



 Parkinson's
Moving Day
Community Walk 

PROGRAM TOOLKIT

COME TOGETHER TO MOVE

Table of Contents

What is Moving Day Community Walk?	3
About the Parkinson's Foundation	4
Resources & Tools	5
Best Practices	6
Planning Committee, Budget & Fundraising Goals	7
Sample Planning Timeline	8
Marketing Your Community Walk & Fundraising	9
Sponsorship, Communication & Walk Logistics	10
Creating Event T-shirt with Bonfire	11
Community Walk App	12
Logistics Planning Worksheet	13-14
Frequently Asked Questions	15
Contact Us	16

What is Moving Day Community Walk?

The Moving Day Community Walk program is a complement to the Parkinson's Foundation Moving Day, A Walk for Parkinson's. These walks are family-friendly and help the Foundation make life better for people with Parkinson's disease (PD).

The Community Walk program offers volunteers an opportunity to organize a walk in their own community that does not have a Moving Day event. The program leverages the personal experiences and community leadership of passionate volunteers to promote Parkinson's awareness and raise funds for the Parkinson's Foundation. Funds raised through Moving Day Community Walk allow the Foundation to:



Deliver expert Parkinson's care across the country



Fund cutting-edge research to improve treatments and advance toward a cure



Provide free resources for people living with Parkinson's and their families

About the Parkinson's Foundation

The Parkinson's Foundation is the nation's leading community for people living with Parkinson's, those who love them and those who are working to end the disease. With the largest presence in Parkinson's communities across the country, we have everything you need to live better with Parkinson's today. We bring together people with Parkinson's, caregivers, medical professionals, and researchers to ensure every person with Parkinson's has access to the best care; support cutting-edge research that leads to breakthroughs in treatments and ultimately a cure, and empower you and your family with resources and emotional support. The one million Americans living with Parkinson's deserve the promise of a cure and a better life today. Whether you are newly diagnosed, looking for a specialist or needing a support network, we can help.

Parkinson.org

1-800-4PD-INFO



Resources & Tools

This toolkit provides ideas, resources and support that will help make your walk and outreach successful. Our goal is to help you create a positive experience for participants, from registration to event day. A great experience will ensure people participate in your walk year after year.

The Parkinson's Foundation Signature Event Coordinator will help you get started and can provide tips and materials to make your fundraising efforts a success.

You can also find additional resources at:

MovingDayCommunityWalk.org



A person wearing a blue long-sleeved shirt is holding a light-colored wooden clipboard. The clipboard has a gold metal clip at the top. On the clipboard is a white sheet of paper with a checklist titled "Best Practices Checklist". The person's hand is visible on the left side of the clipboard, holding it steady. The background is a plain, light-colored wall.

Best Practices Checklist

- Review and sign the Moving Day Community Walk Agreement and Waiver.
- Recruit and manage a Community Walk planning committee.
- Choose a date. Check community calendars to find out what other events are happening in your local community before setting a date for your Community Walk.
- Select a location for your walk that works best for the number of people you expect, layout, cost and parking.
- Create an event budget that includes your fundraising and expense targets.
- Set event planning and fundraising benchmarks. This will ensure that you are on-track to meet your event goals.
- Promote your Community Walk to help you reach the most people for your fundraising event.
- Communicate with registered participants regularly to share words of encouragement, fundraising tips and to provide important event details.

Planning Committee

Your planning committee is a key component of your walk event. It is important to find volunteers who are committed to the success of your event and passionate about raising money for the Parkinson's Foundation. The planning committee will be responsible for getting people involved in your Community Walk and will help with event logistics.

Determine Budget and Fundraising Goals

It is important to create a budget for your event. Your planning committee oversees your event budget. You will need to identify expenses and secure funding (in-kind donations) to cover costs. You may choose to solicit sponsors for your Community Walk. Cost related to fundraising should not exceed 10 percent of your overall budget.



Sample Walk Planning Timeline

Here is a sample timeline for a Community Walk that can serve as a guide to help you and your committee begin planning your walk. *If you are starting your planning with less than six months to go before walk day, don't panic!* Six months is the suggested time needed for planning the event; however, a committee can successfully plan an event in a shorter amount of time. Adjust the timeline as needed and regularly review it to ensure a successful Community Walk.

