

Parkinson's Unity Walk Fundraising Event Guide

Go above and beyond with your fundraising!

Thank you for participating in the Parkinson's Unity Walk! Together, we are raising awareness and money to support critical Parkinson's research and policy initiatives to unite the federal government in a mission to cure Parkinson's and alleviate the financial and health burden on families impacted by Parkinson's.

Since its inception in 1994, the Parkinson's Unity Walk has gathered thousands of people from across the United States and the globe in New York City's Central Park around a shared goal: a cure for Parkinson's disease. The event has raised more than \$30 million to fund high-impact Parkinson's programs and research all in the search for a cure. This would not be possible without the support of our community members like yourself who have gone above and beyond with their fundraising efforts.

This guide was created to help you elevate your fundraising goals by providing inspiration and step-by-step instructions on how to transform your passions and interests into unique fundraising events.

No matter how you choose to fundraise for the Parkinson's Unity Walk, 100 percent of all donations go directly to the high-impact research programs and public policy priorities to speed a cure for PD.

We provide guides on how to host the following fundraisers:

- ✓ Celebration (page 1)
- ✓ Pancakes for Parkinson's (pages 2-3)
- ✓ Gala (pages 4-5)
- ✓ Golf Outing (pages 6-7)
- ✓ Karaoke Night (page 8)
- ✓ Trivia Night (page 9)
- ✓ Cookbook Sale (page 10)
- ✓ Fitness Fundraiser (pages 11-12)
- ✓ Casino Night (pages 13-14)

We have also included a **sample budget** (page 15) and details about our **Bonfire T-Shirt Fundraiser** (page 16), another opportunity to raise funds for Parkinson's.

Don't see an event that lines with your interests? Get creative and produce your own fundraiser. The sky's the limit! .

If you have questions or need more information, email unitywalk@michaelfox.org to connect with a member of our staff.

Let's get started!



Host a Celebration

Use celebrations to give back by raising awareness and critical dollars for Parkinson’s research. Instead of presents, ask your friends and family to make a donation to your Unity Walk fundraising page. At a celebration event, you can raise even more funds with auction items and raffles.

REGISTER

Register online for the Parkinson’s Unity Walk (it’s free) and create a personalized fundraising page to share why you are participating in the Parkinson’s Unity Walk, any important event details and collect donations for the cause.

Consider adding a Raffle, Fifty Fifty, or Auction to the event to help raise additional funds. Ask local stores, restaurants, or other vendors if they would be willing to donate any goods or services to your event.

SPREAD THE WORD

Send invitations to your guests, and be sure to let them know that, in lieu of gifts, you’re asking for donations to be made in support of the Parkinson’s Unity Walk. Be sure to include your fundraising page URL on the invites to let friends, neighbors and family all over the country know that they can support without being in attendance.

START PLANNING

Select a special occasion—birthday, wedding, anniversary, holiday, bar/bat mitzvah! Finalize the time, date and location of your party.

✔ **Quick tip:** *If you plan to rent a venue, tell them you’re hosting your big day as a fundraiser for The Michael J. Fox Foundation to see if management can donate the space, offer a discount, or throw in some perks for your guests!*

✔ **Quick tip:** *Providing donors with a suggested donation amount is often helpful. Consider asking for the dollar equivalent to the age that you’re turning!*

OUTLINE THE DETAILS

Compile your guest list and draft a list of materials you’ll need. If possible, reach out to local vendors to have supplies donated to help keep costs down.

SHARE YOUR SUCCESS

Held an awesome event? We want to hear all about it! Write a quick recap and send us some photos at unitywalk@michaeljfox.org. On Instagram? Tag us on any posts @unitywalk and use our hashtag #UnityWalk



Host a Pancakes for Parkinson’s Breakfast

Pancakes for Parkinson’s made its debut at the University of Virginia in 2004. Since then, new iterations of Pancakes for Parkinson’s have appeared around the world with new events each year. Pancakes for Parkinson’s is a delicious way to bring your community together to raise awareness and critical dollars for Parkinson’s research programs.

REGISTER

Register online for the Parkinson’s Unity Walk (it’s free) and create a personalized fundraising page to share why you are participating in the Parkinson’s Unity Walk, any important event details and collect donations for the cause.

START PLANNING

Finalize your menu and compile a list of necessary ingredients and supplies. Consider asking grocery stores in your area to donate ingredients to help keep costs low.

