



Parkinson SuperWalk

Everyday Heroes

Team Captain's Guide

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Parkinson SuperWalk is the largest national fundraiser in support of Parkinson's research and community services. It runs each year in September, raising more than \$31 million since 1990. With more participating sites from coast to coast, Parkinson SuperWalk is the single most important national awareness and fundraising event for Parkinson Canada.

Walks take place the weekend after Labour Day each year. We are excited that you've committed to be a part of this year's success in support of our vision for a better life and a brighter future for Canadians living with Parkinson's today, a world without Parkinson's tomorrow.

In this guide, you will learn more about Parkinson SuperWalk, how to register as a walker, and how to manage a successful SuperWalk team.

PARKINSON CANADA
SUPERWALK™



Parkinson SuperWalk Teams

Teams are essential to our fundraising efforts. Businesses, schools, families and friends come together to support our cause, and each other, every year.

Almost 60% of our walkers are members of a team. Each team is comprised of a leader who motivates, inspires, sets goals and leads by example. That's why we're so thankful for your commitment, and why all of our Team Captains are so important to our success.

Whether you're a new or returning Team Captain, creating a team of twenty or a team of two, we've created this guide to help you. You'll find tips on everything from organizing and recruiting, to using social media for your teambuilding and fundraising efforts.



Benefits of Teams



Not only are teams vital to raising money to support research, education, support services and advocacy, they're also a great way for you and your company, school, family or local organization to get recognized for playing an important role in the community, and a fun way to build camaraderie among colleagues, family and friends.

What's in it for you?

- Help grow our ability to support people living with Parkinson's while contributing to the search for better treatment and a cure through the National Research Program
- Be recognized in your company or community as a leader
- Earn incentive rewards and opportunities as a fundraiser



Walking at work: What's in it for your company?

- Enhance employee morale and build team spirit
- Actively participate in an important cause alongside friends, colleagues and family
- Plan a healthy and fun way for your employees to spend a summer weekend
- Invite customers and associates to participate by donating or walking
- Show your commitment to important causes within your community



What's in it for your team members and colleagues?

- A great way to build camaraderie
- Earn rewards and recognition as you fundraise
- Enjoy a great day with an easy walk, fun activities, food, and entertainment
- Companies with offices and staff across the country can participate and compete with each other by creating a national team!

How to build and manage a fun, successful team



Begin Recruiting Participants!

Get moving early! Contact anyone you know that you think may be interested in joining you – family, friends, co-workers, social organizations, athletic teams, etc. – and send them to ParkinsonSuperwalk.ca to join your team! If a team member does not want to register online, have them complete a paper form instead, indicating the Team Name as it appears online.

Get in touch with your SuperWalk Support Team!

We want to hear how your team is doing! Tell us good news about your participants, fundraising goals met and exceeded... and more! Feel free to contact us with any information requests or other support needs!

Stay Connected!

The best way to stay connected is to manage your team online at ParkinsonSuperWalk.ca. Some suggestions include weekly e-mails, Facebook messages, postcards or letters, weekly communication by phone or (if schedules permit) a team meeting every week or two. Communication will help you tell your team about all the exciting efforts everyone is making for Parkinson SuperWalk!

Set a Team Fundraising Goal!

Most people work harder when they have a specific goal to meet. Great goals are SMART – specific, measurable, achievable, realistic and timely. Come up with a number you can work towards culminating on Parkinson SuperWalk weekend in September.

Talk Parkinson SuperWalk

People cannot donate to you and your team if they don't know that you are participating in SuperWalk. Direct your family, friends, colleagues, and everyone you know to visit your personal fundraising page or give a cash/cheque pledge.



Role of the Captain

Team Captains are our true leaders, motivating teams of two or more people to raise funds.

