



# Team Fox Handbook 2023

  
**TEAM FOX**  
FOR PARKINSON'S RESEARCH



# Team Fox members give 100%. Literally.



## Welcome to Team Fox!

As a member of The Michael J. Fox Foundation for Parkinson's Research (MJFF) grassroots fundraising community, you are speeding our efforts to improve quality of life for those currently living with Parkinson's disease (PD) and moving us closer to a world without it.

Through your membership, you're connected to thousands worldwide who are mobilizing their communities to raise awareness and funds for Parkinson's research. Since the program began in 2006, nearly 18,000 Team Fox fundraisers have generated over \$95 million by transforming their passions and interests into unique fundraising events and athletic feats. Some create their own events, such as pancake breakfasts, birthday celebrations or virtual concerts. Others join our team for an endurance event, such as a marathon, trail run or hiking excursion.

No matter what you choose to do, Team Fox members give their all — and we're proud that, thanks to the generous support of an anonymous donor, 100 percent of all Team Fox proceeds go directly to the Foundation's high-impact programs to speed a cure for PD. You can learn more about the Foundation's mission and the impact of your fundraising in our **Fact Sheet**.

### HOW TO USE THE TEAM FOX HANDBOOK

In the spirit of teamwork, every Team Fox member has access to resources and staff support to help ensure your success. The Team Fox Handbook is meant to provide guidance at each stage of your fundraising and is intended for both new and returning members. If this is your first time fundraising with us, there's information about **Getting Started**. For experienced fundraisers, there are resources for **Growing Your Event** and **Reaching a Major Milestone**.

For inspiration from current and past members, check out the **The Latest from Team Fox** on our blog and be sure to follow and tag us on social media:

 **@TeamFox**

 **@TeamFox**

 **@teamfoxmjff**

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

Let's get started!



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# Getting Started





# Welcome to Classy!

We are thrilled to share our new fundraising platform with our grassroots community fundraising members. Classy is replacing our former fundraising platform, Rallybound. Your Team Fox fundraising page with Classy will allow you to start collecting donations which will be credited toward your fundraising goal as they are received.

## NAVIGATING YOUR ACCOUNT WITH CLASSY

We have created a guide to creating your new Team Fox fundraising page with Classy. 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
- + Creating a Facebook fundraising page

To view the guide, click [here](#). You can also find it on the **Fundraiser Resources page** of the MJFF website under the Tips & Tricks tab.

If you have questions or need more information about Classy, email us at [teamfox@michaeljfox.org](mailto:teamfox@michaeljfox.org).



# Making the Most of Your Fundraising Page

Now that your plan is set in motion, it's time to use your personal Team Fox fundraising page to share your story and boost donations for Parkinson's research! Customizing your Classy page is essential for success. Check out the following key features that will take your fundraising page to new heights!

## STORY SHARING

Add your story to your welcome message and upload meaningful photos. The “why” behind your campaign is vital to the success of your fundraising. Let your network know what is driving your support of The Michael J. Fox Foundation's mission. Making it personal will only gain you more support!

## CUSTOM URL

Make your page easily accessible and easy to remember. By creating a custom URL, your campaign will stand out and will tie everything together.

## EMAIL

Spread the word to your friends and family by using email. Browse email templates that you can use to launch your campaign, ask for donations, share status updates and thank your donors. These templates can be customized with a personal message to supporters. Download a variety of email templates on our Fundraiser Resources page or directly [here](#).

## DONATION TRACKING

Use the “donations” tab in your account to find information about your donations — donor names and email addresses, and donation dates and amounts. You can use this “donations” tab to strategize for future years and it is an easy way to keep track of who to send thank-you emails to directly through your Classy page!

## ORDER COMPLIMENTARY ITEMS

Looking for “foxy” décor to brighten your event? Click the “Request Material” link [here](#) or visit the **Fundraiser Resources page** on the MJFF website to submit a request for banners, stickers, newsletters, and more. Be sure to send your order early, as items can take 3–4 weeks for processing and delivery.

## SOCIAL MEDIA

Expand your reach through social media! You'd be surprised how far social media posts travel. Use the widgets provided on your page to share to Facebook, Twitter, and/or create a custom URL. If you are looking for some pre-designed graphics, download “Fundraiser Graphics” which you can find on our **Fundraiser Resources page** or directly [here](#).



# Fundraising Email Template

Dear **[RECIPIENT NAME HERE]**

This year, I am proud to play a part in finding a cure for Parkinson’s disease. As a Team Fox member, I will be **[NAME ACTIVITY HERE — e.g., hosting golf tournament, running a marathon, asking friends and family for support]**. Taking on the challenge of this fundraising endeavor is exciting and inspiring. I am making a commitment to raise funds and awareness for Parkinson’s disease (PD) because **[YOUR ANSWER HERE]**. I am dedicating my efforts to The Michael J. Fox Foundation for Parkinson’s Research because I believe I am helping shorten the road to a cure.

Six million people worldwide are living with Parkinson’s disease — the second-most-common neurodegenerative disease following Alzheimer’s. In the United States, 60,000 new cases of PD will be diagnosed this year alone. While the average age of onset is 60, an estimated five to ten percent of people with PD are diagnosed at age 40 or younger.

While there is no known cure for Parkinson’s, The Michael J. Fox Foundation is dedicated to finding a cure through an aggressively funded research agenda and ensuring the development of improved therapies for those living with Parkinson’s today.

I’m asking for your support in our race to put an end to PD. My personal goal is to raise **[INSERT FUNDRAISING GOAL]**. Please help me reach my goal by making a contribution. Donations are tax-deductible to the full extent of the law and, thanks to the support of an anonymous donor, 100 percent of your gift will go directly to Parkinson’s research.

Join me in making a difference in the lives of those living with Parkinson’s disease by using this link to donate: **[YOUR TEAM FOX FUNDRAISING PAGE URL]**

Thank you for your generous support.

Sincerely,  
**[YOUR NAME HERE]**

➔ P.S. Did you know your gift could be doubled through a corporate matching gift program? Use The Michael J. Fox Foundation’s online tool to find out if your company will match your donation.

# Thank You Email Template

Dear **[INSERT RECIPIENT NAME HERE]**,

Thank you for supporting Team Fox! With your generosity, you have helped me raise **[INSERT FUNDRAISING TOTAL HERE]** and are helping drive improved treatments for Parkinson’s disease — and, ultimately, a cure — closer to people living with PD.

**[OPTIONAL: ADD YOUR PERSONAL MESSAGE HERE]**

Rooted in core values of urgency and efficiency, The Michael J. Fox Foundation accelerates the most promising science through smart risk-taking and problem-solving — with more than \$1 billion in research funded since 2000. With the best pipeline of potential treatments for Parkinson’s, it is clear we are moving the dial.

We encourage you to stay up to date on how your gift is fueling the Foundation’s progress by visiting their blog, liking them on Facebook, and following Team Fox on Instagram and Twitter. Thank you for helping us move closer to a world without Parkinson’s disease.