Six Months Out

- Secure at least 5-6 people to serve on your planning committee
- Determine how often and when the planning committee will meet
- Confirm the date and location for the event
- Set your participant and financial goals (Get 100% buy-in!)
- Create an event timeline

3-6 Months Out

- Work with the Parkinson's Foundation coordinator to create an event website
- Decide what outlets you will use to promote your
- Community Walk – radio, local TV stations, newspapers, flyers, social media, etc.
- Start marketing your event
- Acknowledge and motivate registered participants
- Begin making sponsorship asks
- Obtain necessary city permits and talk to city authorities to find out what will be required for walk day

Three Months Out

- Advertise your walk in as many places as possible
- Share fundraising ideas with registered participants
- Continue making sponsorship asks
- Develop a logistics plan (volunteers, food, activities, entertainment, etc.)
- Begin solicitation of donated items (food, entertainment, beverages, etc.)
- Determine the number of volunteers needed for walk day

Two Months Out

- Continue to spread the word about the walk by email, social media, flyers, and community groups
- Encourage registered participants to use social media and the event website to promote the event and raise money for the Community Walk
- Follow up on sponsorship asks
- Update the event website with event details
- Continue to work on the logistics plan
- Begin communicating with volunteers and assigning specific walk-day tasks

6-10 Weeks Out

- Continue to promote your walk event in your community
- Motivate registered participants to organize simple and fun fundraisers
- Finalize your logistics plan

One Month Out

- Advertise events on local TV, radio, billboards, etc.
- Make a last-minute fundraising push to all registered participants
- Communicate final logistics plan to sponsors, volunteers and vendors

One Week Out

- Communicate walk day information to participants: location, activity schedule, parking, etc.
- Send a similar update to all day-of volunteers
- Pack all supplies needed
- Finalize the day-of walk set up and agenda

Event Day!

- Have FUN! Make time to enjoy all the hard work you have put into your Community Walk.

One Week after Walk

- Thank all participants, sponsors and volunteers that helped make your Community Walk a success
- Plan a wrap-up meeting with planning committee to review what went well and what needs to change next year

One Month after Walk

- Send all donations to the Parkinson's Foundation.
- Congratulate yourself on an amazing event!

Marketing your Community Walk

Traditional Marketing

Pitch your Moving Day Community Walk to news sources to get free newspaper, radio and TV coverage. Display posters and flyers in your area businesses, provide faith communities bulletin inserts and negotiate mentions or small ad placements in local publications. Send news releases to local print and broadcast media and public service announcements to radio stations. Your community likely has several community events, festivals, sporting events and more that offer the opportunity to draw attention to your Community Walk. Submit your walk details for posting on the city's community calendar. Use the community calendar to find other connections and local events where you can advertise your walk.

Tap into the Power of Social Media

A strong social media presence can bring even more attention to your Community Walk. There are many online communities and fan pages that are filled with people passionate about raising money for Parkinson's. Connect with them and invite them to support your event. Here are some tips on using social media to promote your Community Walk, recognize highly engaged participants and share important event details.

Before the Event

- Make ongoing announcements about
- your event details
- Recognize and tag top participants, sponsors and volunteers
- Create and promote walk hashtag #Move4PD
- Link your social media channels to your event website
- Share Parkinson's Foundation social media posts on your social channels

During the Event

- Have someone post on Facebook during the event

After the Event

- Thank everyone for their support
- Announce the total amount raised, total attendees, etc.
- Post photos/videos from the event

Word of Mouth

Communicate all the ways people can help you raise awareness and spread the word about your event. These groups can help you promote your Community Walk:

- Support groups
- Local businesses
- Faith-based organizations
- Medical community
- Civic organizations such as Rotary, Knights of Columbus, etc.
- Registered event participants

Equip committee members, sponsors and registered participants with the marketing materials they need to easily spread the word in their own circles. The Parkinson's Foundation has marketing materials that you can customize for your event and print locally.

Fundraising Made Easy

Fundraising is a key part of your Community Walk. Every dollar raised by people who participate in your event will support the Parkinson's Foundation mission by delivering expert Parkinson's care across the country; funding cutting-edge research aimed at better treatment and a cure, and providing free resources for people living with Parkinson's and their families.

