

PARTICIPANT TOOLKIT

MoveIt! Walk – April 25, 2020

8:30 AM – 12 PM

Symphony Park

4400 Sharon Rd, Charlotte, NC 28211

<https://give.parkinsonassociation.org/moveitwalk2020>

866-903-PARK (7275)

www.parkinsonassociation.org

Frequently Asked Questions

Join us **Saturday, April 25, 2020** for the Move It! Awareness Walk with Parkinson Association of the Carolinas (PAC) at Symphony Park – 4400 Sharon Road, Charlotte, NC 28211. Walk (roll..or run!) for Parkinson’s and help us raise awareness of the Disease, while also helping to support PAC. We will move it, groove it and much more!

How do I register?

To register online, visit us at <https://give.parkinsonassociation.org/moveitwalk2020> and click on the green REGISTER button. You can either Create a Team, Join a Team, or Register as an Individual Walker. Fill out the form, and you’ll be set! Upon completion of the registration form, a personal web page will be added for you. If you do not wish to register online, call us at 866-903-PARK (7275). Check in begins at 8:30 AM the day of the walk. Wheelchairs, walkers, strollers, and dogs on leashes are welcome.

Do I have to register in order to walk?

Yes, we want to know you’re walking with us and need every walker to complete the standard registration.

How much is Registration?

While there is no registration fee, we encourage all registered walkers to raise funds on behalf of the Move It! Awareness Walk for Parkinson’s. 100% of funds raised will benefit North and South Carolina through educational events, support groups, exercise programs and printed resources.

Do I have to have a fundraising page to participate in the walk?

No. Upon registering, a fundraising page will be made for you but you do not have to raise any money to participate in the walk. We want everyone to come out to help support our walkers and raise awareness of the disease.

How do I turn in my donations?

Donations will be collected the day of the Walk OR you can mail them in. Please bring all donations in an envelope with either the team name – or the participant name you would like to be credited with the donations.

Where should check or cash donations be mailed?

Parkinson Association of the Carolinas

2101 Sardis Road North, Box 15

Charlotte, NC 28227

****Make sure you include a note with your donation so that PAC knows who to credit the donation to. For example, "Move It! Awareness Walk for (participant name or team name) ****

How do I set up a team?

Setting up a team is just as easy as registering as an individual walker. If you complete your registration online, you will select the option to "Set up a team". Upon completion of the registration form, your personal page will be set up which you can edit as you wish. You are able to set your own goals for your team as well. Then, begin recruiting and find your team members!

What responsibilities does a team captain have?

Team captains are the heart of the Walk. As a team captain, you recruit your team of family, friends and coworkers, help them fundraise, keep them motivated and have fun while raising awareness for Parkinson's disease. You will also have access to a team fundraising web page and numerous tools to make your team a success.

How do I receive a t-shirt?

Every person **registered as a walker** that shows up the day of the event will receive a t-shirt.

What does the walk look like and how long is it?



The red route is almost completely paved – but there is a small section of gravel after you turn off of Morrison Blvd. If you use a walker/wheelchair – you should only use this route if you feel comfortable walking across the gravel. The blue route shows a completely paved route. The red route is ¼ mile. You are not required to walk. Other activities and vendors will be available for visiting while the Walk is going on.

Will food be provided?

Bottled water and light snacks will be available for participants.

What if it rains the day of the walk?

This is a rain or shine event. Walking is optional. Stay and enjoy the day's events.

Where will parking be located?



Enter on Carnegie Blvd. Look for “Event Parking” signs.

Volunteering for the event:

Volunteers are always needed! You may contact PAC at 866.903.7275 or pac@parkinsonassociation.org to inquire about volunteer opportunities.

Tips for Soliciting Donations & Pledges

Now that you are registered and have built your personal fundraising page (or even if you haven't and you'd like to fundraise!), it's time to start gathering donations and pledges. People love to support charitable causes, especially when they can see how much it means to you. Yet, for many people, it can be difficult to ask personal friends, family members and acquaintances for financial support. Start with those you know will be willing to support you and use these experiences and successes to build momentum. It's always easier to hear a "no" after you have heard "yes" a few times.