Sincerely,  
**[YOUR NAME HERE]**

➔ P.S. Did you know that your gift could be doubled through a corporate matching gift program? Use The Michael J. Fox Foundation’s online tool to find out if your company will match your donation.



# Social Media Fundraising

## Getting Started

### SPREAD THE WORD

Kick-start your fundraising with a story about *why* you're supporting Team Fox. Include information about upcoming challenges or virtual events and remember to add the link to your Team Fox fundraising page for donations.

### INFUSE STATS AND FACTS

Highlight the importance of your fundraiser by including data and talking points from the **Fact Sheet**.

### CREATE EYE-CATCHING CONTENT

Post high-quality pictures and videos, limit distracting filters and edits, and include a clear call to action in the caption. Remind your community that any amount donated helps to push you closer to your goal!

### ENGAGE YOUR FOLLOWERS

After posting, be sure to thank supporters, like comments, and respond to questions. Go the extra mile and create dedicated posts recognizing donors, committee members, and event volunteers!

### ADD HELPFUL HASHTAGS

Tag Team Fox in your posts and include our official hashtag: **#GoTeamFox**. This allows other members of the Team Fox and The Michael J. Fox Foundation community to find, follow, repost and reshare. Other relevant hashtags include **#Parkinsons**, **#Research**, **#FindACure**, **#FundACure**, as well as those linked to specific campaigns like **#ParkinsonsAwarenessMonth** in April.



## Creating a Social Media Page for Your Event

### GETTING SET UP

- + Use an email address associated with your event. If you don't have one, now is the time to create a free email account using sites such as Google, Outlook, or iCloud Mail

### THINK ABOUT YOUR BRAND

- + Account name should mirror event name
- + If name is taken, consider personalizing a more general title  
(Example: Instead of @Pancakes4Parkinsons, use @BKPancakes4Parkinsons)
- + Choose a profile picture that clearly displays your event name or logo

### SOCIAL MEDIA NETWORKS

- + Decide which social media network will best reach your audience and have the most engagement
- + Facebook is the largest network, but Twitter and Instagram have seen spikes in engagement for business and nonprofit organizations (more likes, comments, shares)
- + YouTube allows for longer videos and provides easy documentation of activity-based fundraisers (hikes, treks, exercise classes, etc.)

### DO YOUR RESEARCH

- + Check out the social media accounts of other Team Fox fundraisers or nonprofit organizations for inspiration. Take note of trends and positive engagement that might be useful for your pages

### MAKE CREATIVE CONTENT

- + A social media page for your event should not only promote your upcoming event, but should also highlight achievements from previous years and celebrate success leading up to the big day
- + Provide recognition to committee members, volunteers, and sponsors
- + Highlight opportunities for others to get involved



# Fact Sheet

## About Parkinson's Disease

- + Parkinson's disease is a chronic, degenerative neurological disorder that affects one in 100 people over age 60.
- **An estimated 6 million people worldwide (and 1 million people in the United States) are living with Parkinson's disease.**
- While the average age at onset is 60, some people are diagnosed at 40 or younger.
- + There is no objective test, or biomarker, for Parkinson's disease, so the rate of misdiagnosis can be relatively high.
- + Everyone gets their own version of Parkinson's disease. The cardinal symptoms of Parkinson's disease are resting tremor, slowness of movement and rigidity. Many people also experience balance problems. Non motor symptoms can include depression, cognitive impairment, digestive issues, fatigue and insomnia, among others.
- + Parkinson's is the second most common neurodegenerative disorder after Alzheimer's.
- + Current Parkinson's treatments are limited in their ability to address patients' medical needs and to remain effective over time. And there is no cure.



## About The Michael J. Fox Foundation for Parkinson's Research

- + The Michael J. Fox Foundation exists to eliminate Parkinson's disease in our lifetime.
- + **The Foundation is the world's largest nonprofit funder of Parkinson's research.**
- + Since its founding in 2000, the Foundation has funded more than \$1 billion in global research.
- + **88 cents of every dollar spent goes straight to programs to speed a cure.**
- + Learn more about the Foundation at [michaelfox.org](http://michaelfox.org).

## About Team Fox

- + Team Fox is the grassroots fundraising community of The Michael J. Fox Foundation.
- + Since Team Fox launched in 2006, thousands of passionate fundraisers around the world have collectively raised more than \$95 million in support of the Foundation's programs.
- + **100 percent of Team Fox proceeds go directly to the Foundation's high-impact programs to speed better treatments and a cure for Parkinson's.**
- + Learn more about Team Fox at [teamfox.org](http://teamfox.org).

## How to Get Involved and Help Find a Cure

- + **Fundraise to speed a cure with Team Fox.** Run in a big city marathon, create your own unique fundraiser or connect with a Team Fox event near you.
- + **Contribute to data about living with Parkinson's through Fox Insight.** Register for this online clinical study and answer surveys every 90 days about your health. Anyone can participate worldwide at [foxinsight.org](http://foxinsight.org).
- + **Participate in clinical trials by creating a profile with Fox Trial Finder.** Learn more at [foxtrialfinder.org](http://foxtrialfinder.org).
- + **Advocate for government policies** that accelerate drug development and reduce barriers to care and support services. Learn more at [michaelfox.org/policy](http://michaelfox.org/policy).

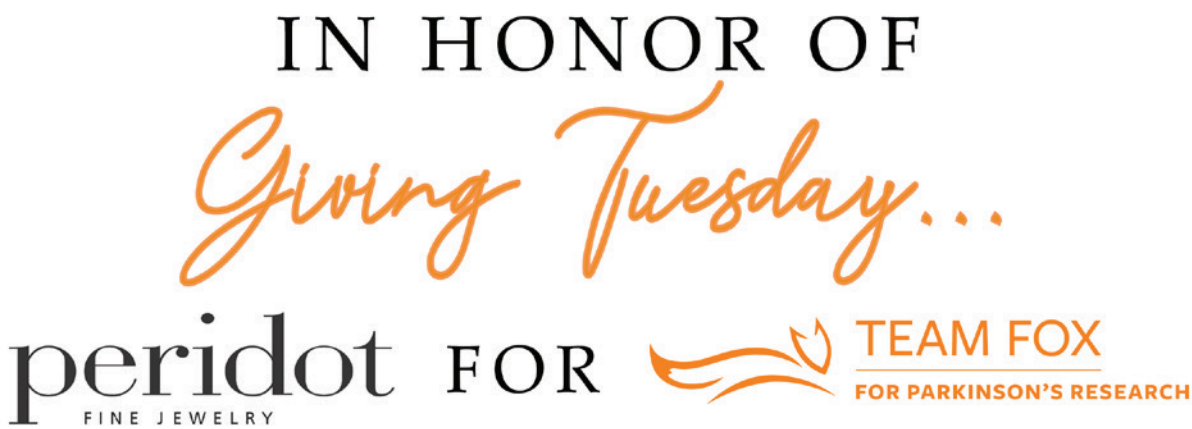


# Team Fox Logo Usage Guidelines and Graphic Standards

The Team Fox logo was designed to support and offer visual branding to community fundraisers benefitting The Michael J. Fox Foundation. Because the Team Fox logo is an extension of The Michael J. Fox Foundation brand, we ask that members utilizing this tool use the following guidelines to ensure effective and appropriate usage:

## USAGE GUIDELINES FOR REPRODUCTION

- + Team Fox members may not use or alter the logo of The Michael J. Fox Foundation.
- + Team Fox members may not extract, use or alter the signature Fox design.
- + Team Fox members \*may use\* the Team Fox logo but may \*not\* alter or customize the size, color, fonts or style in their designs.
- + The Team Fox logo may only be used as part of a design and not as a standalone graphic on promotion, collateral custom merchandise or giveaways. Additionally, items bearing the solo image of the Team Fox logo may not be used for sale.
- + Items bearing the Team Fox logo may not also bear an image or likeness of Michael J. Fox.
- + Permission to use the Team Fox logo is, in all cases, at the ultimate discretion of The Michael J. Fox Foundation for Parkinson’s Research. The Foundation reserves the right to deny this permission at any time.