It's important that your participants understand the value of the funds they raise and are excited to support the Parkinson's Foundation. Your Community Walk coordinator will provide you with fundraising tools to help you make raising funds easy for your participants. The most successful and easy way to raise money for Moving Day Community Walk are the event website and social media. Online tools and social

media make it easier than ever to encourage your participants and everyone they know to support their fundraising efforts in making life better for people with Parkinson's.

Traditional fundraising still works! Participants can send emails or letters to friends and family asking them to donate. Fundraisers such as bake sales and potlucks raise significant funds for work, school or social settings such as book clubs and exercise classes. Face-to-face asks while having coffee or getting together on special occasions with family and friends is also an effective way to raise money for your Community Walk. The Community Walk coordinator will share tools and resources to help participants raise funds. We are here to support participants and share tips to make fundraising easy!

Sponsorship

While soliciting sponsorship is not a requirement, it can help cover event costs, raise awareness for your event and provide in-kind donations. Partnering with sponsors can help you build business relationships in your community that can help you raise money.

Here are some sponsorship tips:

- Determine events costs so that you can tailor the sponsorship packet to meet the event's specific needs.
- Create a list of potential sponsors that are tied to your community and can provide resources that you need.
- Centralize all the information that sponsors need to know in a packet and send it to the prospects you identified.

Communication is Key

The key to a successful event is to steadily build your participant's excitement and anticipation from the day they register to walk day.

Participants that register months prior to your Community Walk may lose interest or slow down their fundraising efforts if they are not engaged and encouraged on a regular basis. It's important

to send out reminder emails and keep the communication going up until walk day.

- Make time to send updates and make special announcements related to the event schedule or added entertainment.
- Share fundraising tips.
- Link participants to Parkinson's news and articles.
- Create excitement around special contests for top fundraisers.

As you get closer to your Community Walk, you should send information about the event start time, instructions on how to get to the event location, where parking will be available, etc. Communication doesn't end at the walk. It's critical that you acknowledge the hard work of your committee and volunteers, the efforts of your participants and the support of your sponsors by thanking them by phone, email, social media and the event website soon after your event. There is a higher chance that you will retain your participants year after year if they had a positive experience before, during and after your Community Walk.

Walk Logistics

These guidelines will help ensure walk sites are safe, logistically successful and fun for everyone.

Preparation

- Get permission to hold your event. There are legal and safety concerns that are inherent to any walk event. If using public streets or parks, you will need approval from your local authorities. Contact your city government to learn more about the application process.
- Provide event details on your Community Walk website in advance — include directions, parking information, schedule, etc.
- Make a site plan so that the event feels full, but not crowded. Consider the flow of the crowd at all times on walk day.
- Secure enough walk day volunteers and communicate assignments and walk day info.

CREATING AN EVENT T-SHIRT WITH BONFIRE

Creating a t-shirt for your Community Walk is a fun and easy way to personalize your event and help you reach your fundraising goal!

For more information, or if you need help creating a t-shirt for your event, contact the Signature Events Coordinator at CommunityWalk@Parkinson.org.



COMMUNITY WALK APP



Good Move™

We are proud to announce we have partnered with Good Move, a fundraising and activity-tracking app! This experience works in conjunction with your community walk.

