

A Practical Guide
to
Successful Fundraising
for the



**Parkinson's
Disease
Foundation**

Hope through Research • Education • Advocacy

Thank you!

Thank you for supporting the Parkinson's Disease Foundation (PDF) by planning a fundraising activity in your community. We hope that this packet will encourage you to turn your ideas into successful fundraising action!

Included in this packet you'll find some guidance on maximizing your fundraising, tools to help you plan, sample letters and advice on working with the media. We look forward to working with you and to hearing your fundraising success stories!

About Us

The Parkinson's Disease Foundation (PDF) is a leading national presence in Parkinson's disease research, patient education, and advocacy for increased federal funding. PDF is working for the nearly one million people in the U.S. living with Parkinson's by funding promising scientific research and supporting people with Parkinson's, their families and caregivers through educational programs and support services.

Since our founding in 1957, PDF has funded more than \$50 million worth of scientific research in Parkinson's disease, supporting the work of leading scientists throughout the world.

PDF's services to the Parkinson's community include:

- Provision of printed and audiovisual educational materials to support patients, families and caregivers who live with Parkinson's.
- A Parkinson's Information Service (PINS) run by trained health professionals and medical staff to answer questions from patients, caregivers, families and the community on any aspect of Parkinson's disease through our telephone advice line, (800) 457-6676, and web-service, "Ask the Expert."

PDF is a tax-exempt, charitable organization with offices in New York and Chicago.

For further information about our services, please visit our website at www.pdf.org.

How will your fundraising make a difference?

Every penny counts! Almost 80 percent of our total funding directly supports our vital research and educational services for people with Parkinson's, their families and caregivers.

PDF has been awarded the highest four-star rating by Charity Navigator, America's independent charity evaluator, so you can be confident that your funds will be put to good use. Visit www.charitynavigator.org to see our review. PDF is also in excellent standing with the Better Business Bureau.

Here are some examples of what your support will help us to achieve.

\$150 will enable our health and medical experts to answer 15 individual questions from people with Parkinson's and their families on any aspect of the disease that concerns them through the "Ask the Expert" feature on our website. Since we began this service, we have answered 11,000 questions, providing a life-line to people with Parkinson's and their families between visits to their doctor.

Your support really does make a difference.

\$1,200 will fund an undergraduate or medical student for a period of 10 weeks in the PDF Summer Fellowship Program. Every year, science and medical students provide a vital research to support Parkinson's research under the mentorship of leading Parkinson's physicians and scientists in medical centers across the U.S. This program also encourages bright young minds to pursue a career in Parkinson's research.

\$ 8,750 will fund a research and training fellowship at a major medical institution for three months. PDF works to encourage some of the best young scientists to focus their research careers on the study of Parkinson's disease and other movement disorders. PDF Fellowships help to build the profession of Parkinson's disease specialists both across the U.S. and internationally.

A little goes a long way.

About Fundraising

Raising funds may seem a bit daunting at first, but as you begin to plan and gain the support of others, you will soon see that it is easier than you think! Below you will find some guidelines to help you get on the right track to raising money in your community.

1. Make a plan and a budget.

Make an outline of your fundraising activity. Try to think of something new and different by giving your event a theme. Will it be a jazz or comedy night? A car-wash event? A bike ride or walk-a-thon? One supporter recently raised \$600 by organizing a pancake breakfast for his co-workers. Another raised funds by asking guests to donate to PDF instead of bringing gifts to a party.

2. It's not what you know, it's who you know! Recruit your family and friends to support your fundraising efforts. Form a small group to discuss your idea. They can help spread the word through their own networks. The more people you ask, the more money you raise – it is that simple! Be bold. Think big and do not be afraid to ask!

3. Determine your objectives. Agree within your group what you aim to achieve through your fundraising. Think beyond just raising money (although this is important) and question how you might spread the word and educate other people about Parkinson's disease. Use your objectives to develop an action plan detailing who is going to do what, and when.

4. Covering your costs. One way to increase the amount of money that you raise is to reduce your costs. Think about the items you will need to hold

your event. This can include a venue, printing costs, food, beverages, etc. Before you pay for these on your own, ask local businesses to pitch in with cash or donated goods. It is also possible that a large company may be willing to sponsor the entire event in return for publicity. Use the enclosed *Budget Planning Worksheet*.