An example of correct logo usage for a Team Fox fundraiser.

## GRAPHIC STANDARDS

- + The logo must be reproduced by downloading the **authorized versions available** to members at the Team Fox Fundraising Dashboard. It cannot be redrawn or modified in any way. Once downloaded, the logo may be reduced or enlarged proportionately to fit on different size items (t-shirts, mugs, stationery, etc.).
- + There are two authorized versions of the logo: one for reproduction in color, and one for reproduction in black and white. The logo may not be reproduced in any other colors.
- + If you are having items professionally printed, the printer may ask you for the logo’s PMS color. It is PMS 151U (orange).
- + It is not permissible to add any text to the logo such that the text appears to be a part of the logo. Text must be spaced far enough from the logo so that it is clearly a separate element of the finished piece. The amount of space this requires will vary depending on the size of the logo and the piece overall.
- + The logo should not be screened back (made transparent) or used as a watermark.

All designs bearing the Team Fox logo must be forwarded to **teamfox@michaeljfox.org** for approval prior to final print or release.



# Team Fox Endurance

We are thrilled you have decided to make your miles count toward a cure for Parkinson's disease by taking on an athletic feat in support of Team Fox. Whether you're a rookie runner or a marathoner, there's a Team Fox event waiting for you!

## HOW TO GET INVOLVED

Team Fox is a charity partner with several races around the world including the TCS New York City Marathon and Bank of America Chicago Marathon. To join Team Fox at an Endurance Event, you must first apply to join the team as Team Fox has a limited number of entries per race per year. After submitting your official application to join, a member of the Team Fox staff will be in touch to notify you of your acceptance. Following your acceptance, you will be asked to create a fundraising page and complete all necessary steps to formally register for the race. Next up, train and get ready to lace up with your fellow athletes on race day! Learn more and apply on our [Team Fox Endurance Homepage](#).

## ENDURANCE FUNDRAISING

To meet the growing needs of our community members, we have transitioned to a new fundraising platform — Classy! View the [Endurance Program Classy How-To Guide](#) to learn more about setting up a fundraising page through Classy.

Once you have been accepted to the team by a member of the Team Fox staff, you will be prompted to create your fundraising page. We encourage you to personalize your Team Fox fundraising page and share it on social media. Let everyone know how they can help you reach your goal and be sure to tag Team Fox using our official hashtag, [#GoTeamFox](#)

## ORDER A TEAM FOX JERSEY FROM OUR FOX SHOP

There is no better way to show your Team Fox spirit than by wearing some Team Fox swag! Check out our online [Fox Shop](#) for all your gear needs.

## GET CREATIVE WHEN ASKING FOR SUPPORT

Did you know adding intention behind your asks can create a larger impact? For instance, ask for a dollar for every mile you are planning to race. Running a marathon? Ask for \$26.20! Your donations will add up fast and the amount will resonate with the donor. Give individuals the option to sponsor each of your miles for a set donation amount.



Offer to run in honor or in support of whoever they choose and list their names on your race bib or jersey. Have friends or family who would also like to take part? Creating a fundraising team can boost your efforts and is a great way to lengthen your reach.

Don't shy away from hosting a fundraiser in support of your athletic event. Do you play an instrument? You can host a concert for friends and family in exchange for a small donation. From garage sales to fitness classes, the type of event you can host is endless. Consider what might resonate best with your network and create a plan.

## TRAIN FOR YOUR EVENT AND SHARE UPDATES WITH YOUR SUPPORTERS ALONG THE WAY TO BUILD MOMENTUM

As people support your efforts, create an email list and keep your donors up to date on your progress! Sharing milestones such as your official first day of training or

first day training with a friend keeps your network engaged. You never know who might donate twice.

## COMPLETE YOUR EVENT

Enjoy the moment! Take in the sights, cheers, and ringing cowbells on the BIG day. Share your post-event [#SweatySelfie](#) with those that supported you. [#GoTeamFox](#)

## INDEPENDENT ATHLETES

While Team Fox is only an official charity partner for a select group of events each year, you can represent Team Fox in an event of your choice! There is no fundraising minimum to join — you set your fundraising goal and have the opportunity to earn incentive prizes as you go. Find greater purpose in your event and help race towards a cure for Parkinson's disease. Secure entry to the challenge of your choice and [get started today](#).



# 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 Team Fox fundraising page. At a celebration event, you can raise even more funds with auction items and raffles.

### REGISTER

**Register online** as a Team Fox member and create a personalized fundraising page to share your event details and collect donations. By registering as an official Team Fox member:

- + You will receive access to the official Team Fox logo for materials you may want to create;
- + You may request additional official Team Fox resources like banners, stickers, brochures, etc.;
- + You will have access to online tools; and
- + You will have the opportunity to work with Team Fox staff who will help you throughout your campaign.

### START PLANNING

Select a special celebration—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 Team Fox fundraiser 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. If possible, reach out to local vendors to have supplies donated to help keep costs down.

### 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 Team Fox. Be sure to include your Team Fox page URL on the invites to let friends, neighbors and family all over the country know that they can support without being in attendance.

✔ **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!*

### SHARE YOUR SUCCESS

Held an awesome event? We want to hear all about it! Be sure to write a quick recap and send us some photos. On social media? Like us on Facebook and share your updates on Twitter or Instagram using the hashtag **#GoTeamFox**.

# 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. Now a staple event within the Team Fox community, Pancakes for Parkinson’s is a delicious way to bring your community together to raise awareness and critical dollars for The Michael J. Fox Foundation’s research programs.

### REGISTER

**Register online** as a Team Fox member and create a personalized fundraising page to share your event details and collect donations. By registering as an official Team Fox member you’ll receive access to our official Team Fox logo for materials you may want to create. You’ll also be able to request official Team Fox resources like banners, stickers, and brochures. You can access our online tools and work with Team Fox staff who will help you throughout your campaign.

### START PLANNING

Pick a date, location and volunteers to help you on the day of 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.