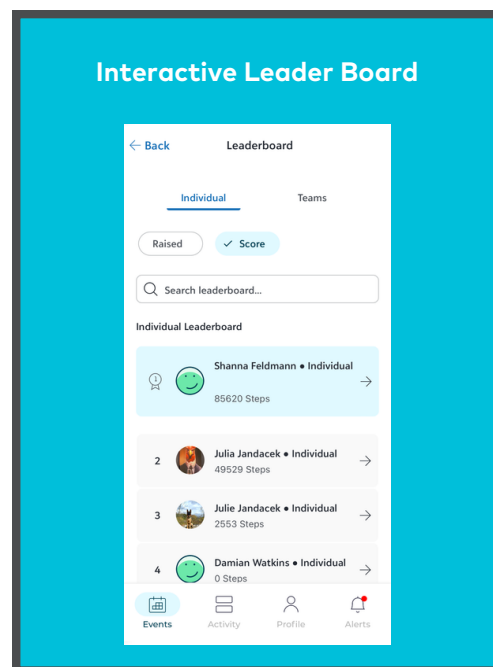
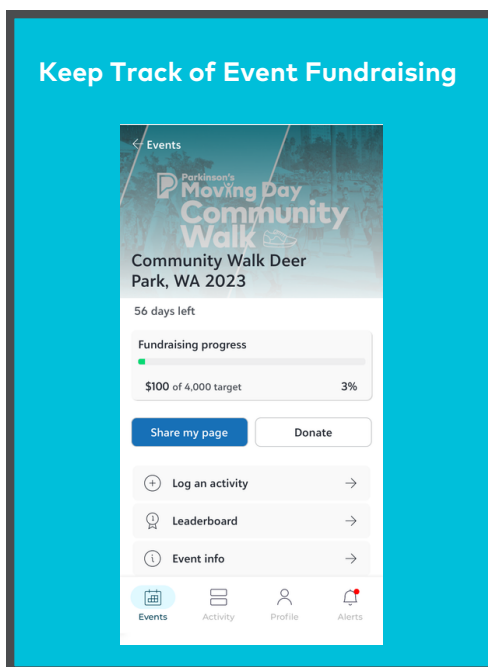
The app is designed to empower and unite communities participating in a community walk. This platform encourages event volunteers to connect with participants and send notifications for fundraising initiatives and event information.

For more information, or if you need help, contact the Signature Events Coordinator at communitywalk@parkinson.org.



IT IS EASY TO USE!

1. Scan the QR code & download the app
2. Log in with the same login information as your fundraising account
3. Reset password to log in to the app
4. Log your activity throughout your campaign and climb the interactive leaderboard



Logistics Planning Worksheet

There are several things to consider when planning a Moving Day Community Walk. The following questions will help you conceptualize, plan and produce a successful event.

Event Venue

- What is the maximum capacity that I need?
- What is the rain plan? Can you reserve an indoor/covered space as a backup?
- Is there nearby, accessible parking?
- Will participants have to pay for parking?
- Is there an accessible walk route at the venue or will you need to get a permit city streets or sidewalks?
- Will we need port-a-potties or does the venue have restrooms?
- Is there a large flat space for tents?
- Are there other events going on in the same location on the same day that will conflict with ours? If so, communicate potential traffic and parking issues in advance so participants can plan.

Walk Route

Choose a route that is as scenic and flat as possible. Pavement is best for people with Parkinson's. Make sure it is stroller and wheelchair friendly and ADA compliant.

Trash/Recycling

- Does the venue include trashcans and recycling bins? If so, do they handle waste disposal? If not, make sure you have gloves for your cleanup volunteers and find out where exactly to leave trash and recycling after the event.
- Secure at least one trash can per 100 attendees (assess site and how many are provided).
- Work with venue and/or city for recycling containers.

Safety & Security

Secure EMT volunteers and have at least one first aid kit on hand. Talk to your venue contact, tent vendor and fire department about fire hazard requirements.

Electricity Needs

- Does the venue have power outlets close to a stage/sound area?
- How much power will we need and where?
- Will we need a generator?

Tips: Schedule a time with your venue contact to walk through your site plan and all electrical needs. See what they can provide and how they've handled power in the past. Get a day-of facilities contact (name/number) who can help with power if there is an outage.

Sound

- When is amplified sound permitted at the venue? (you want to test your sound equipment prior to the opening of registration, which can be early)
- Does the venue provide any sound equipment or does it need to be rented through an external vendor?
- How will sound be handled in the stage area?

Parking

- How many people do you expect at the event? Parking options should accommodate most of your expected participants.
- Is there handicap-accessible parking? If not, will you provide handicap-accessible shuttles to and from the event space?
- Will your participants have to pay for parking? If so, make sure to tell them ahead of event day to manage expectations. (Consider offering free parking passes to participants who reach certain fundraising milestones)

Restrooms

- Are there available and accessible restrooms for participants? If you need to rent portable toilets: account for one per 100 walkers and at least two handicap-accessible restrooms.
- Have hand-washing stations near restrooms (running water/soap or hand sanitizer).

Food/Beverages

- What time is the event? Does it overlap with mealtime?
- What is your venue's policy on food? Do they require you to use an approved caterer, get permits, etc.?
- Are you going to provide food (e.g., bagels, fruit, granola bars, popcorn)? At a minimum, provide bottled water for participants (allot for two bottles per expected participant/volunteer/sponsor/vendor.) If the weather is warm, keep water chilled in coolers or tubs with ice.
- Have paper napkins, plates and utensils (if necessary), paper towels or wet wipes.