A good Parkinson SuperWalk Team Captain is:

- **Enthusiastic** about raising funds to support Canadian's living with Parkinson's. Many team captains organize a "campaign kickoff" at the start of the campaign
- **Motivated** to share fundraising tips, team progress and information about Parkinson's and Parkinson SuperWalk with their team members. Plan to send one update every week or two during the campaign
- **Supportive** to team members who need help fundraising. This includes help with setting a fundraising goal, organizing an activity, collecting cash or cheque donations and using the Parkinson SuperWalk website to fundraise

As a Team Captain, your job is to:

- **Ask at least ten friends**, family and co-workers to join your team
- **Set your team's fundraising goal**, and encourage the team to reach it
- **Get the team out on walk weekend** to have fun and celebrate your success
- **Celebrate with your team** at the end of the walk and thank them for all of their hard work

Recruiting Team Members



Here are some easy ways to start recruiting:

1. Recruiting Team Members in person

The honest truth – nothing beats a personal request from you. We appreciate that asking people in person takes a bit more time, courage and effort than sending an email or hanging a poster near your desk, but there is simply no better way to get your colleagues, friends and family to join. We strongly encourage every team captain to ask at least ten people personally to join their team. A personal conversation will:

- Let people see how passionate you are about the Walk.
- Let them know how much their support means to you. Give them an opportunity to ask you questions.
- Make it harder for them to say no to you!

2. Email

Assuming you have the necessary permission from your boss and/or HR department, we encourage you to invite as many of your colleagues as possible to join your team by email, otherwise, be sure to send email notices with links to information on Parkinson SuperWalk and your team to other members of your circle. If you are not able to send an email to everyone in your company or department, start with as many people as you know personally, and encourage them to forward along the invitation to others they think might be interested.

3. Activities

Hosting an informal event or activity in your office (like a “Lunch & Learn” or breakfast) is a great way to encourage others to learn more about the Walk and sign up for your team.

4. Internal advertising

If you have permission to do so, we encourage you to post sign-up information about your team in your office, on information boards for community organizations that you are a part of, etc. Contact Parkinson Canada for support with posters and other promotional materials available.

Making the Pitch



We know Parkinson SuperWalk and the work that Parkinson Canada does are important to you – and we thank you for your commitment to our shared vision. The following information is designed to help you communicate that with others. This background on Parkinson's, Parkinson Canada, and SuperWalk is shared for your own information and to help as part of your conversations around asking people to join your team or to make a donation.

Parkinson SuperWalk

This nationwide event is Parkinson Canada's largest annual fundraiser and awareness event. Over 14,000 people in more than 110 communities from British Columbia to the Maritimes get involved each year.

More than just a fundraiser, Parkinson SuperWalk is an event designed to bring people living with Parkinson's and those who care about them together. To show people who can feel isolated and concerned about the future that they are not alone in their goal to live well with Parkinson's.

What is Parkinson's Disease?

- Parkinson's is a neurodegenerative disease that affects approximately 100,000 Canadians and their 400,000 family members, loved ones and carepartners.
- The number of Canadians over 40, living with Parkinson's disease, will increase by 65 per cent, from 99,000 in 2016 to 163,700 by 2031.
- By 2031 the number of Canadians over 65 living with Parkinson's disease, will more than double to 148,800



The significant growth in the Parkinson population in the coming years means that funding for research is vital, to ensure better treatments for those diagnosed and ultimately a future without Parkinson's. Further, it means support services, education and advocacy provided by the Parkinson Canada will see greater demand in the years ahead. That's why your support is necessary!

Parkinson's Disease



- Movement is normally controlled by dopamine, which is a chemical that carries signals between the nerves in the brain. When cells that produce dopamine die, the symptoms of Parkinson's appear, which can include a resting tremor, difficulty with fine movement, balance and walking, slowness and muscle stiffness, loss of volume and clarity of speech and handwriting, among other concerns.

- Although Parkinson's is known as a movement disorder, in reality it **affects all aspects of life**, including one's ability to eat, sleep, walk, talk, think, and reason. In addition to the change in motor skills are the non-motor symptoms, including changes in mental health, such as depression, dementia, sleep disorders, and impulsive behaviour. Parkinson's changes everything from finances to relationships. **It changes lives.**

Parkinson Canada Research

- Parkinson Canada provides funding for Canadian researchers through its National Research Program. This research is investigator driven discovery research and is peer reviewed by a team of scientific advisors ensuring that research funds are designated to only the best rated projects.
- By not targeting specific areas of research, this funding methodology allows researchers to be creative and try novel ideas, an approach that promotes discovery and breakthroughs.
- By promoting research into novel ideas, Parkinson Canada supports new ideas that otherwise may not be investigated. Providing an opportunity to explore these new concepts and develop the data required to support their ideas, Parkinson Canada provides researchers an opportunity to get the process started for new and exciting research. From there, they are able to leverage Parkinson Canada's funding into additional support for their research projects. For example, Dr. Connie Marras was able to turn a \$45,000 Parkinson Canada Grant into \$2,000,000 in new grant monies from findings as part of her 2011-2013 funded grant.