### 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!*

### 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.

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 Team Fox 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

Held an awesome event? We want to hear all about it! Write a quick recap and send us some photos. On social media? Like us on Facebook and share your updates on Twitter or Instagram using the hashtag: **#GoTeamFox**

Ready to start flipping flapjacks for Parkinson's disease? Go to [Teamfox.org](http://Teamfox.org) to get started today! Be inspired by other Team Fox member stories on our [blog](#).



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** as a Team Fox member and create a personalized fundraising page to share your event details and collect donations. By registering as an official Team Fox member you'll receive access to our official Team Fox logo for materials you may want to create. You'll also be able to request official Team Fox resources like banners, stickers, and brochures. You can access our online tools and work with Team Fox staff who will help you throughout your campaign.

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.

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.

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.

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**

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**

Held an awesome event? We want to hear all about it! Write a quick recap and send us some photos. On social media? Like us on Facebook and share your updates on Twitter or Instagram using the hashtag: **#GoTeamFox**



Event Guides

# Host a Golf Outing



Community-hosted golf events have been a successful way to raise funds for Team Fox. These events are a great way to bring together family, friends and local business to raise awareness and critical dollars for Parkinson's research.

**REGISTER**

**Register online** as a Team Fox member and create a personalized fundraising page to share your event details and collect donations. By registering as an official Team Fox member you'll receive access to our official Team Fox logo for materials you may want to create. You'll also be able to request official Team Fox resources like banners, stickers, and brochures. You can access our online tools and work with Team Fox staff who will help you throughout your campaign.

**START PLANNING**

Pick a golf course 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 Team Fox 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**

Held an awesome event? We want to hear all about it! Write a quick recap and send us some photos. On social media? Like us on **Facebook** and share your updates on Twitter or Instagram using the hashtag: **#GoTeamFox**

Ready to start your event for Parkinson's disease? Go to **Teamfox.org** to get started today! Be inspired by other Team Fox member stories, including other community led golf events on our **blog**.



Event Guides

# 5K Your Way with Team Fox



Looking to host a 5K run in your community? Check out the steps below to get started on your journey of outpacing PD.

**DATE, LOCATION AND INSURANCE**

Do you have access to a location that will allow you to host a race on a specific date? Do you need permits? Can you map out a 5K (3.1 mile) course?

- + Can you use a local park or school track/grounds? If town/city streets, can you get roads closed, and will it require permits from the town/city?
- + Check with local calendars to make sure 5K isn't competing with other events,
- + Work with venue and your personal insurance company to get one-day liability insurance for your event.

**SPONSORSHIP**

Once you have your event name, date and location secured, you can approach sponsors to help underwrite costs, provide products for the race and add to your fundraising.

- + Provide sponsors with details about the event. Let them know it is an official Team Fox event to

fundraise for The Michael J. Fox Foundation (Team Fox staff can provide a letter).

- + How many people you are expecting (to run/walk, volunteer and be there on race day)? More people mean more impressions.
- + What do you need from a specific sponsor — in-kind donations like food and water for the runners, t-shirts, signage — or is your ask for money?
- + What can you provide sponsors — this is important for them. Will they be the title sponsor? Can they have their logo on signage and t-shirts or on your event website?

**EVENT PROMOTION AND COMMITTEE**

How are you going to make your event successful?

- + Create a committee to help you with event planning and details. Assign friends, family members and colleagues to tasks they are good at and excited about (marketing, volunteer coordination, registration captain)



- + Think about promotion. Along with a great name, create an event logo.
  - Create flyers to hang around town in local businesses
  - Create a Facebook page for the event
  - Offer participants a t-shirt with the logo (helps with future promotion)
- + Do you have access to promote locally in other ways?
  - Schools
  - Church/community groups
  - On the radio
  - In your local newspaper

### REGISTRATION AND FUNDRAISING

How will you manage your runners’ registration and allow for them to fundraise?

- + How much will you charge for race registration? Will you offer early-bird registration prices, and increased prices for race-day registration?
- + Eventbrite, RunSignUp, and Ticketbud provide great registration options for races, but they don’t allow for additional fundraising (aside from a one-time additional donation). If participants would like to make an additional contribution, direct them back to your Team Fox fundraising page.
- + Do you want to encourage participants to fundraise via the Team Fox website? Consider having families, colleagues, and groups of friends create a team page to route their donations. Are there fundraising incentives for participants who hit a certain fundraising level? Be sure to market the item or special bonus each fundraiser will receive for their achievement. If setting a minimum fundraising requirement, make the number attainable for the size and goals of your event.

### EVENT DAY PREPARATIONS

Make sure race day offers every participant an experience!

- + Runner Bibs and Tracking:
  - Have runner bibs with numbers for every runner/walker.
  - If you are hosting a “race” rather than a “run” you should have tracking – there are great companies that will provide runner tracking services.
- + Registration and Finish area:
  - Make sure everything on race day is well marked:
    - Registration/check in area
    - Start and finish lines
    - Water stop(s)
- + Comfort and Health:
  - If your venue doesn’t have access to restrooms, rent a portable bathroom for the day.
  - Plan to have enough replenishment for your runners after they run.
- + Music and entertainment:
  - Do you have access to speakers to play music and a microphone to announce runners as they finish?
  - Do you know a local DJ that would volunteer their time?



- + Awards:
  - Purchase inexpensive medals for every runner.
  - Have awards or prizes for top finishers and top fundraisers.
  - Plan with the venue or location so they know to expect a large crowd.
  - Arrange food and drink specials, if available.
- + Celebrate:
  - Do you want to give participants the opportunity to celebrate after the race at a local restaurant, park, or bar?
- + Additional Fundraising Onsite:
  - Secure items to have available for auction or raffle on race day to encourage additional fundraising.



## Event Guides

# Host a Fitness Fundraiser



Community-hosted athletic events have been a staple of the Team Fox community since our inception. From the New England Parkinson's Ride to the Shake It Off 5K, these 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** as a Team Fox member and create a personalized fundraising page to share your event details and collect donations. By registering as an official Team Fox member you'll receive access to our official Team Fox logo for materials you may want to create. You also can request official Team Fox resources like banners, stickers, and brochures. You can access Team Fox online tools, and work with our Team Fox staff who will help you throughout your campaign.

### START PLANNING

Map out your course and select a date and time. Remember to set a fundraising goal and determine how you will sell tickets or ask for donations.

### ORDER SUPPLIES

Request complimentary Team Fox resources like banners, stickers, and newsletter that highlight the Foundation's current initiatives. 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.

### 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 Team Fox page so that if guests can't attend they can still support with a donation.

### EVENT DAY

Set up check-in and onsite registration. 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

Held an awesome event? We want to hear all about it! Write a quick recap and send us some photos. On social media? Like us on Facebook and share your updates on Twitter or Instagram using the hashtag: **#GoTeamFox**

Ready to start your event for Parkinson's disease? Go to [Teamfox.org](https://Teamfox.org) to get started today! Be inspired by other Team Fox member stories, including other community lead endurance events on our blog.



