor for your Classy fundraising page. The changes you make will automatically apply to your Facebook fundraising page.

You can also edit your Facebook fundraising page directly on Facebook but the changes you make will not transfer to your Classy fundraising page.

FUNDRAISING ACTIVITY

When someone donates to your Facebook fundraising page it will update your total fundraising progress. The donation will also appear on your Classy fundraising page's activity feed.

Please note that if you want to comment on a donation made on Facebook, we recommend doing it within Facebook since that was the preferred method of engagement.

FAQ & TROUBLESHOOTING

Can I just create a fundraising page on Facebook?
Yes, but the donations you gather will not display on your Classy fundraising page. We recommend creating your Facebook fundraising page through Classy to combine the benefits of both Classy and Facebook's tools.

For example, you can use your Classy page as a central hub for your fundraising activities. Your Facebook fundraising page is a great way to boost donations through your Facebook friends.

When should I use my Classy page versus my Facebook page?
Classy fundraising pages are great for sharing via email or texting to friends and family. Facebook fundraising pages automatically publish to Facebook so they can instantly reach your social network. No matter where you receive donations your Fundraising progress will stay in sync.

Will I receive notifications when someone donates to my Facebook fundraising page?
You will not receive a Classy notification when someone donates to your Facebook page; however, you will receive a Facebook notification.

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