



## DIY (Do It Yourself) FUNDRAISING

### Who are Parkinson's Champions?

Parkinson's Champions participate in the Parkinson's Foundation community fundraising raise funds and awareness for Parkinson's disease. Champions take the lead planning their own fundraisers or participating in local events (5ks, bike races, bingo nights).

### What kind of support does the Parkinson's Foundation provide?

As a Parkinson's Champion you'll have access to your own personal fundraising page where you can track your donations and share your personal story, photos & event information. Our local team will provide advice on event planning and fundraising. You can use our Champions logo for your marketing materials and printed literature for distribution at your event. We can provide a letter of endorsement to assist with soliciting sponsorships or in-kind donations and sample email and social media templates. The Parkinson's Foundation will email tax receipts to each of your event's donors.

### What type of event can I host?

Champions can plan and host whatever type of event they want! Are you a 300 bowler or a pickleball champion? Host an event that speaks to you and that has the potential for fundraising. We encourage all Champions to chat with local staff during the planning phase of their event to work through logistics with our support. Feel free to check out our [Champions Guide](#) for some event inspiration.

### How much money do I have to raise?

You set the goal that's right for you! We're here to help you every step of the way. Once you're registered you can use our fundraising toolkit to write emails, post to social media and spread the word about your fundraiser. Every dollar counts. Most fundraisers exceed their own expectations – You'll be surprised how much fun it can be to raise funds for a great cause.

### What about matching gifts?

Do you work at a company that offers matching gifts? Do your donors? Check to see if you can double your donation by asking your human resources department if your job matches charitable giving. If you have matching gift questions, email [champions@parkinson.org](mailto:champions@parkinson.org).

### How do I pay for expenses?

You are responsible as the event host and fundraiser for covering any expenses incurred during the fundraising activity (example: venue rental, event t-shirts, food and beverage). We encourage you to think through your budget and use our In-Kind Donation letter to solicit support from local businesses. If you're hosting an in-person event, consider partnering with local non-profits who can accept charitable donations in return for event space or supplies.

### Do you accept checks?

Yes! Have donors write checks to Parkinson's Foundation and put your name in the MEMO line. We ask that you mail all checks to:

Parkinson's Foundation  
c/o Parkinson's Champions  
200 SE 1<sup>st</sup> St  
Suite 800  
Miami, FL 33131

**Other Questions? Email [champions@parkinson.org](mailto:champions@parkinson.org).**