Tips for Soliciting Donations & Pledges:

- Make a list of potential prospects and the best way to reach them. Potential prospects include:
 - Relatives (parents, children, grandparents, cousins, aunts & uncles, etc.)
 - Work Acquaintances: Bosses, Coworkers, Business Partners, Vendors, Clients, etc.
 - Associates from group activities (teammates, coaches, classmates, etc.)
 - Members of your church/spiritual gathering
 - Friends & Neighbors
 - Local Relationships (hair stylist, dentist, etc.)
- Create a fundraising website to help you explain your mission and provide a place to direct potential donors to learn more and make online donations
- Create an "Action Plan" – Assign specific groups of prospects to target on certain days and/or weeks to keep your efforts focused and not too overwhelming.
- Be Organized: You'll want to explain the reason for the fundraiser and how funds collected will be used (Make it personal. What does this cause mean to you?)
- Write out a script for yourself and practice
- Set goals to keep motivated & track them online to monitor your progress
- Post announcements on all your social networking sites. Invite friends to share w/ their friends to help spread the word

- Send out an email requesting donations with a link to your personal fundraising page
- Keep offline pledge forms on-hand in case prospects are not ready to make an immediate donations or would prefer not to make an online donation
- If you are soliciting pledges door-to-door, be safe!
 - Use the buddy system (and bring an adult if you are under 18)
 - Collect only during daylight ours
 - Never enter a person's house if you do not know them well.
 - Do not carry large amounts of cash. (You may be better off collecting checks or directing people to make online donations via credit card)
 - Do not provide your phone number or address. If you have a personal fundraising website, handing out cards with the link to your site is a great alternative!
- Always remember to say "Please & Thank You"!

Walk-a-thon Participant Timeline

1-2 Months Prior

- Solicit donations
- Set up weekly targets and goals (who will you target each week)
- Continue to update your progress online
- Post announcements on Facebook, Twitter, and other social networks & continue to update
- Send email donation requests and/or letters
- Distribute flyers at community events, local business establishments, etc.
- Post announcements on community bulletin boards, your break room at work, etc.

1 Week Prior

- Post final announcements / deadlines for donations on all your online channels
- Send final email donation requests to those that have not donated
- Update your goals & inform people how far you are from reaching your goal to help spark last-minute support
- Begin to prepare for the event

Day of the Event

- Arrive early (no need to be late on your big day!)
- Eat a good breakfast
- Stretch so you don't get hurt
- Bring plenty of water, and wear comfortable shoes/clothes
- Take pictures so you can post "day of event" photos on your website and share with all who contributed
- Have Fun!

Following the Event

Conduct an evaluation: do this while it is fresh in your head...it will provide guidance for future walk-a-thons

- Did you achieve your goals? What worked & what didn't?
- What would you do differently in the future
- Tell people about the success of the event!
- Post pictures and share stories on your fundraising page & through your social networking channels
- Send Thank You emails to all of your donors and supporters

Sample Donation Request Letter / Email Template

Date

Dear _____,

I will be participating in the MoveIt! Awareness Walk to benefit Parkinson Association of the Carolinas. Our objective is to be the premier resource for People with Parkinson's, their care partners, family, friends and healthcare providers by providing information on workshops, webinars, support groups and so much more. Your donation, regardless of the amount, would contribute to making a significant difference for this worthy cause.

As you may know, this cause is very dear to me. If you would like to hear my story and make a financial contribution, you may make a secure online donation on my personal fundraising page located at: <https://give.classy.org/charlottemoveit2020/>. You may also mail a donation in the self-addressed envelope enclosed.

To learn more about the fundraiser, the Parkinson Association of the Carolinas, and details of the fundraising event, please visit: <https://give.parkinsonassociation.org/moveitwalk2020>.

Thank you for taking the time to read about my involvement in the Parkinson Association of the Carolinas. I greatly appreciate your considering my request. If you have any questions, or would like more information about this initiative, please contact me at [your number and email].

Sincerely,

Your Name

Sample Thank You Letter / Email

Date _____

Dear _____,

I want to express my sincere appreciation for your support of my efforts in raising funds for the Parkinson Association of the Carolinas (PAC). Your contribution was incredibly generous and your personal commitment towards my cause has helped PAC to reach our fundraising goal of \$[Insert your goal].

I am looking forward to participating in the event on Saturday, April 25, 2020 because [reason].
OR...The event was not only a huge success, but a day of fun had by all!

Thank you again for your donation. With your help, we are able to provide more information and programming to more communities who serve those affected by Parkinson's disease, their families and friends.

Sincerely,

Your Name

PLEDGE REGISTRATION FORM

Use this form to collect pledges locally from friends, family, and co-workers. Send this form (along with any checks) to the address above and we will enter them for you.