5. Work with your employer. Most companies have a specific budget for community support. Some will donate goods or money, and they may also match what their employees raise. Don't just ask your colleagues, ask your company too!

6. Give people options for contributing. Since you will have a gathered a group of people, why not entice them with games, auctions, raffles and/or goodie bags at your event? Charging small amounts for prizes and games can really add up.

7. Go public! Tell everyone you meet about your plans. Put up posters in the community church, shops, library and sports clubs. Ask permission first so they are not removed. In your publicity, emphasize the Parkinson's Disease Foundation and the difference their support will make. Contact your local radio and press. Sponsors are often willing to donate if they know that you are publicizing the event and may get media coverage. Tell them that it's a great way to get their name out. Don't forget to let

us know too! See the publicity section of this packet for more tips.

8. Always say thank you. Don't forget to thank all of your donors for their help and support. A great way to do this is to thank them with a letter telling of your fundraising success. (See the enclosed sample thank you letter.) Your thanks will keep people interested in Parkinson's and let them know that their support has made a difference.

9. How can PDF help? We will be delighted to send you a letter on official letterhead endorsing your activities after you sign and complete the enclosed *Fundraising Registration Form*. We can also help publicize your event by featuring it on our website and in our newsletter (subject to printing deadlines).

We also ask that you help us to educate audiences about our work at PDF. Please use the paragraphs below whenever possible to describe our work.

The Parkinson's Disease Foundation is a leading national presence in the field of Parkinson's disease research, patient education, and advocacy for increased federal funding.

Since our founding in 1957, PDF has funded more than \$50 million worth of scientific research in Parkinson's disease, supporting the work of leading scientists throughout the world. For more information on PDF's programs, visit www.pdf.org or call (800) 457-6676.

Unfortunately, we are not able to provide guest speakers, sponsors or celebrities.

10. Sending your donation. All checks should be made payable to the Parkinson's Disease Foundation and sent to PDF within one month of the completion of the event or activity. Please do not send cash. Checks should be sent to:

Parkinson's Disease Foundation
1359 Broadway, Suite 1509
New York, NY 10018

11. Rules and Regulations. Here is a brief checklist to help ensure your fundraising complies with PDF guidelines:

- Has an *Event Registration Form* (enclosed in this packet) been completed and returned to PDF?
- Have federal, state/province and local laws been complied with? All fundraising must comply with the law of the jurisdiction where the activity takes place. This includes federal, state or local laws.
- Has the appropriate insurance been obtained? As the event organizer, you are responsible for providing insurance coverage if required, and for obtaining any fundraising permits.
- If you are providing goods or services through your fundraising efforts, have you provided, in writing, a good faith estimate of the fair market value of the goods and services to each donor? This estimate should explain that the charitable contribution deduction for any gift payable to PDF will be reduced by the value of those goods and services.
- Has a *Statement of Purpose* been included on all tickets, solicitation and promotional material? All fundraising promotional materials (posters, flyers, tickets, programs and documents) must include a statement clearly indicating the purpose of your fundraising.

Expenses for operating the event must be actual, and no labor charges can be made for volunteer work.

Fundraising Ideas

There are many different types of events to choose from to raise money for the Parkinson's Disease Foundation. Here we provide some ideas and examples to get you thinking about the kind of fundraiser you would like to organize. Do not feel that you have to choose from these options; if you have an idea for a completely unique fundraiser, go with it!

Sports – Get up and go!

Many athletes channel their energy and talent into raising money by running, biking or dancing in marathons, organizing a golf tournament or pounding the pavement in a walk-a-thon. If there is a sport that you particularly enjoy, why not do it to raise money for Parkinson's?

Workplace giving - Making your work, work for you!

You may be surprised to find out how generous and supportive the workplace can be. Many companies already have philanthropic giving programs, so ask your human resources department about matching gifts, corporate sponsorship and any other giving programs available. You can also get your colleagues involved by organizing an annual work fundraiser to benefit PDF, or asking them to participate in an event you have planned for outside of work.

Providing services – Give a little, get a lot!

Everyone needs their car washed...dogs bathed...and who does not enjoy a good bake sale? These are just a few things you can do to provide a needed service to community members and raise funds at the same time! Also, many people will chip in a little extra if they know that the event is a benefit, so do not forget to let your customers know that you are raising funds for the Parkinson's Disease Foundation.

Special events – Turning get-togethers into money-makers!