Research Examples



In 2013 Dr. Marc Ekker's lab was able to produce zebrafish in which they could selectively kill the dopaminergic neurons. They are now in the position to examine the possible regeneration of these neurons. Understanding how zebrafish regenerate dopaminergic neurons should be instrumental in the development of methods to stimulate the regeneration of such neurons in PD patients.



In 2014, Dr. Jacques Drouin discovered a mechanism regulating dopamine levels in the brain. His research discovered that a defect in a specific gene can lead to cell death in dopaminergic neurons, suggesting that this gene could be a new target for the development of drugs to treat Parkinson's.

“Our research puts disease management in the hands of patients. Non-motor symptoms affect quality of life, including depression, loss of sense of smell, sleep disturbances and changes in thinking ability. There have been a lot of little successes, including treatment of depression, and other non-motor symptoms. By funding these types of research, Parkinson Canada is leading the way in connecting all the pieces, motor, non-motor and psychosocial, to better understand (and treat) Parkinson's.”

Dr. Ron Postuma
Psychosocial Research Grant
2009-2011

Leveraged Funds from Parkinson Canada Pilot Project Grants

Researcher	Cycle	Amount Awarded	Amount Leveraged
Drs. Tim Kennedy & Abbas Sadikot	2011-2013	\$45,000	\$632,935
Dr. Ron Postuma	2011-2013	\$45,000	\$587,750
Dr. Connie Marras	2011-2013	\$45,000	\$2,000,000
Dr. Joanne Nash	2013-2015	\$45,000	\$270,000
Dr. Edward Fon	2012-2014	\$45,000	\$75,000
Drs. Oury Monchi & Guy Rouleau	2012-2014	\$45,000	\$515,338
Dr. Jeremy Lee	2012-2014	\$44,100	\$250,000
TOTAL		\$314,100	\$4,331,023

Parkinson Canada

Support, Education, and Advocacy

- Through our education and awareness programs, we help to build a better understanding of Parkinson's disease and improve the quality of care.
- Healthcare professional outreach, including the 'Get it on time' campaign, and the 'Parkinson Education Program' takes place across the country to help educate staff working in hospitals and long term care about the individual nature of Parkinson's and the importance of providing custom care, including adherence to individual medication regimens. These programs compliment the Canadian Guidelines on Parkinson's Disease – the first of their kind – developed to guide medical professionals in care of patients with Parkinson's.
- Parkinson Canada staffs information and referral lines, accessible to anyone, anywhere in Canada. An important compliment to treatment by a movement disorder specialist or neurologist, our information and referral lines provide connections to important community resources, access to information and resources in response to specific questions, and more than that they provide support.
- Our network of passionate volunteers and facilitators help to provide support in the communities where people live through Parkinson Canada Chapters and Support Groups. With over 250 available across the country, needed local support, education, and information is available to anyone in Canada living with Parkinson's.



“ I was only 32, with two small children, when I was diagnosed with Parkinson's disease. I was told about a Parkinson Canada support group in my area. I went to my first meeting just one week after my diagnosis and was, by far, the youngest person there. I cried through the whole meeting. I was scared and confused, but so grateful to be there. These people became my inspiration. They answered my questions, understood my feelings, and showed me it was possible to keep living my life as best I could. **The support and education our family receives from Parkinson Canada makes the difference between helplessness and hope.** ”

TAMMY TAYLOR

Sample Correspondence

We know you'll want to put your personal spin on things, but share the suggestions below to show how some of the information we've just shared can help you in your efforts. Your online participant centre has a number of suggested messages as well that you can use without leaving ParkinsonSuperWalk.ca.