✔ **Quick Tip:** *Creating an event sponsorship package is a great way to outline the benefits of supporting your event while incentivizing involvement!*

START PLANNING

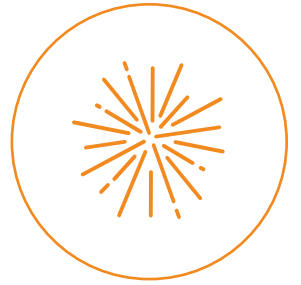
Pick a date and location for your event. Consider setting up in a community park or a local school where you can manage a large volume of hungry diners. Remember to scout out available access to electrical outlets if you’ll need to power up some griddles. Ask local restaurants if you would be able to partner with them for the event and use their kitchen and dining space.

GET YOUR FINANCES IN ORDER

Determine whether you’ll set a price for admission, ask patrons to make a donation at the door, decorate jars to collect tips, or some combination of all three.

RECRUIT HELP

Identify friends or family members who can help out at the event. Recruit people to welcome guests, cook pancakes, or help clean up after the event.



GET CREATIVE

Brainstorm additional ways to bring some fun to your event and engage guests of all ages. Face painting, themed topping stations, live music by a local band, or pancake-eating competitions are great ways to keep the crowd entertained.

SPREAD THE WORD

Hang flyers around town, add a posting to your community and school event calendars, ask friends to share with their networks, and share on social media. Remember to include a link to your Unity Walk page so that if guests can't attend, they can still support with a donation.

SAY THANK YOU

Recognize your sponsors during and after the event, send thank you notes to your supporters and be sure everyone feels excited about next year!

SHARE YOUR SUCCESS

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Ready to start flipping flapjacks for Parkinson's disease?



Event Guides

Host a Gala

Ramp up your fundraising by hosting a gala. These types of fundraisers can range from an intimate event to a large extravaganza! Secure auction prizes, live entertainment, and donated food and beverage to help make the evening a success. These events are an electrifying way to bring together family, friends and local businesses to raise awareness and critical dollars for Parkinson's research.

REGISTER

Register online for the Parkinson's Unity Walk (it's free) and create a personalized fundraising page to share why you are participating in the Parkinson's Unity Walk, any important event details and collect donations for the cause.

Quick Tip: If you plan to rent a venue, tell them you're hosting your big day as a fundraiser for The Michael J. Fox Foundation to see if management can donate the space, offer a discount, or throw in some perks for your guests!

START PLANNING

Think about a theme for your event and live entertainment – music, speakers, bands, DJs, comedians. Have a keynote speaker or another speaking moment to tell your story and say thank you. Remember to set a fundraising goal and determine how you will sell tickets or ask for donations.

RECRUIT HELP

Make a list of the supplies you'll need. Identify friends or businesses that might be able to help get materials gathered or donated. Recruit volunteers for check-in, greeters, MC duties, and raffle ticket sellers.

OUTLINE THE DETAILS

Pick a date and location. Be sure to check local community calendars to avoid conflicting events. Planning to host a larger event? Consider a hotel ballroom or conference space. Order your supplies and rentals—audio, entertainment, tables and chairs, linens, decorations, and table cards. Establish a food and drink plan.

ENLIST LOCAL BUSINESSES

Keep event costs low by asking local businesses and restaurants to donate food, supplies and services. Ask businesses to provide raffle or auction items.

Quick Tip: Creating an **event sponsorship package** is a great way to outline the benefits of supporting your event while incentivizing involvement!

SPREAD THE WORD

Send invitation, ask friends to share with their networks, and share on social media. Remember to include a link to your Team Fox page so that if guests can't attend they can still support with a donation.

EVENT DAY

Set up check-in, sell raffle tickets and promote your silent auction. Conduct a paddle raise to receive more donations. Create an information area for people to learn more about Parkinson's disease.

SAY THANK YOU

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SHARE YOUR SUCCESS

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Event Guides

Host a Golf Outing



Community-hosted golf events are a great way to bring together family, friends and local business to raise awareness and critical dollars for Parkinson's research. Not interested in golfing? Host a tennis tournament or bowling night instead!

REGISTER

Register online for the Parkinson's Unity Walk (it's free) and create a personalized fundraising page to share why you are participating in the Parkinson's Unity Walk, any important event details and collect donations for the cause.

START PLANNING

Pick a golf course (or bowling alley/ tennis club) and set a date and time. Many golf and country clubs are closed on Monday but allow groups to reserve the course. Remember to set a fundraising goal and determine how you will sell tickets or ask for donations.