# 10 Ways to \$1K



Ready to raise funds, but don't know where to start? Here are some great ways to rack up \$1,000 (or more) for Team Fox!

1

## MAKE A DONATION TO YOUR FUNDRAISING PAGE

Kickstart your campaign by showing your own personal investment towards your goals! Your commitment is sure to inspire others as they follow your fundraising journey.

**Goal Total: \$50**

2

## SHARE YOUR TEAM FOX PAGE

Add your custom URL to your social media handles and professional email signatures. Let your network know that even small contributions can quickly add up! Encourage 10 donations of \$10 each!

**Goal Total: \$50 + \$100 = \$150**

3

## DECLUTTER AND SELL, SELL, SELL!

Sell belongings you no longer need or use and donate the proceeds. You can sell them on Facebook Marketplace, Craigslist, or have a yard sale at home. Add a tip jar to the checkout table for extra donations!

**Goal Total: \$150 + \$100 = \$250**

4

## TAP INTO YOUR NETWORK

Send personalized messages to your friends asking them to donate. If five of your closest friends donate \$20, that's another \$100 toward your goal!

**Goal Total: \$250 + \$100 = \$350**

5

## HOST A BBQ OR HAPPY HOUR

Have friends and family make donations to join post-work or weekend fun. This will also give you an opportunity to discuss why you're fundraising with Team Fox.

**Goal Total: \$350 + \$100 = \$450**

6

## REACH OUT TO FAMILY

Ask them to give what they can—it adds up fast. Suggest they match your personal contribution.

**Goal Total: \$450 + \$100 = \$550**

Kickstart your campaign by showing your own personal investment towards your goals! Your commitment is sure to inspire others as they follow your fundraising journey.

7

## HOST A RAFFLE

Collect some cool prizes, such as gift cards or merchandise donated by local businesses, and sell raffle tickets for chances to win.

**Goal Total: \$550 + \$100 = \$650**

8

## GET HELP FROM YOUR COMMUNITY

Spread the word about your fundraising efforts by posting fliers in your neighborhood, sports league centers, book club locations and place of worship.

**Goal Total: \$650 + \$50 = \$700**

9

## ENGAGE YOUR COLLEAGUES WITH "PENNY WARS" AT WORK

Tap into your office's competitive side and split up teams to FUN-raise for a great cause. Remember, the larger the currency donated to each bucket, the more points against the competing team!

**Goal Total: \$700 + \$50 = \$750**

10

## TURN A LIFE MILESTONE OR BIG CELEBRATION INTO A FUNDRAISER

Upcoming birthday, retirement, wedding, or holiday celebration? Encourage friends and family to donate to your Team Fox fundraising page in lieu of traditional gifts. Supporters can leave special notes on your page to celebrate the big day!

**Goal Total: \$750 + \$250 = \$1,000**



# Growing Your Event



MJFF Staff and Team Fox supporters at the 2019 NYC Marathon



# Building a Committee or Board

**Why start a committee for your event?** Everyone can benefit from having a little extra help! A diverse, inclusive committee can make it easier to delegate work, solve problems, and reach new donors and sponsors. Many people share your goal to find a cure for Parkinson’s. Bringing together a committee gives others the chance to contribute. It also makes it possible for your event to continue for many years and prepares the next generation of leadership.

## PREPARATION

Before recruiting for your committee or board, define the roles and responsibilities of its members.

Create a job description and list expectations:

- + The duration of the term (two years is a common commitment);
- + A request that each member commit to making this event one of their top three charitable commitments;
- + A confident reminder that a positive fundraising attitude is a crucial part of the job;
- + A list of tasks the member is responsible for;
- + Calendar invites to meetings throughout the year; and

- + The minimum number of meetings a committee member must attend.
- Create a list of what you are committed to providing for your committee. This should include:
- + Regular reporting on fundraising progress;
  - + Key dates including meetings, deadlines and event happenings;
  - + A variety of options for getting involved! The individuals on your committee will have many different interests and talents. They may want to help you reach out to sponsors, manage social media accounts, take photos, coordinate event volunteers, make asks for donations at the event, or help coach newer members of the committee. List all the options available; and

- + Public affirmation and thanks for their good work. List their names on programs, in social media and emails, and be creative with how you thank them.

## GETTING STARTED

Now that you have an idea of committee member expectations and roles, you’re ready to get started with recruiting the right community members to your team.

- + Determine the desired size of the committee.
- + Develop a list of target skillsets or networks that you would like to engage. These should be different from what you bring to the table to ensure diversity of background, experience and resources.
- + Start listing names of people you’d like to ask to join your committee and the key values or skills that you think that they would bring. A great committee candidate is someone that shares your passion for curing Parkinson’s and has been supportive of your efforts. They could be a friend, colleague, committed sponsor, or passionate volunteer.
- + Make time to speak with them over the phone or in person about why you think they make a great candidate, and make time to listen carefully to what they think about the opportunity. Offer to go over the list of expectations with them, or to email/mail it to them so they can review on their own time.
- + Follow up and ask if they are ready to join.
- + Whatever their answer, thank them for their time and communicate your respect for their decision.

## WHAT’S NEXT?

Draft bylaws for your board or committee. These can be finalized once you have an initial group that has committed. This is a great project to delegate! These can include:

- + The purpose of the board/committee;
- + A list of any officer positions, contact information, and responsibilities;
- + How often the group will meet in a year as well as expectations around required attendance and participation;
- + Appoint members to officer positions; and
- + Determine a system for recording and storing meeting notes.

## CONTINUING TO BUILD YOUR COMMITTEE

- + Ask members to nominate candidates for the committee.
- + Welcome feedback from the committee.
- + As the term limits for your committee members approach, ask if they’d like to renew for a second term.
- + Consider appointing a “Senior” and “Junior” member to each position so there is always someone in training.

# 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 (road signs, route signs, 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		
Committee Member Thank-You Gift		
Staff T-shirts		
Participant T-shirts		
Participant Giveaways		
Raffle Items		

# Creating Your Own Logo

A growing number of Team Fox members create their own logos to highlight their fundraising events! Looking to create your logo? Here are a few tips to guide you through the process:

**NOTE:** The Michael J. Fox Foundation logo, Team Fox logo, or signature “Fox” should not be incorporated into your custom logo design. The Team Fox logo can be included in marketing assets and merchandise for your event, but should adhere to the **Team Fox Brand Guidelines**.

## FIND INSPIRATION

- + Determine how your logo will represent your event and your fundraising efforts. Should your “Pancakes for Parkinson’s” logo include a stack of steamy flapjacks? Will your logo include your event name, family name, or city?
- + Research the logos of similar events and organizations.
- + Consider limiting the amount of colors in your logo as this can increase printing costs.
- + Save your logo in various file types and try to include a file with a transparent background. PDF files are best for printing on flyers, while .jpg or .png formatting is easily uploaded to social media.

## START CREATING

- + Enlist the help of a friend or supporter with experience in art or design. You could reach out to professional designers who might create your logo free of charge or for a discounted rate.
- + Intricate designs and images are often difficult to insert or transfer and can lead to distortion in pictures and files.