Fundraising presents the perfect opportunity to get your friends together doing something that you all enjoy – while supporting PDF! Ask people to “ante up” for a poker tournament, or sell tickets to a barbeque, picnic or a fun theme party.

Anything goes!

There are many more ways to raise funds for Parkinson's. Perhaps your child's school could take on a class fundraising project to benefit PDF, or maybe your local businesses would be inclined to designate 5 percent of their profits during Parkinson's Awareness Month (April) to PDF. If you have an idea, do not hesitate to ask – you never know until you do!

Still Need Some Inspiration?

Here are some examples of recent winning fundraising activities organized by PDF supporters.

Race for the Brain

For the last three years, Sean Stewart, a high school student and Latin scholar, has organized a 5K run (or walk) to raise awareness of Parkinson's and funds for PDF. The event is a tribute to Sean's father who lives with Parkinson's. Over 250 people attended the 2004 event which was covered on the local TV and press. In the last three years, the event has raised almost \$20,000.

Sean's fundraising tip: *"Part of my plan is to get the word out about PD. With the television and news coverage, I feel I've really achieved this goal."*

A Wedding Celebration

Mr. and Mrs. George F. Egbert celebrated the marriage of their daughter Melissa to William Sheehan by making a donation to PDF in lieu of wedding favors. If you have a special occasion and would like to encourage others to make a donation to PDF in lieu of a gift, we are pleased to provide gift cards that acknowledge your donation.

A Vertical Approach

Honoring Monty Stamp, a vineyard patriarch and person with Parkinson's, friends, family and acquaintances gathered to sample wines from various vintage years (this is vertical tasting). Nearly \$4,500 was raised from ticket sales from the 100 guests in attendance and from a silent auction which contained 30 donated items.

The Stamp Family's fundraising tip: *"You'll be amazed how generous people are with their time and money. Ask, ask, ask – people were offended that we didn't ask them!"*

No single recipe suits everyone. A successful fundraiser should be tailored to your lifestyle, network of friends and hobbies.

Organizing a fundraising event

The planning of any fundraising event is vital, no matter how simple or complex it is. The diagram below outlines the main areas to consider and the questions to ask.

Your Event

- Is it manageable?
- Is it something you will enjoy doing?
- How many people will you need to invite?
- Is the event interesting and will people want to support it?

Money Matters

- What is the cost of the event?
- How are you going to raise money?
- How much do you want to raise?
- How are you going to cover costs?

Venue

- How much will it cost?
- Is it accessible?
- Does it have adequate parking?
- Is it insured?

Insurance

- Will you need insurance to cover accidents or bad weather?
- Do you need to seek professional advice?

Scheduling

- When should you hold the event?
- Will it be competing with another local event?
- Who is your audience?
- Is a time or day of the week more convenient for your audience?

Keep it legal

- Should you inform the police or local authorities?
- Do you need a license or permit?
- Do you have written permission from PDF?

People and equipment

- Will you need help?
- Do you need celebrities?
- Do you need to rent equipment?
- Who will organize volunteers?
- Who will help?

Publicity

- Will you need to produce posters, flyers, tickets etc?
- How will you promote the event?
- Do you have a photographer?
- Will the local radio/paper help?

Budget Planning Worksheet

Use this sample budget sheet to help plan your event.

Event Name: _____ Event Date: _____

Projected Income

Ticket sales: \$ _____
Program sales: \$ _____
Auction: \$ _____
Raffle: \$ _____
Sponsorship: \$ _____
Other: \$ _____

Projected Expenses

Venue: \$ _____
Equipment rental: \$ _____
Catering: \$ _____
Printing: \$ _____
Advertising: \$ _____
Mailing Costs: \$ _____
Insurance: \$ _____
Security: \$ _____
Entertainment: \$ _____
Other: \$ _____

Total Projected Expenses: \$ _____

Total Projected Income: \$ _____

Total Expected Gift to PDF (Net income): \$ _____

Publicity

10 Tips to Gaining Publicity for Fundraising Activities

Getting major media placement stories will never be an easy task. However, community members doing unusual things make interesting stories for local media. The more unusual your story, the better! By providing a reporter with a concise and clear outline of your intentions, you will increase your chances of seeing your story in print (or hearing it on the air). Publicizing your activities helps to remind people of the need to fund research into the causes of and cure for Parkinson's disease. Here we provide tips on how to make the most of working with the media.

