

Fantastic Fundraising Tips & Tricks



2023 Parkinson's Unity Walk in Central Park, NYC

Thank you for walking at the Parkinson's Unity Walk hosted by The Michael J. Fox Foundation (MJFF). We rely on the dedication of our community to help us reach our ultimate finish line — a cure for Parkinson's disease (PD). As a participant, you are making a difference: **100 percent of the proceeds you raise go directly to the Foundation's research programs to speed a cure.** Below are tips to help you reach your personal and team fundraising goals.

SET A FUNDRAISING GOAL AND SHARE IT

Let friends and family know your goal so they can help you reach it! Share your fundraising page on social media, through an email blast, group text message, or even make phone calls to ask for support. Check out our [Facebook Fundraiser Guide](#), [Social Media Assets](#), or [Email Templates](#) to get started!

MAKE THE FIRST CONTRIBUTION TO YOURSELF

Kick start your fundraising and show supporters that you are personally committed to the cause. Fundraisers who make a self-donation are reportedly 3x more likely to meet their fundraising goal.

PERSONALIZE YOUR MESSAGE

Your supporters want to hear why you care about finding a cure for PD — and how they can help. Donors are much more likely to donate (and donate more) when they feel connected to the cause. We have templates for your fundraising pages, emails and social posts, but your words, photos, and inspiration will make your story shine. See our [Classy Guide](#) on how to personalize your page.

IDENTIFY YOUR NETWORKS OF SUPPORT

Brainstorm people and groups you know: Your network is bigger than you realize. Take time to map out your connections and consider who to reach out to and how, whether through email, social media, or snail mail. Start by thinking about:

- ❖ Friends and family
- ❖ Current/former colleagues and classmates
- ❖ Your professional, volunteer or spiritual networks
- ❖ Your social, hobby or recreational groups

Be sure to think outside of your direct connections. There are many people whose lives have been affected by Parkinson's disease and may be interested in supporting you and the cause.

START WITH A SMALL FUNDRAISING INITIATIVE

For example, organize a game night, auction, cook-off - the options are endless. Be creative! Need some inspiration? Check out our [Fundraising Events Guide](#) to see what other community members have done to FUN-draise and helpful tips to get started.

CREATE AND SELL T-SHIRTS THROUGH BONFIRE

Through our partnership with Bonfire, you can now design team t-shirts to sell for the Unity Walk, and a portion of all sales will go directly to your Classy fundraising page. It's a win-win! Check out our [Bonfire webpage](#) to get started.

SPREAD THE WORD

Make sure to spread the word among your community about the event and your fundraising campaign! Get creative in how you get your message out there. Post an event flier around your neighborhood, create lawn signs at your local print shop, or include a link or QR code to your fundraising page in your email signature. **There are several free on-line QR code creators to provide easy access your page.*

FOLLOW UP ON DONATION ASKS

Now more than ever, the volume of email and social media communication can be overwhelming, and you may have trouble reaching your supporters. Remember that people often intend to donate, but then forget to follow through. It's okay to remind them! Most donations are made within two weeks of the event date. Engage your supporters and donors regularly and provide updates when you hit major milestones!

EMPHASIZE THE IMPACT OF DONOR SUPPORT

Learn more about what the Parkinson's Unity Walk and The Michael J. Fox Foundation are doing to accelerate research and let your supporters know that they are contributing to that progress. Help educate your donors on how their dollars and your efforts are making a tangible difference for people with Parkinson's and their loved ones. Our [Parkinson's Fact Sheet](#) has great quick facts to share with donors about Parkinson's Disease, the impact of the Unity Walk and the MJFF.

UTILIZE MATCHING GIFT OPPORTUNITIES

Encourage your supporters to explore their employers' matching gift programs. Many corporations will match their employees' donations to an accredited charitable organization. It's an easy way to double, or even triple, the impact of a personal contribution. Direct them to our [online resources](#) for matching gift programs. If an employer does not come up in the results, contact the specific Human Resources department.

SAY "THANK YOU"

Take the time to express your gratitude in a meaningful way. Make your supporters feel a part of your efforts. For example, send a personal thank you note or email to everyone who donates. Make sure to send a final update with your fundraising totals to share your gratitude

For questions about fundraising, contact unitywalk@michaeljfox.org