## AMPLIFY YOUR BRAND

- + Add your newly created logo to your social media profiles, email headers, and flyers marketing your upcoming event.
- + Everyone loves good swag! Use your logo in designs for volunteer t-shirts and event giveaways. These custom items could be used as raffles or auction items to raise additional funds at your event.



Quick Tip: Submit your logo design to Team Fox at **teamfox@michaeljfox.org** or to your staff point of contact for a quick review, feedback and suggestions!



# Custom Swag and Giveaways

At Team Fox, we do our best to support the creativity and vision of our community fundraisers with fundraising tips, letters of support, and promotional materials. Our staff members are passionate about helping fundraising ideas come to life in a successful and creative way. We hope that by sharing some of our approaches to creating, ordering and distributing swag and giveaway items, you can make the best decisions for your own fundraising efforts.

### ADVICE FOR CREATING YOUR OWN SWAG

- + Time and money spent on creating, producing and distributing swag can quickly add up. While it is every host's dream to make sure each participant or donor feels appreciated when they receive gifts or swag, participants can feel just as celebrated and appreciated with small personal touches such as written notes, texts of gratitude, or even a smile and spoken thank you.
- + A little can go a long way. For donors and participants who want to display their support, provide a handful of items (stickers, buttons, or flyers) near a registration table and let your donor pick up what they want. Including one of each swag item in a grab bag can get very expensive, and each participant has their own preferences for how they want to display their support.
- + Keep things evergreen. One way to simplify swag is to create items that are specific to your event, but don't include a date or year. You can bring back unused items in future years.

- + If you are hoping to create a special swag item that commemorates your event, present this as a branding opportunity to your sponsors.

### KEEP IN MIND

Team Fox prides itself on sending 100 percent of funds raised directly to research. The expenses of our program are covered by a generous donor, and we do our best to create a lean and focused operating budget each year. We do not place many orders for swag or giveaway items, and any items that we are able to supply to our fundraisers are either surplus items from past Foundation events, or items that we have been gifted from generous corporate partners. We do not actively maintain an inventory of items in our offices, but we are happy to send extra materials to our Team Fox fundraisers.

# Media and Press Guide

Large or small, your fundraising event is important to Team Fox and The Michael J. Fox Foundation, and we encourage you to publicize it in your community. Doing this not only raises the profile of the event, but also increases awareness of Parkinson's disease and the need for support from your local community. Here, you will find basic strategies for promoting your event to the media:

- + Decide who to target. Choose papers or websites that have events calendars or feature local happenings. Read the local papers, event guides, church or neighborhood association newsletters, and listen to and watch local TV and radio programs to determine whether that outlet would cover or list your event.
- + Email or call the appropriate news outlets to connect with the right person. Reporters are busy so only provide the key details: Who, What, Where, When, Why. If they are interested, ask for their direct contact information and send them your press release with the necessary information. Follow up as needed.
- + A letter to the editor can be a great way to get attention. Keep it short and concise. Rather than writing only about the event, draft a letter for someone else to send (e.g. a well-known local person attending the event or a PD patient who could explain how the funds raised will help them).

When you are describing your event in a press release and/or interview, you must make it clear that the event is a "Team Fox event to benefit The Michael J. Fox Foundation." It is not a Michael J. Fox Foundation-sponsored or -hosted event.

**PLEASE NOTE:** All press releases must be approved by the Team Fox staff before they are made public. If you choose to customize the sample press release in this chapter or write one on your own, please email it to [teamfox@michaeljfox.org](mailto:teamfox@michaeljfox.org) for approval.

# Sample Press Release

For Immediate Release  
Media Contact:  
[Your Full Name]  
[Your Phone Number]  
[Your Email address]

[YOUR NAME] OF [YOUR TOWN] TO RAISE FUNDS FOR THE  
MICHAEL J. FOX FOUNDATION FOR PARKINSON’S RESEARCH

[Include details of event here, e.g., A Golf Tournament followed by Dinner and a Silent Auction; A  
Pancake Breakfast to Honor Close Friend and PD Patient; etc.]

[City, State], [Date of Release] – [Your name or group] of [your town] will [fill in activity] on [date] as a  
member of Team Fox, benefitting The Michael J. Fox Foundation for Parkinson’s Research (MJFF).

[Your name] aims to raise [fundraising goal] or more to enable MJFF to continue aggressively funding  
research to find better treatments and a cure for Parkinson’s disease. S/he is [describe activity here —  
include information on attending, how to make donations, etc. BE SPECIFIC].

“I chose to [activity] as part of Team Fox because [explain your inspiration here], and I wanted to do something  
personally to further the Foundation’s mission. They are funding cutting-edge research to bring meaningful advances  
in treatments and eventually a cure to people affected by Parkinson’s disease,” said [Your name].

### About Parkinson’s

More than 6 million people worldwide live with Parkinson’s today. It is the second most common neurological  
disorder. In the United States, approximately 60,000 new cases will be diagnosed this year alone. There is no  
known cure.

### About Team Fox

Team Fox is the grassroots community fundraising program of The Michael J. Fox Foundation. Since 2006, Team Fox  
members worldwide have been turning their passions and interests into opportunities to raise funds and awareness  
for Parkinson’s research. Team Fox members have raised nearly \$95 million for Parkinson’s research since 2006.  
Every penny donated by Team Fox members goes straight to our high-impact research programs to help speed a  
cure for Parkinson’s disease. For more information, visit: [teamfox.org](http://teamfox.org).

# 10 ways to \$10K



Now that you’re a veteran Team Fox fundraiser, take your  
efforts to the next level. Here are some great suggestions  
to help you reach (and surpass!) the \$10,000 mark:

1  
**READ THROUGH OUR 10 WAYS TO  
\$1K GUIDE**  
Get a head start on your fundraising journey by  
checking out our **10 Ways to \$1K Guide**. It’s full of  
great suggestions, like how to effectively share your  
story, the benefit of making a self-donation, and how  
to best use your social media.

2  
**CREATE AN ANCHOR EVENT**  
Creating a fun event like a 5k or a Gala can be a  
great way to raise money and awareness for  
Parkinson’s research. Pick an activity you’re passionate  
about and want to include people in. **Get some  
inspiration here.**

3  
**DIVERSIFY YOUR EVENT**  
Create opportunities throughout your event for  
attendees to participate and donate. Raffles, silent  
auctions, face painting, and fundraising challenges are  
just a few examples of how you can engage attendees  
throughout the day!

4  
**DEVELOP AN ONLINE PRESENCE**  
Market your event or fundraising online to increase  
the number of people who learn about your fundraiser.  
It also makes it easier for them to share it with their  
network. You can use email, create a website, and post  
info on Facebook/Instagram/Twitter. Check out our  
**Social Media Guide** and our **Email Templates**.

5  
**ASK YOUR NETWORK TO DONATE  
AND SHARE**  
When reaching out to your network about your  
fundraiser there are two powerful actions they can  
take to help fund research for Parkinson’s. The first is  
to donate. This money will go directly to research and  
help fund a cause. The second is for them to share your  
fundraising efforts to their networks. This exponentially  
increases the number of people who learn about your  
fundraiser and can help increase awareness and  
funds raised.