Message to Recruit Team Members

Dear Family and Friends,

This September I am taking the pledge to become an everyday hero and help raise funds for Parkinson Canada in support of achieving one very important goal: a world without Parkinson's.

Will you join me at Parkinson SuperWalk this September and become a key member of my fundraising team? By helping to achieve our fundraising goal, we will be contributing to essential programs offered by Parkinson Canada such as support services, education, advocacy, and the National Research Program.

It takes a community to support those living with Parkinson's, their families, and caregivers. I invite you to join mine. The cause is important. Already, nearly 100,000 Canadians live with the challenges of Parkinson's.

Soon, that number is set to rise significantly. Consider this:

By 2031, the number of Canadians over 65 living with Parkinson's disease will more than double to 148,800. The significant growth in the Parkinson population in the coming years means that funding for research is vital, to ensure better treatments for those diagnosed and ultimately a future without Parkinson's.

Walk with me this September at Parkinson SuperWalk and show your support. Register to join my team at www.parkinsonsuperwalk.ca

Thank you!

Everyday Heroes. Extraordinary Hope.

Message to Engage Corporate Team

Dear Colleagues:

I've committed to participate in Parkinson SuperWalk this September and I'm asking you to join me. My reasons for getting involved are personal, but the need to support the cause is much broader than that.

Did you know that Parkinson's is the second largest neurological disorder in Canada, behind Alzheimer's? Or that the number of Canadians over 40 living with Parkinson's disease will increase by 65 per cent, from 99,000 in 2016 to 163,700 by 2031.

Imagine receiving a diagnosis at 40 – when perhaps you are just starting a family, planning for retirement, and making moves in your career. For many, that is a reality. Parkinson's is an individual condition, and while many people live well with Parkinson's, make no mistake – it changes lives.

Parkinson Canada is there to support people living with Parkinson's and their families when news of a diagnosis comes and throughout their healthcare journey. Further, they are supporting research to find better treatments and one day a cure.

Join me, and make a difference for Canadians living with Parkinson's today and in the future.

Thank you.

Dear Family and Friends,

Message to Potential Donors

This September, I will be joining thousands of walkers and volunteers across Canada to bring hope to Canadians living with Parkinson's.

Funds raised through Parkinson SuperWalk help support the vision that I share with the Parkinson Canada and the work they do to make a better life and a brighter future for Canadians living with Parkinson's today, a world without Parkinson's tomorrow.

Specifically, your gift helps fund support services, education, advocacy and research on behalf of Canadians living with Parkinson's. Parkinson Canada's National Research Program has provided more than \$24 Million in funding to Canadian researchers and is an essential source of funding for new investigators seeking information on cause, cure and better treatments.

Parkinson Canada funded research makes a real difference. For example, in 2014, Dr. Jacques Drouin discovered a mechanism regulating dopamine levels in the brain. His research discovered that a defect in a specific gene can lead to cell death in dopaminergic neurons, suggesting that this gene could be a new target for the development of drugs to treat Parkinson's.

What if your next gift is the one that makes the difference? What if the next research project is the one that helps us identify the cause of Parkinson's and ultimately finds the cure? Or simply, what if that next donation allows us to field a call from someone newly diagnosed with Parkinson's who is struggling to understand the condition, their symptoms and the road ahead.

I greatly appreciate your support and will keep you posted on my progress.

Message to Donors

Tell Your Story

Dear Friend,

Parkinson SuperWalk will take place on September 10th and 11th – an event that raises money for Parkinson's support, education, advocacy and research.

(This is where you tell a personal story, like the example below...)

Remember when I started attending the local support group? It was there I met many other people in the same situation as me. Given the diagnosis of Parkinson's disease, but driven to live the best life possible. The support, materials and guidance I have received have been invaluable, and I want to ensure this is available to everyone who is touched by Parkinson's.

You can donate online by going to my page at www.parkinsonsuperwalk.ca, and you'll receive a charitable receipt immediately. Or, write a cheque and send it to me – either way, your donation will make a huge difference in the lives of those who are affected by Parkinson's

If you have any questions about SuperWalk, please let me know.