Advertising and Marketing

- Does the venue have any restrictions on promotional materials or specific product brands/logos? (This is important if you have sponsors interested in displaying a branded tent and/or large banners.)
- Can the venue post information about the event on their website, calendar, social media sites, newsletters or emails?

Signage

- Where will signage be placed? Find out where signage is allowed and the preferred method of placing signage.
- Order all signs well in advance of the event.

Money Handling

- Have a walled tent or room for accounting. Donations and cash should be handled discreetly. Consider having an onsite security guard to monitor this process.
- Does the venue have any policies about transactions and/or collecting donations onsite?
- Get venue approval before allowing vendors/sponsors to sell merchandise.

Insurance

- All participants who register onsite must acknowledge and sign the liability waiver on the registration form. (Participants who registered online should acknowledge the electronic waiver.)
- Venues may require a Certificate of Insurance.
- Get the specific language/requirements from your venue contact.

Security

- For events in parks: work with the Parks & Recreation Department to arrange for Park Security, state or county police.
- For events in a downtown area: work with metro police to coordinate street closures, barricades. Consider hiring off-duty officers for day-of safety needs.
- Minimum of three security guards are required onsite during the event (recommend more for larger events).
- Hire overnight security to watch tents/tables/equipment dropped off the day before the event.



Frequently Asked Questions

What is Moving Day Community Walk and how is it different from Moving Day?

Moving Day Community Walk was created to give people who don't have an existing Moving Day walk in their area an opportunity to organize their own.

Community Walks are led, planned and executed by volunteers who bring their communities together to raise awareness and funds to support the fight against Parkinson's disease.

Why is fundraising a part of Moving Day Community Walk?

Your fundraising helps us to provide care and advance research toward a cure for Parkinson's disease.

How are funds used?

The funds raised support the Parkinson's Foundation mission by delivering expert Parkinson's care across the country; funding cutting-edge research aimed at better treatment and a cure; and providing free resources for people living with Parkinson's and their families.

Is there a registration fee?

Moving Day Community Walks don't have a registration fee. However, we ask every participant to fundraise or donate. The average participant raises more than \$200 to help the Parkinson's Foundation improve care and find a cure for Parkinson's.

What does the Parkinson's Foundation provide for my Moving Day Community Walk event?

When you sign up to plan a Community Walk, you will be provided with a guidebook, marketing materials and limited staff support.

Where can I host my Community Walk?

Moving Day Community Walk events can be held anywhere! You can host an event at a school, company or city park. When selecting a location, it should be safe, easily accessible and should provide ample parking.

Can I use the Parkinson's Foundation's tax exemption number?

Third-party events are not able to use the Parkinson's Foundation tax-exemption number since the Foundation is not hosting the event. You may use the tax-exemption number for in-kind donation purposes only.

Can you help me get a permit for my event?

The organization and execution of the event is the responsibility of its event organizer. You must obtain all necessary permits or licenses.

Who will provide insurance for my event?

The event organizer is responsible for securing insurance for the event. The Parkinson's Foundation is unable to provide insurance for third-party events.

What can I give donors who make donations for tax purposes?

Donors can only receive a gift acknowledgement letter if their checks are made payable to the Parkinson's Foundation. We cannot provide acknowledgement letters to donors who make payments directly to third-party events.

Can I invite people from the Parkinson's Foundation donor list to participate in my Community Walk?

Unfortunately, no. We must respect the privacy of our donors and cannot share our lists.

Can someone from the Parkinson's Foundation attend or help me plan our event?

The Parkinson's Foundation is unable to attend and plan Moving Day Community Walk events due to limited staff resources. We are happy to provide guidance for your event, but we do not have the staff to handle the administrative and logistical tasks associated with Community Walks.



We're Here Every Step of the Way

The Parkinson's Foundation appreciates your dedication and effort to help us make life better for people with Parkinson's through starting your own Community Walk. For help with any stage of your event — from email and social media templates to fundraising ideas — reach us at:

 MovingDayCommunityWalk.org

 Email: CommunityWalk@Parkinson.org

 Call: (305) 537-9962