

Parkinson's Unity Walk

Email Templates

HOW TO USE THE EMAIL TEMPLATES

Spread the word to your friends and family using email. There are so many people willing to help or may want to join if you ask in a way that educates and empowers them to get involved.

Using an email template is an effective and easy way to communicate what you are doing, provide all the steps for making a donation, say thank you for donating, and much more.

Each of these templates can and should be customized with your words and story to connect with your supporters.

RECOMMENDATIONS

- You may notice that the text color varies throughout each of the email templates. The **orange text** is text that needs to be tailored to you and/or your team. Please take the time to change those details.
- Make sure to use an eye-catching subject line to grab people's attention!
- We strongly encourage you to add a personal message and/or photos to let your community know why you are supporting the Parkinson's Unity Walk.
- It's okay to send follow-up emails to your supporters. Sometimes people forget and need to be reminded.

If you have any questions, email us at unitywalk@michaeljfox.org.



General Donation Ask Email Template

Subject: I'm Taking Steps Towards a World Free of Parkinson's

Hi [Recipient Name],

I'm participating in the Parkinson's Unity Walk to raise money for The Michael J. Fox Foundation for Parkinson's Research (MJFF)! Every dollar donated to the Parkinson's Unity Walk goes straight to high-impact research programs and public policy initiatives to help speed a cure for Parkinson's disease.

I need your support! On Saturday, April 27th, I will be walking 1.2 miles in Central Park in honor of all those affected by Parkinson's disease. [Include your story and any personal connections to Parkinson's].

You can help me meet my fundraising goal. [If you would like to include the amount, include that here.] Every donation, no matter the size, makes a difference for those impacted by this disease. Will you join me as I walk for a cure for Parkinson's disease? [Add a CTA button like "Donate Now" and link to your fundraising page. You can also invite your supporters to register for themselves - it's free].

Thank you in advance for your support! See you at the finish line.

Best Regards,

[Name(s)]

PS. You can make your donation go twice as far with a matching gift. Does your employer have a matching gift program?



Donation Ask with Impact

Email Template

Subject: Your Donation Counts

Hi [Recipient Name],

I'm participating in the Parkinson's Unity Walk to raise money for The Michael J. Fox Foundation for Parkinson's Research (MJFF) - the largest nonprofit funder of Parkinson's research.

Today, I'm asking you to make a donation to support my fundraising efforts for the Parkinson's Unity Walk. Every dollar raised goes straight to groundbreaking research and public policy initiatives that gets us one step closer to a Parkinson's cure. Thanks to the efforts of community fundraisers like myself:

- The first ever Parkinson's bio-marker has been discovered - a tool that can detect Parkinson's pathology in living people even before symptoms show.
- MJFF-funded investigations have resulted in more than 20 early-stage therapeutic programs, which have attracted follow-on funding from venture capital, pharmaceutical and government funders for continuing development.
- The landmark MJFF sponsored [Parkinson's Progression Markers Initiative](#) has built the most robust dataset and biosample library in the history of Parkinson's research.

Please support my fundraising efforts for the Parkinson's Unity Walk to continue the real, tangible progress being made in Parkinson's research today.

Thank you for your support!

Best regards,
[Name(s)]



Thank You for Donating

Email Template

Subject: Thank You for Donating!

Hi [Recipient Name],

Thank you so much for supporting my Parkinson's Unity Walk fundraiser!
Every dollar donated fuels groundbreaking Parkinson's research and supports public policy priorities to alleviate financial and health burdens on families impacted by Parkinson's.

Your generosity, along with many other dedicated supporters like you, demonstrates the impact we can have when we come together as a community to work towards our single, urgent goal: Eliminate Parkinson's disease.

Feel free to follow my fundraising progress [\[link to your personal fundraising page\]](#) as I work toward my goal.

Thank you again for your generous gift!

Best regards,

[Name]



Team Recruitment Email Template

Subject: Together we can walk towards a cure for Parkinson's.

Hi [Recipient Name],

Join my team as we walk towards a cure for Parkinson's disease.

On Saturday, April 27th, I will be walking with Team [Name] in Central Park at the Parkinson's Unity Walk hosted by The Michael J. Fox Foundation. Since its inception in 1994, the Parkinson's Unity Walk has been a staple in the PD community, bringing together thousands of people and raising over \$30 million to support a shared goal: Eliminate Parkinson's disease.

I urge you to join me and Team [Name] in Central Park on April 27th as we walk towards a cure for Parkinson's. **You can register for free at unitywalk.org** You can also show your support by making a donation to my fundraising page. [Add link to your individual or team fundraising page].

100% of donations to the Unity Walk go directly to high-impact Parkinson's research and public policy initiatives to alleviate the financial and health burdens of families impacted by Parkinson's.

Thank you in advance for your support and generosity! Hope to see you there!

Best regards,
[Name]