6

### MARKET TO UNIQUE NETWORKS

Looking to increase attendance to your event? Make sure to reach out to groups that are interested in supporting Parkinson's research and the theme of your event. For example, if you're hosting a baseball-themed event, reach out to local teams and invite them to join!

7

### CREATE FUNDRAISING INCENTIVES

If you incorporate participant-led fundraising into your event, you can create incentives that encourage people to expand their fundraising. Examples include a free t-shirt to the top three fundraisers, or a nice bottle of wine for everyone who fundraises over \$250.

8

### USE MATCHING GIFTS

Many companies and businesses offer matching gifts as an employee benefit. This means they will match an employee's donation made to a nonprofit organization. Your donors can search for their company on our [online Employee Giving Search tool](#) or they can ask their HR staff.

9

### THANK DONORS

Thank your donors after they donate and after you complete your fundraising for the year. This helps your supporters feel closer to your mission and ensures they support in the years to come!

10

### TAKE YOUR TIME

You might not fundraise \$10,000 dollars the first year you host a fundraiser. Coming back year after year allows you to grow your network and event over time, which helps you break past the \$10k goal. Be patient and don't give up!





# Reaching a Major Milestone



Team Fox member Pete Lowry, summitting Everest to advance research in honor of his father, Bruce Lowry



# Keeping Your Network Engaged

Your fundraiser may be a one-day event, but keeping your community engaged should be a year-long activity. Using the tips below will help retain your strongest supporters and make them feel included and invested in your program throughout the year.

## STEWARD YOUR COMMUNITY

As you're building a community of supporters to rally around your event, it's important to identify opportunities to engage at every step of your fundraising journey.

- + For annual or recurring events, add new elements to each year to create excitement and offer a new experience for attendees and donors.
- + Activate your committee members or volunteers to do personalized outreach to past and present participants and give them the latest updates. For example, if you've pivoted your in-person event to a virtual event, call your past participants to let them know the new format and why you're excited for this year!
- + Recognize milestone numbers for your participants (five-year volunteers, \$5,000 raised by a community member, 10 years of participation, etc.) Showing

gratitude for continued support inspires long-time participants to return to your event again and again, and motivates new participants to reach their own milestones.

- + Keep supporters up to date with important news through eye-catching **social media posts**! Add a variety of pictures, flyers, and personalized videos, and find a cadence that celebrates your fundraising efforts all year long.

## EXPAND DONOR EXPERIENCE

Donors are an important part of our fundraising experience, but their capacity to support may change over the years. Here are some tips to keep them involved in a meaningful way:

- + Take a moment to recognize your VIP donors on the day of the event. Include donors on the event program, website, marketing flyers, and in social media posts.



- + Grow your network by encouraging donors to bring guests. Find time to meet and thank new guest for their attendance and support.
- + Present new ways for donors to become involved with your fundraising. Can some donors provide an in-kind donation or a auction item in lieu of a monetary gift?
- + Offer long-time donors the opportunity to serve as a volunteer or committee member.

## RETAIN YOUR COMMITTEE

Now that you've **built your committee**, find ways to motivate your champions to help grow your fundraising for years to come:

- + Show appreciation for your committee with a small pep talk before the event starts. Host a casual gathering of committee members after the event to celebrate.
- + Extend understanding when a committee member decides to take a step back or pivot their support. If a committee member's term is ending or they need to step down from the event, ask for a recommendation of a friend or colleague to fill their position.

# Seek Sponsorship

Exploring sponsorship can take your fundraising to the next level. Sponsors can donate money to help cover costs, reach your fundraising goals, or contribute goods like auction items, food, or other necessary services.

Identify the profile of your participants/attendees. Here are a few simple questions you should answer to gather this information:

- + How many attendees have attended or participated in your fundraiser each year?
- + Where do most of your attendees live?
- + Do they share a common interest (craft beer, golf, running, knitting)?
- + What is the average age of your attendees?
- + What are some of the companies where your participants/attendees are employed or do business with?

Identify companies that have the same buyer profile for their products and/or services as your attendees. Here are a few examples of a group of attendees and a suggested company with a matching buyer profile:

- + If your fundraiser is a golf outing and most of your players are men that work traditional jobs, you might consider approaching a men’s clothing store such as

Bonobos. Bonobos is a well-known men’s clothing company in the golf world, and also provides clothes appropriate for the office.

- + If your fundraiser is a pet costume contest, you might consider approaching pet stores, veterinary clinics, or pet groomers. These businesses are eager to connect with pet owners.
- + If your fundraiser is a Pints for Parkinson’s event, you might consider approaching local restaurants, bars, and liquor stores. Attendees that love craft beer are also likely to appreciate the local restaurant scene.

## RESEARCH YOUR INITIAL IDEAS.

- + Once you find companies that are promising, research the company’s giving history. Browse their website and social media to see who they’ve partnered with. You might even want to send them an email or give them a call to learn more. If a company has a history of sponsoring the arts, they might not be an ideal partner for a pancake event, but they could be very interested in sponsoring a benefit concert that features local musicians.

- + Tap into your board members, volunteers, friends and family to find an employee of one of the local companies you want to approach. If you feel like the company is a great match, ask the employee to introduce you to the company.
- + Join your local Chamber of Commerce to meet with representatives from businesses in your community.

## APPROACH IDENTIFIED COMPANIES WITH SUPPORTING MATERIALS.

- + Prepare information about who your community is and why this sponsorship opportunity would benefit the company. It’s up to you to connect the dots for the company. You must explain who your community is, how similar your community is to the people that purchase the product/service of the company, and why this makes you an excellent match for their sponsorship.
- + Provide proof of who your community is. For example, list names of local groups or businesses that were represented at your event in previous years.
- + Provide proof that you are fundraising with Team Fox (use a letter of support). Some companies need to do some research into the cause or nonprofit organization they sponsor. Provide access to MJFF’s annual reports and financial statements so your sponsor can be confident in MJFF’s integrity.

## FOLLOW UP TO RETAIN SPONSORSHIPS.

- + Think about your sponsor as an investor. They want a return on their investment, and they also want a sense of security.
- + Make sure they have the first right of refusal to renew their sponsorship of your event in future years.
- + Provide the value you have promised. Give your sponsors exposure in all your communications (website, signage, and letters).
- + Help build a relationship between your community and your sponsor. Make it clear to your community that your sponsor can be trusted.

## QUICK TIPS FOR YOUR INTERACTIONS:

- + Always speak with confidence, and take pride in what you are doing.
- + Do not come across as desperate.
- + Do not give them the impression you are willing to compromise what you are doing or change your mission for a sponsor.



# Sample Sponsorship Proposal

Financial support is key to maximizing the fundraising efforts of [EVENT NAME AND/OR TEAM FOX MEMBER NAME HERE]. We are seeking sponsors to help us underwrite costs and contribute to the silent auction. The event is expected to draw [EXPECTED NUMBER OF GUESTS] people.