Sincerely,
NAME

Message to Family Team

Dear Friend,

Parkinson SuperWalk will take place on September 10th and 11th – an event that raises money for Parkinson's support, education, advocacy and research.

Team [insert team name] will be walking in [insert location], and we need your support!

How can you help?

- Our family's goal is to raise \$[insert goal] in honour/in memory of [insert name]. You can donate online by clicking the link below, and you'll receive a charitable receipt immediately. Or, write a cheque and send it to me – either way, your donation will make a huge difference in the lives of those who are affected by Parkinson's
- Walk with us! Go to www.parkinsonsuperwalk.ca, join our team and start fundraising.
- Spread the word! Help us promote our SuperWalk team and Parkinson's disease awareness.

To give, click here: [insert link to your page]

If you have any questions about SuperWalk, please let me know.

Thanks for your support of our team!

Sincerely,
NAME

10 Tips

for Recruiting Co-Workers



Co-workers are an excellent starting point for recruiting team members to join you in the fight against Parkinson's. Below are 10 tips to get you started:

1. Start early. Begin recruiting as soon as you've registered your team online. The earlier you get co-workers involved, the sooner you can begin planning your team's fundraising activities and building excitement.
2. Speak at a company or team meeting. Telling your story and asking others to join you in a group setting allows those touched by Parkinson's to take the first step by indicating interest. Also, it's often your story that motivates others to act.
3. Post information in your workspace and public places in the office. Make it easy for people to find you and identify you as the main contact. Place posters in the break room and bathroom stalls. Be sure to leave a sign-up sheet in your workspace in case you are not around.
4. Include a blurb in your company newsletter. Briefly share your connection to the cause, a current statistic or update about the disease from www.parkinson.ca and a call to action such as 'Join my team and help me in the fight against Parkinson's.'
5. Ask your location manager or company CEO to send an email on your behalf. Craft an email sharing the latest facts and figures on Parkinson's from www.ParkinsonSuperWalk.ca. Invite your co-workers to get involved in the fight by joining your Parkinson SuperWalk team! Ask your manager or CEO to send this e-mail expressing his/her excitement about seeing their team band together for such a great cause. If they have a personal connection to the disease, ask them to share.
6. Offer incentives. Conduct a raffle or offer a small gift certificate to the first five people who join your team. This will encourage people to sign up quickly.
7. Get the word out. Let your co-workers know you are looking for team members. They may know someone in another department or building who would love to hear from you.
8. Set up a table at lunch. Choose a spot where you'll get to meet people you don't work with everyday. It's a great opportunity to share your passion, answer questions and register co-workers up on the spot. See if you can get a small treat donated to hand out and attract attention.
9. Combine the Walk with company fitness efforts. Parkinson SuperWalk is an all-ages, all-abilities walk. Using Walk day as a goal, invite co-workers to join your team and walk during breaks as a way to get excited about the actual event. Consider attaching a fundraising incentive to your efforts. For example, ask other co-workers to make a donation for each mile your team walks during the year. Ask your Manager to match it!
10. Finally, make it fun! Excitement is contagious. Continuously update your co-workers on your efforts, success, fundraising and milestones reached. They'll see how committed you are, and want to be a part of the fight!

Tips for Motivating and Working with Your Team



1. Send regular updates to all team members. Sending a brief email once every week or two with a short update and a quick reminder to keep fundraising is a great way to keep your team members motivated and informed.

Here are a few tips for what to include in each email:

- Congratulate your top fundraiser for the week, then challenge your teammates and encourage someone to get the top spot next week! Come up with a fun and inexpensive way to say thanks (e.g., a free coffee or a small trophy/token they get to keep for the week.)
- Share an update on reaching your team fundraising goal. How close are you to reaching your team goal? How much money do you need to raise to get 10% closer? Set a goal for the coming week and challenge your team members to reach it.
- Encourage every team member to ask at least five new friends/family for support each week, or to follow up with people who haven't yet responded.

2. Send a welcome email to your whole team every time a new member joins. It's nice to hear when someone new has joined. It's also a great opportunity to remind your team to keep asking others for support, and to share any helpful updates.