OUTLINE THE DETAILS

Set up your registration. Think about ways to capture golfer/participant information. Gather raffle or auction items. Order your supplies—shirts, trophies, signs, scorecards, etc.

RECRUIT HELP

Make a list of the supplies you'll need. Identify friends or businesses that might be able to help get materials gathered or donated. Consider soliciting local youth groups or scout troops to fulfill community service requirements by helping staff the event.

ENLIST LOCAL BUSINESSES

Keep event costs low by asking local businesses and restaurants to donate food, supplies and services. Ask businesses to sponsor a hole on the course.

✔ **Quick Tip:** Creating an **event sponsorship package** is a great way to outline the benefits of supporting your event while incentivizing involvement!

GET CREATIVE

Bring more fun to your event by including a themed raffle and silent auction. Host a post-golf dinner with live entertainment from a local band.

SPREAD THE WORD

Hang flyers around town, add a posting to your community event calendars, ask friends to share with their networks, and share on social media. Remember to include a link to your Unity Walk fundraising page so that if guests can't attend, they can still support with a donation.

EVENT DAY

Set up check-in, sell your raffle tickets and promote your silent auction and have a list of your golf groups and the holes they will start on. Create an information area for people to learn more about Parkinson's disease.

SAY THANK YOU

Recognize your sponsors during and after the event, send thank you notes to your supporters and be sure everyone feels excited about next year!

SHARE YOUR SUCCESS

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Event Guides

Host a Karaoke Night

Gather friends, family, and strangers alike to fundraise and sing for a cure. Karaoke is a fun way to gather your community to raise awareness and critical dollars for Parkinson's research.

REGISTER

Register online for the Parkinson's Unity Walk (it's free) and create a personalized fundraising page to share why you are participating in the Parkinson's Unity Walk, any important event details and collect donations for the cause.

START PLANNING

Select a time, date and location for your karaoke night. Determine an appropriate location for your event for the expected turnout size. Ask around local bars or karaoke joints to see if they would be willing to host your event. Determine how you will charge patrons to attend the event.

✔ **Quick tip:** *If you are planning to hold your event at a bar, tell management that you are hosting a fundraiser for The Michael J. Fox Foundation. They may be willing to donate a proceed of food and drinks sales towards your event.*

GET CREATIVE

Ask local bands if they would be willing to volunteer their time and offer live band karaoke for participants. Add some fun lighting, props or stage to add a little extra flair to the experience.

Consider adding a Raffle, Fifty Fifty, or Auction to the event to help raise additional funds. Ask local stores, restaurants, or other vendors if they would be willing to donate any goods or services to your event.

ORDED SUPPLIES

Source the materials you will need to host your karaoke. Check to see if your venue (or band) already has speakers and a microphone set up.

SPREAD THE WORD

Hang flyers around town, add a posting to your community and school event calendars, ask friends to share with their networks, and share on social media. If you're hosting the event at a restaurant/bar, have them place a flyer at every table. Remember to include a link to your Unity Walk page so that if people can't attend they can still support with a donation.

SHARE YOUR SUCCESS

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Host a Trivia Night

Gather your friends, family and community together to test your knowledge skills by hosting a Trivia Night to raise awareness and critical dollars for Parkinson’s research.

REGISTER

Register online for the Parkinson’s Unity Walk (it’s free) and create a personalized fundraising page to share why you are participating in the Parkinson’s Unity Walk, any important event details and collect donations for the cause.

START PLANNING

Select a time, date and location for your trivia night. Determine an appropriate location for your event for the expected turnout size. Ask around local restaurants and bars to see if they would be willing to host your event. Determine how you will charge patrons to attend.

✔ **Quick tip:** *If you are planning to hold your event at a bar or restaurant, tell management that you are hosting a fundraiser for The Michael J. Fox Foundation. They may be willing to donate a proceed of food and drinks sales towards your event.*

OUTLINE THE DETAILS

Draft a list of materials you’ll need for trivia (pens, paper, microphone). Source a prize for the trivia winners. Reach out to local vendors to see if they will donate goods/services for prizes, or check out our **online Fox Shop** to purchase MJFF branded swag.

GET CREATIVE

Decide the format of your trivia.

- How will you collect answers?
- How will you award points?
- Will you have different rounds?
- What type of questions will you ask?