Consider selecting your target list from the following local media:

- Newspapers in your city and state
- Radio stations
- Local TV stations
- Online media
- Trade, professional and business publications
- Community media, e.g. church newsletters

1. Use the template news release included in this kit. Insert specific details about your event and send it to your local media. You can find contact details for the media that cover your area in your phone book, online or at your local library.

Fax your press release a week before your planned activities, and then again the day before. Press and radio bulletin boards and community calendars often announce upcoming events. Find out if there are specific instructions for inclusions. For calendar editors, send a brief description of your activities.

2. Make your story stand out. Make sure your fundraising event doesn't clash with another local event by cross-checking media listings online or in the local press. If you know a local hero, the mayor of your city, a local sports hero or heroine, try to get them to support your

activities by providing a quote and attending your event. Tell your story and explain why you are raising money for Parkinson's disease.

3. Know your media. Releases can often be discarded because they were sent to the wrong person or because they missed a deadline. Once you have identified your local media, call them and ask for the name of the person you should send your release to and inquire about deadlines. It might be a community, health or news desk reporter. You may also consider writing a letter to the editor of your local newspaper. This will provide a personal story about why this cause is so important. Make your letter brief, quote facts, include a call to action and make it as personal as possible.

4. Place a follow-up call to confirm that your release has been received. Prepare a few key points before you call so that your message is clear. Do not push the reporter to cover your fundraising initiative, but be helpful and available.

5. Take photographs. A photograph can be worth a thousand words. By making your photo interesting you may achieve greater success. Consider offering reporters a photo of both the event preparation (perhaps an action photo of the team that is making it all happen) and the actual event. Don't forget to add a caption.

6. Publicize in your workplace. If you work for a large or medium sized company, send details of your event to the person responsible for producing the company newsletter or distribute an email announcing your plans. This can help increase attendance and donations.

7. Have copies of the news release at the event. An invited reporter can keep the release and use it to remember the basics.

8. Ask reporters to sign in at the event. Use their contact information to follow-up after the event and provide them with the final details, such as money raised and attendance.

9. Reiterate that you are raising money for PDF. Direct reporters to the PDF website, www.pdf.org, for more information on how the funds raised will be used.

10. Be prepared to accommodate the media. Make sure that you have plenty of materials and volunteers on-hand to talk to and look after any reporters. This will help to ensure that they are accurately informed about what you are doing.

Sample News Release: Community Event

This sample news release is designed to help you attract media attention for your event. Insert the required details and then send it by fax, email or mail to your local media (newspapers, electronic, radio, etc.). **Follow up on your release to call attention to it and assist the reporter.**

For Immediate Release

Contact: Your Name
Phone Number

(Insert event name) to Benefit the Parkinson's Disease Foundation

Date, City, State - *(Insert event name)* will take place on *(day, date)* to rally the community around a worthy cause – raising funds for the fight against Parkinson's disease. The event, which will be held at *(place and time)*, will benefit the Parkinson's Disease Foundation (PDF). *(Insert a sentence highlighting something unique to your event)*.

Event organizer *(your name)* predicts a night of fun and entertainment, including *(insert event details)*. Tickets cost *(enter price)* in advance and *(enter price)* at the door.

"We've put together a great event to benefit a deserving cause," *(your name)* said. "Anyone can come along and enjoy the fun and at the same time know they are making a positive contribution to help fight Parkinson's." *(Replace this with your own quote if you have something more personal or relevant to say)*.

This event is designed to raise funds for Parkinson's research. To sponsor the event, to inquire about details or to purchase tickets, please contact *(your name)* at *(your phone number)* or *(your email address)*.

About Parkinson's disease

Parkinson's disease is a progressive neurological disorder that affects nearly one million people in the U.S. Although promising research is being conducted, there is currently no cure for or definitive cause of Parkinson's disease.

About the Parkinson's Disease Foundation

The Parkinson's Disease Foundation (PDF) is a leading national presence in Parkinson's disease research, patient education, and advocacy for increased federal funding. PDF works for the Parkinson's community by funding promising scientific research and supporting people with Parkinson's, their families and caregivers through educational programs and support services. Since its founding in 1957, PDF has funded more than \$50 million worth of scientific research, supporting the work of leading scientists throughout the world. For more information, visit www.pdf.org.