WALKER'S NAME _____
ADDRESS _____
CITY, STATE, ZIP _____
EMAIL _____
PERSONAL FUNDRAISING PAGE LINK _____

Pledge #1 Name _____
Amount\$ _____
Address _____
City, State, Zip _____
Email _____ Phone _____
Check ____ Credit Card Name _____
Card No. _____ Exp. _____

Pledge #2 Name _____
Amount\$ _____
Address _____
City, State, Zip _____
Email _____ Phone _____
Check ____ Credit Card Name _____
Card No. _____ Exp. _____

Pledge #3 Name _____
Amount\$ _____
Address _____
City, State, Zip _____
Email _____ Phone _____
Check ____ Credit Card Name _____
Card No. _____ Exp. _____

Pledge #4 Name _____
Amount\$ _____
Address _____
City, State, Zip _____
Email _____ Phone _____
Check ____ Credit Card Name _____
Card No. _____ Exp. _____

Pledge #5 Name _____
Amount\$ _____
Address _____

City, State, Zip _____
Email _____ Phone _____
Check _____ Credit Card Name _____
Card No. _____ Exp. _____

Pledge #6 Name _____
Amount\$ _____
Address _____
City, State, Zip _____
Email _____ Phone _____
Check _____ Credit Card Name _____
Card No. _____ Exp. _____

Pledge #7 Name _____
Amount\$ _____
Address _____
City, State, Zip _____
Email _____ Phone _____
Check _____ Credit Card Name _____
Card No. _____ Exp. _____

Pledge #8 Name _____
Amount\$ _____
Address _____
City, State, Zip _____
Email _____ Phone _____
Check _____ Credit Card Name _____
Card No. _____ Exp. _____

Pledge #9 Name _____
Amount\$ _____
Address _____
City, State, Zip _____
Email _____ Phone _____
Check _____ Credit Card Name _____
Card No. _____ Exp. _____

Pledge #10 Name _____
Amount\$ _____
Address _____
City, State, Zip _____
Email _____ Phone _____
Check _____ Credit Card Name _____
Card No. _____ Exp. _____

OFFLINE DONATION FORM

This printable form is available for participants to accept donations and pledges offline. Please fill out all the blank spaces and make sure that the participant you are sponsoring is listed correctly to be sure that the money is applied to their fundraising goal. See www.moveitwalk.dojiggy.com for more information on this event.

Support the Move It! Awareness Walk Saturday, April 25, 2020, Symphony Park

My Donation/Pledge is Sponsoring (participant or team name): _____

Donor Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email Address: _____

PAYMENT INFORMATION:

Enclosed is my check in the sum of \$ _____

Please make check(s) payable to: **Parkinson Association of the Carolinas**

Please charge my donation to:

Check one: Visa Mastercard AMEX Discover

Check (Check number: _____)

Credit Card Number: _____

Name (As it appears on credit card): _____

Expiration Date: ____/____ SEC code _____

Please Note: The address above must match the address that is associated with your credit card.

Please do not add me to your mailing list Please do not add me to your email list

Please mail this form and your check(s) to:

Parkinson Association of the Carolinas
2101 Sardis Road North, Box 15, Charlotte, NC 28227

FUNDRAISING EVENT WAIVER AND RELEASE OF LIABILITY

1. In recognition of the risk of injury while participating in the Move It! Awareness Walk (Event), and as consideration for the right to participate in the Event, I hereby for myself, my heirs, executors, administrators, assigns, or personal representatives knowingly and voluntarily enter into this waiver and release of liability (Agreement) and hereby waive any and all rights, claims or causes of action of any kind whatsoever arising out of my participation in the Event, and do hereby release and forever discharge (Event) and its affiliates, managers, members, agents, attorneys, employees, volunteers, heirs, representatives, predecessors, successors and assigns, business and its affiliates, managers, members, agents, attorneys, employees, volunteers, heirs, representatives, predecessors, successors and assigns, the event site and its agents, attorneys, employees, volunteers, heirs, representatives, predecessors, successors and assigns and all sponsors and/or beneficiaries of the Event (collectively Hosts) from any and all liability, claims, demands, damages, actions, or causes of action now existing or which hereinafter may arise as a result of my participation in the Event, whether any injury is caused by the negligence of the Hosts, the negligence of myself or third parties, the conditions of the course or any other cause.

2. I agree to indemnify and hold harmless the Hosts against any and all claims, suits or actions of any kind whatsoever for liability, damages, compensation or otherwise brought by me or anyone on my behalf, including attorney's fees, if litigation arises on account of claims made by me or anyone on my behalf.

3. I attest that I am physically fit and have trained sufficiently for the Event, and that a licensed medical doctor has recently verified my physical condition. I will not knowingly push beyond my physical limits at any time during the Event.

4. I recognize that various photographs, video recordings, and other media will be taken during the Event. I agree to grant the Hosts full permission to use any photographs, video recordings, or other media of the Event that contain my likeness for the purpose of promoting Parkinson Association of the Carolinas (the organization) or the Event, or for any purpose deemed appropriate by the organization.

5. For safety purposes, I agree to refrain from using headphones (and/or cellular phones) during the Event.

6. I acknowledge that this Agreement is the entire agreement between the Hosts and me, and that this Agreement cannot be modified or changed in any way by representations or statements of the Host or by me.

7. I hereby declare that I have read and fully understand this Agreement in its entirety and that, by clicking below (or signing below), I assent to all of the terms and conditions contained in this Agreement.

_____ *(signature / date of participant)*