Conduct research and write your trivia questions and master answer key. Consider adding a few questions about Parkinson’s disease and The Michael J. Fox Foundation to remind everyone why they are participating in this fundraising event.

SPREAD THE WORD

Hang flyers around town, add a posting to your community and school event calendars, ask friends to share with their networks, and share on social media. If you’re hosting the event at a restaurant/bar, have them place a flyer at every table. Remember to include a link to your Unity Walk page so that if people can’t attend they can still support with a donation.

SHARE YOUR SUCCESS

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Organize a Cookbook Sale

Stir the fundraising pot, by organizing a cookbook sale. This type of fundraiser is a fun way to bring together family and friends in the kitchen, and share recipes to cook up critical dollars for Parkinson’s research.

REGISTER

Register online for the Parkinson’s Unity Walk (it’s free) and create a personalized fundraising page to share why you are participating in the Parkinson’s Unity Walk, any important event details and collect donations for the cause.

START PLANNING

Determine the layout of your cookbook and if your cookbook will have a culinary theme. Gather your own favorite recipes and ask your friends and family to do so as well.

GET CREATIVE

Gather and organize your recipes. Once you have determined the layout, you can design your cookbook. Add pictures of the dishes in the recipe or photos of your team members to make it more personal.

ORDER SUPPLIES

Determine your budget, estimates sales, and set a price for your cookbook. Determine if you want to order physical cookbooks or create an online version. Reach out to several printers to get different quotes. Once you’re ready, order and print your cookbooks.

✔ **Quick tip:** *When collecting quotes mention that you are selling the books as a fundraiser for The Michael J. Fox Foundation to see if management can offer a discount. Offer to include their logo in your book.*

SPREAD THE WORD.

Tell your friends, family, and co-workers about your cookbook sales. Create flyers or post about the sale on your social media and Classy fundraising page. Recruit family and friends to table outside local hubs such as the grocery store or church. Set out jars at your table to collect additional donations for the cause.

✔ **Quick tip:** *Consider hosting a dinner party using the recipes in your cookbook. Participants can purchase tickets, and have extra cookbooks available for purchase at the end of the event.*

SHARE YOUR SUCCESS

Have huge success with your fundraising? We want to hear all about it! Write a quick recap and send us some photos at unitywalk@michaeljfox.org. On Instagram? Tag us on any posts @unitywalk and use our hashtag #UnityWalk

Event Guides

Host a Fitness Fundraiser



Community-hosted athletic events are a labor of love and an excellent way to bring your community together to raise awareness and critical dollars for PD research.

REGISTER

Register online for the Parkinson's Unity Walk (it's free) and create a personalized fundraising page to share why you are participating in the Parkinson's Unity Walk, any important event details and collect donations for the cause.

START PLANNING

Decide what kind of fitness fundraiser you want to host. Ideas include a dance-a-thon, yoga class, pull-up contest, the list is endless. Remember to set a fundraising goal and determine how you will sell tickets or ask for donations.

ORDER SUPPLIES

Price and source additional swag and giveaways, such as shirts, awards, snacks, and water. You might be able to receive some of these items from local business as an in-kind donation.

Create event t-shirts with our Bonfire T-Shirt fundraiser. Participants can purchase the shirts and a proceeds of all sales goes directly to your Classy fundraising page.

RECRUIT HELP

Identify friends or businesses that might be able to help get supplies and materials donated and to help on the day of the event. Consider asking local youth groups or scout troops to fulfill community service requirements by helping staff the event as cheerers, water station workers, or registration helpers.

ENLIST LOCAL BUSINESSES

Keep event costs low by asking local businesses and restaurants to donate pre- and post-race food, supplies and services.

✔ **Quick Tip:** *Creating an **event sponsorship package** is a great way to outline the benefits of supporting your event while incentivizing involvement!*

SPREAD THE WORD

Hang flyers around town, add a posting to your community and school event calendars, ask friends to share with their networks, and share on social media. Remember to include a link to your Unity Walk fundraising page so that if guests can't attend they can still support with a donation.



GET CREATIVE

Think about how to add a splash of fun to your fitness fundraiser. Have speakers or a DJ to play music, arrange live entertainment, host a celebratory meal afterwards.

EVENT DAY

Set-up the event space to meet the needs of your fitness fundraiser. Add a check-in and on-site registration area and include tip jars an check-in to collect additional donations on event day. Create an information area for people to learn more about Parkinson's disease.