Sample News Release: Marathon Runner

This sample news release is designed to help you attract media attention for your efforts. Insert the required details and then send it by fax, email or mail to your local media (newspapers, electronic, radio, etc.). **Follow up on your release to call attention to it and assist the reporter.**

For Immediate Release

Contact: Your Name
Phone Number

Local Takes on Marathon to Find a Cure for Parkinson's Disease

Date, City, State – *(Your name)*, *(your occupation)* from *(your town)*, is lacing-up and taking off in the *(marathon name)* on *(day and date)* to raise much-needed funds for Parkinson's disease. After long months of training and preparation, *(your name)* aims to raise as much money as possible to benefit the Parkinson's Disease Foundation (PDF).

Thousands will gather to complete the 26.2 miles, which starts at *(starting point)*. *(Your name)* decided that running was a way to support PDF's research, education and information programs.

"I have wanted to tackle this marathon for a long time, so it will be extremely rewarding on a personal level," *(your name)* said. "However, it makes it so much more satisfying to run for a cause and know that my efforts will mean something to the Parkinson's community." *(Replace this quote if you have something more relevant or personal to say.)*

(Your name) is welcoming pledges from all sources. Please contact *(him/her)* at *(your telephone number)* for more details on how you can contribute to finding a cure for Parkinson's disease.

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Sample Letter: Potential Sponsors

People are often happy to donate goods, services and time, especially if you publicize their sponsorship and attract media coverage of your event. Below is a sample letter for you to use as a guide. **Add your own details and make it as personal as possible for the best chance of success.**

Contact Name
Business Name
Business Address

Dear (*contact name*),

I am writing to ask for your support in making the (*activity name*) a rousing success. I am organizing this event on (*date*) to raise money for the Parkinson's Disease Foundation (PDF), a leading non profit organization, which funds promising research to find the causes of and a cure for Parkinson's disease. You can help make a difference by supporting this event with the donation of (*specific request for a donation, goods or assistance*).

Nearly one million Americans suffer from Parkinson's disease and millions more are affected by it as family members and friends. This event is an ideal way for the community to unite and lend their talents to make a difference in the lives of those who suffer from this disease.

With your help, we can make this event a success and raise as much money as possible for PDF, a leading national presence in Parkinson's disease research, patient education, and advocacy for increased federal funding. Please consider making a contribution to this important cause.

For more information about this event and how you can help, please contact me at (*your phone number*). For further information about PDF, visit www.pdf.org. Thank you for your time and consideration.

Sincerely,

(Your name)

Sample Letter: Thank You Letter

Below you'll find an example of a 'Thank You' letter. Please feel free to type it up on your own stationery. Remember that it is only a sample letter. **Personalize it as much as you can for the best impact.**

The (event name) to benefit the Parkinson's Disease Foundation

Dear (enter contact name)

Thank you for supporting the Parkinson's Disease Foundation through your donation of \$(*enter amount or type of gift given*) to support the (*event name*).

The Parkinson's Disease Foundation (PDF) is a leading national presence in Parkinson's disease research, patient education, and advocacy for increased federal funding. Nearly one million Americans suffer from Parkinson's disease and millions more are affected by it as family members and friends. With your help, PDF can support those who live with the disease on a daily basis through its educational programs and support services, and continue to fund vital scientific research to find the causes of and a cure for Parkinson's.

You'll be delighted to hear that our event was a wonderful success and raised over (*add total amount here*) and was attended by (*add number of guests*), including (*anyone notable*).

We all look forward to the day when we are free of Parkinson's disease. I would like to take this opportunity to thank you for your valuable support.

Sincerely,

(Your name)

Fundraising Registration Form

Thank you for organizing an event to raise funds for the Parkinson's Disease Foundation. Please complete this form and return it to us by mail or fax at the address below.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Event Title:

Brief description of activity:

Event Date: _____

Event Location: _____

Projected Fundraising Target: _____

The event organizer/sponsor shall apply for any necessary fund raising permits; shall provide a certificate of liability insurance coverage; shall assume all liabilities in connection with the event; shall waive all claims against the Parkinson's Disease Foundation, Inc.; shall release the Parkinson's Disease Foundation, Inc., from all claims, causes of action or liabilities of any kind (unless due to gross recklessness or intentional malfeasance) and shall indemnify the Parkinson's Disease Foundation, Inc., against all liabilities arising from the event.

Signed: _____

Dated: _____

Please return by mail to:
Parkinson's Disease Foundation
1359 Broadway, Suite 1509
New York, NY 10018
Fax: (212) 923-4778