



The Michael J. Fox Foundation



2024 Parkinson's Unity Walk Social Media Toolkit

The Michael J. Fox Foundation is honored to present the 30th year of the Unity Walk in Central Park on April 27, 2024. With the help of this community, a cure for Parkinson's is closer than ever. Each year, thousands from across the country gather for a day of learning, community and fundraising for a cure. We recognize the remarkable power that sharing your story can have on the Parkinson's community, inspiring other people impacted by the disease – patients, families, care partners and loved ones – to connect and feel less alone in their journeys. Be proud of your efforts and share on your social media that you are participating in the Unity Walk to help find a cure for Parkinson's disease!

In this toolkit, we provide you with resources to help you get started.

RESOURCES:

- Using your website and social media accounts — Facebook, Instagram, and LinkedIn — you can spread the word about the event: [Parkinson's Unity Walk Event Details](#).
- In your posts, be sure to tag our handles, outlined below.
 - Instagram: [@michaeljfoxorg](#)
 - Facebook: [@michaeljfoxfoundation](#)
 - LinkedIn: [@The Michael J. Fox Foundation for Parkinson's Research](#)
- Include these hashtags in your social media posts to raise awareness of the event.
 - #UnityWalk
 - #MJFF
- Be sure to personalize your social media post with these images provided below.
 - [Image bank](#)



SAMPLE SOCIAL POSTS (for all social channels):

- Join me on April 27 in Central Park for The Michael J. Fox Foundation's annual Parkinson's Unity Walk. Every year, thousands gather in New York City's Central Park for an event that is more than just a walk. The Parkinson's community unites to learn on the disease and connect while raising critical funds for a cure. Will you join us as we rally for Parkinson's research?
- I'm honored to announce I'll be participating in The Michael J. Fox Foundation's annual Parkinson's Unity Walk on Saturday, April 27! Let's unite and raise awareness in supporting Parkinson's disease research. Sign up to stroll with us.

SUGGESTED PROMPTS (to make your social post unique):

- What is your relationship with Unity Walk?
 - How long have you participated in Unity Walk?
 - What does this event mean to you?
 - How did your relationship with the Foundation/ Unity Walk start?
- Do you have a team? Tell us all about it!
 - How long has your team participated in Unity Walk?
 - Why did you start your team?
 - Has your team met their goals in previous years? What is your team's goal this year?
 - Has your team faced any obstacles in fundraising? How did you get past them?
 - What advice would you give to those who are new to fundraising?
- Tell us about a special bond or connection you've formed with someone else in the Unity Walk community, and how it has made a difference in your life.

Have any questions? Email us at unitywalk@michaeljfox.org

SAMPLE COMMUNITY STORIES



sarahsorcio · Follow
Central Park, New York


sarahsorcio we were once again proud to support the Michael J. Fox Foundation for Parkinson's Research in honor of my dad ❤️ these events bring a lot of hope and sense of togetherness. below, I wanted to share some exciting recent news from the foundation; every dollar contributes to this work and all of us impacted by the disease are so grateful:

- a *major* biomarker breakthrough was recently discovered, opening a new chapter for Parkinson's research
- Congressional champions reintroduced The National Plan to End Parkinson's Act, a powerful bill that will unite the federal government in a mission to prevent and cure

♥️ 💬 📍

🌐 Liked by [unitywalk](#) and 56 others
April 25, 2023

😊 Add a comment... Post



togetherforsharon · Follow

I WALK FOR...

togetherforsharon.com

In Memory of
Sharon Riff Ackerman

We started togetherforsharon™ as a family for the purpose of keeping my mother, Sharon Riff Ackerman's, memory alive and to share the message of Parkinson's Awareness and hope for a cure.

No comments yet.
Start the conversation.

♥️ 💬 📍

5 likes
July 3, 2023



unitywalk They walk with the entire #Parkinsons community, especially to support those on the north and south shores of Nassau County, New York. Meet team: NYIT Smither's Center x Friedberg JCC. In 2021, they were our inspiring Top Rookie Team! Visit the link in our bio to read their Parkinson's CHAMPs story.

#ParkinsonsCHAMPs #PUW2022



The "Westfield/Madison Support Group NJ" team did a walk on Monday, April 25, in Mindowaskin Park in Westfield, NJ, and had a great day! They did so well fundraising for the 2022 Unity Walk - they made their goal and raised it! #PUW2022

Barbara Ringk (Team Captain) shared more about their wonderful walk around the park with us: The weather was cloudy and cool, but no rain! Councilwoman Dawn Mackey read and presented the Mayor's proclamation that April is Parkinson's Awareness Month. We took pictures of ourselves with some beautiful tulip plants and will submit them to the World Parkinson Coalition's Parkinson Tulip Project. Walk participants got to take the plants home with them.