## PLATINUM | \$2,500

- + Presenting partner of the event.
- + Prominent logo placement in all promotional items, including invitations and flyers, event program, t-shirts, press outreach materials, and social media.
- + Recognition during the evening.
- + Corporate name and web URL included on Team Fox web page.
- + “Word from our sponsor” opportunity at event. This can be a recorded advertisement or a representative speaking to the crowd for no more than one minute.
- + Inclusion of signage, i.e. a banner, pamphlets, etc.
- + Ten (10) tickets to the event; five (5) raffle tickets for each of the ten (10) attendees.

## GOLD | \$1,000

- + Logo placement on all promotional items including invitations and flyers, event program, press outreach materials, and social media.
- + Recognition during the evening.
- + Corporate name and web URL included on Team Fox web page.
- + Brochure availability at registration.
- + Four (4) tickets to the event; three (3) raffle tickets for each of the four (4) attendees.

## SILVER | \$500

- + Logo placement in all promotional items including invitations and flyers, event program, press outreach materials, and social media.
- + Corporate name and web URL included on Team Fox web page.
- + Two (2) tickets to the event; two (2) raffle tickets for each of the two (2) attendees.

## BRONZE | \$250

- + Logo placement in event program.
- + Two (2) tickets to the event; two (2) raffle tickets for each of the two attendees.

# Forming Your Own 501(c)(3) Organization

Each year, Team Fox supports thousands of fundraisers who independently host events or campaigns to the benefit of The Michael J. Fox Foundation. When long-standing events reach a certain level of operations and logistical necessity, those Team Fox members may opt to form their own 501(c)(3) entities to manage their growing fundraising efforts. If you’re exploring this route, consider the following pros and cons:

## ADVANTAGES

- Tax Exemption:** If your organization obtains 501(c)(3) tax-exempt status, an individual’s or company’s donations to this entity are tax-deductible. This means you can directly receipt your event donors and sponsors for their contributions.
- Eligibility for public and private grants:** Many foundations limit their grants to public charities. By incorporating your organization, you may be eligible for funding beyond sponsorships and individual donations.
- Protection from Personal Liability:** In the case of corporate debt or lawsuits, creditors can only go after corporate assets, not the personal assets of the people who manage, work for, or volunteer for your nonprofit.

## DISADVANTAGES

- Cost:** In most states, there are fees to apply for incorporation and tax exemption. You may also need to use consultants or attorneys when filing.
- Continued Maintenance:** As a tax-exempt entity, you must keep detailed records and submit annual filings to your state and the IRS to keep your active and exempt status.
- Governance:** As a 501(c)(3) organization, you will be required to have a governing body that fulfils a variety of roles and legal responsibilities. Board Development required recruitment, training, and cultivation to ensure long-term success.

**If you decide not to form your own 501(c)(3), reach out to a Team Fox staff member and ask:**

- + How can Team Fox help streamline donation processes for your event; and
- + What are the best practices for tracking donations for MJFF to send tax donation receipts?

**If you decide to form your own 501(c)(3):**

- + Let your Team Fox representative know so that we can best support you in the process. Also let us know if it would be helpful to connect with a fellow Team Fox member who has already gone through the process.
- + Apply for exempt status with the Internal Revenue Service (IRS).
- + Register with your state’s agency responsible for managing charitable organizations.
- + Assemble your advisory board.
- + Prepare for annual reporting requirements.

# 10 Ways to \$100K



Are you ready to take your event to the next level and reach that coveted \$100,000 mark? Here are 10 easy ways to increase your event’s revenue:

1

**READ THROUGH OUR 10 WAYS TO \$10K GUIDE**

Start your fundraising journey by checking out our **10 Ways to \$10K Guide**. This guide is full of great steps on diversifying your event, securing matching gifts, spreading the word, and more.

2

**FORM A COMMITTEE**

A committee will help you grow your event and your network of supporters. Assign a committee member to projects like managing auction items, check-in, or marketing and let them own the project. This allows you to focus on the big picture, and it creates buy-in from committee members. To learn more about how committees are helpful and why to set one up, **check out our guide**.

3

**ASK FOR VOLUNTEERS**

Many hands make light work! Ask for volunteers to help with day-of preparations like gift bag stuffing, decorating, event clean up, and registration. If you have committee members assigned to certain projects, ask how many volunteers they need and let them manage those volunteers.

4

**ADD A MINI EVENT TO YOUR BIG EVENT**

If you are hosting a golf outing or race/ride/athletic event, think about adding a dinner or lunch. For golf, the meal can be after the outing. For a race or ride, it can be the night before. The mini-event can also be halfway through the year. It’s a great way to keep people engaged until your big event.

5

**ACTIVATE YOUR SUPPORTERS**

Ticket sales and donations are great ways to raise funds but adding a peer-to-peer fundraising element can take your event to the next level. Using the team pages on the Team Fox fundraising platform, ask friends to join your team and ask their networks for donations. Your friend’s relative is much more likely to donate to your friend’s personal page than yours. Remember that donations made to an individual’s page roll up to the team page.

6

**INCORPORATE MISSION MOMENTS INTO YOUR EVENT**

When planning a great event, we can get wrapped up in planning fun activities and we forget to incorporate



the mission. Remind participants where their donations are going (100 percent of what is raised goes to PD research) and why their support is critical. You can do this during thank-you speeches or by adding posters or signs with PD facts around the event.

7

**CREATE OPPORTUNITIES FOR EVENT ATTENDEES TO MAKE AN ADDITIONAL DONATION ON EVENT DAY**

At any event, there should be a moment when you ask your attendees to give to the cause. Since you have created such a wonderful experience and highlighted the importance of the mission, donors often become engaged and want to do more. For example, a simple paddle-raise at an auction or leaving donation envelopes strategically placed around the event are great ways to ask your donors to give.

8

**MAKE IT MEMORABLE**

People love receiving sentimental and branded merchandise. Adding your event logo to small giveaway items will be exciting for your attendees and will also remind them of your event every time they see it. Long-time supporters may like to collect these mementos to signify milestones of their involvement over the years. After the event, these personalized items can be sent to special donors who may not have had the opportunity to attend in person.

9

**EXPAND YOUR NETWORK OF SPONSORS**

Expand your sponsorship offerings and create a reach sponsor. For example, if your top sponsor spot is \$15,000, add a \$25,000 title sponsor. It provides the opportunity for an existing sponsor to upgrade or to attract a new sponsor who is looking for greater visibility. For more sponsorship tips [check out our event sponsorship package](#).

10

**THANK EVERYONE AND REPORT YOUR SUCCESSES**

People want to feel like their contribution was appreciated and made a difference. Write personalized thank-you notes to major donors and sponsors. For guest attendees, sending out a thank-you email following the event is expected and is a great opportunity to announce how much you have raised. Don't forget to get in touch with donors and sponsors 3-6 months after the event. Reminding people about the impact of their donation will keep them engaged until your next event. Be sure to follow the MJFF research blog so you can share exciting updates with your donor.