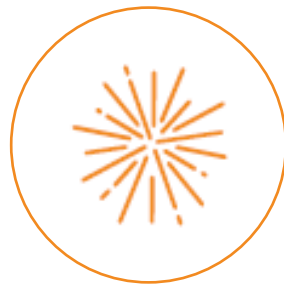
SAY THANK YOU

Recognize your sponsors and volunteers during and after the event, send thank you notes to your supporters, and be sure everyone feels excited about next year!

SHARE YOUR SUCCESS

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Host a Casino Night



Try your hand at your fundraising by hosting a Casino Night. Whether a small event hosted at home or a larger event at a venue, a casino night is a guaranteed fun and thrilling way to bring together family, friends and local businesses to raise awareness and critical dollars for Parkinson's research.

REGISTER

Register online for the Parkinson's Unity Walk (it's free) and create a personalized fundraising page to share why you are participating in the Parkinson's Unity Walk, any important event details and collect donations for the cause.

START PLANNING

First check your local and state gambling laws. Pick a date and location. Planning to host a larger event? Consider a rental hall or private room at a restaurant. Be sure to check local community calendars to avoid conflicting events. Determine what games you will offer at your casino night and whether you will charge an admission fee or have patrons purchase chips.

✔ **Quick Tip:** *If you plan to rent a venue, tell them you're hosting a fundraiser for The Michael J. Fox Foundation to see if management can donate the space, offer a discount, or throw in some perks for your guests*

OUTLINE THE DETAILS

Compile your guest list and draft a list of materials you'll need. Order your supplies and rentals—audio, tables and chairs, linens, decorations, poker tables, and gaming equipment. Establish a food and drink plan.

GET CREATIVE

Bring more fun to your event by including a themed raffle and silent auction. Ask a local band to provide live entertainment

ENLIST LOCAL BUSINESSES

Keep event costs low by asking local businesses and restaurants to donate food, supplies or items/ services that can act as prizes.

✔ **Quick Tip:** *Creating an **event sponsorship package** is a great way to outline the benefits of supporting your event while incentivizing involvement!*

RECRUIT HELP

Recruit volunteers for check-in, greeters, MC duties, raffle ticket sellers, and any other roles that need to be filled. Consider soliciting help from local volunt

SPREAD THE WORD

Hang flyers around town, add a posting to your community event calendars, ask friends to share with their networks, and share on social media. Remember to include a link to your Unity Walk fundraising page so that if guests can't attend, they can still support with a donation.

EVENT DAY

Set up check-in, sell your chips, and if offering a raffle or silent auction, make sure to promote that throughout the event. Set up any food or drinks you will be offering at the event. Create an information area for people to learn more about Parkinson's disease.

SAY THANK YOU

Recognize your sponsors, partners, and volunteers during and after the event, send thank you notes to your supporters and be sure everyone feels excited about next year!

SHARE YOUR SUCCESS

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Sample Event Budget

The items listed below are not comprehensive, and your event might not require all the suggested considerations. Use this as a starting point when planning for expected event costs and to identify potential for sponsor support for in-kind donations.

LOGISTICS

Item	Cost	Donated Y/N
Permits		
Signage (fliers, banners)		
Venue Costs		
Subtotal		

VENUE

Item	Cost	Donated Y/N
Table Rentals		
Chair Rentals		
EMT / Police		
Porta Potties		
Meals for Volunteers / Staff		
Water for Participants		
Meals for Participants		
Snacks for Participants		
Beverages for Participants		

MISCELLANEOUS

Item	Cost	Donated Y/N
Volunteer Thank-You Gift		
Volunteer T-shirts		
Participant T-shirts		
Participant Giveaways		
Raffle Items		

Create Your Own Event Shirt with our Bonfire Fundraiser

Team or event t-shirts are a great way to create a sense of unity, raise awareness for your cause, and generally get people excited about the Parkinson's Unity Walk! 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, hoodies, sweatshirts and more online by creating their own campaign page that friends, family, coworkers 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](#) to get started.

Happy fundraising!

OPTION 1

Create your own design



Design from scratch or upload your own art.

OPTION 2

Start with our template



Add a custom twist to our pre-made design.

OPTION 3

Start with our template



Add a custom twist to our pre-made design.

You can create your own shirt design or customize one of our templates.



Have any questions about creating an event t-shirt? Check out our [Bonfire Guide](#) or email us at unitywalk@michaeljfox.org