3. Get your whole team to come out on Parkinson SuperWalk weekend. Participating is a great way to celebrate the efforts and success of your team, to have fun, and to learn more about how the money you raise is helping us in the fight against Parkinson's. The Walk is also a great opportunity to bond as a team.

4. If you have more time and energy, here are a few additional ideas for having some fun and raising more money with your team:

- Help each of your team members with their fundraising. Offer to help them identify friends and family who they can ask for support, import their address book and send emails asking for donations, and follow-up by email or in person.
- Host a fundraising activity in your workplace or school. A number of our teams have had success organizing bake sales, auctions, "dress down days" or other fun activities at their office to raise additional funds from colleagues and friends.
- Host a team gathering before the Walk. Get your team together for a fun teambuilding activity like lunch, dinner, or bowling. It's a great opportunity to ensure team members all meet one another, and to motivate everyone to work together to reach your fundraising goal.
- After the Walk, it's a great idea to get your team together one last time. Celebrate what you accomplished as a team, share your favourite moments with each other, thank everyone for their contribution, take note of successful fundraisers, and make plans for the next Walk.

8 Tips

for General Fundraising



1) Setting a personal and team fundraising goal is an essential part of fundraising. Put it in writing and post it in a common area where everyone can see the progress that your team is making.



2) Appoint a Team Captain who will be able to encourage your team members to be creative and work hard to increase their personal fundraising goals.



3) Theme your Team. Giving your Team a theme can help increase the fun and create a sense of community. Anything will work: Pirates, Hawaiian, Clowns and 70s are just some of the examples that teams have done.



4) Remember to track your donations to ensure every dollar collected is accounted for. An easy way to do this is to register online individually and as a team at superwalk.ca so you can easily track your progress .



5) A simple thank you goes a long way! Always remember to thank each contributor for supporting your cause.



6) Create a list of everyone you want to reach. Include friends, family neighbors, local acquaintances, work colleagues, companies, local businesses, clubs and organizations. Creating a 'SuperWalk Mailing/E-mailing List' will make it easier to send updates, messages and thank you notes.



7) Use upcoming events or get-togethers as venues for discussing your fundraising activities face-to-face. Bring informational materials and pledge forms with you. Or better yet, organize and host your own BBQ, lunch, tea party, silent auction or 50/50.



8) Tell your family and friends how you would appreciate their contribution to your SuperWalk goal in lieu of gifts. It is a win-win situation – the gift giver does not have to go shopping and everyone feels good about helping this great cause!



Events-based Fundraising

Many of our teams run their own events in addition to peer-to-peer fundraising. While this requires additional effort and planning, and therefore isn't for everyone, it can be a very successful fundraising endeavour. Events are also a good way to take advantage of the energies of your team members while building awareness of the event, your team and maximizing your support for the cause.

These SuperWalk events don't need to be elaborate. They can range from accepting donations in lieu of gifts at a birthday party to hosting a concert, gala, or other large scale event. Guest lists range from your office workplace to the whole community. Be creative in your plans for an event.

In either case, staff at Parkinson Canada are eager to help make your event a success and can share promotional tools, budget/tracking tools to ensure that all parties receive appropriate tax receipts, and more.

Some ideas:

- Ask a local center (senior center, community center, YMCA, etc.) if you can post flyers, include information in their newsletters, and/or make a presentation about SuperWalk and the importance of fundraising for Parkinson's disease.
- Use upcoming parties or family reunions as venues for discussing your fundraising activities face-to-face. Bring informational materials and donation forms to begin collecting donations during the party or to share so that fellow party-goers can make donations from home. Of course, don't forget to ask the party host/hostess for permission before asking guests for donations.
- Visit, call, send a letter to or e-mail the local Chamber of Commerce to request contacts for local civic groups (such as Rotary Clubs, Lion's Clubs, Kiwanis Clubs, cultural affairs groups, etc.). When contacting them, be sure to describe SuperWalk and your fundraising goals. Once you've obtained the information, contact the club president (or, better yet, a friend who is a member) to request an opportunity to make a presentation before the group about SuperWalk, Parkinson's, and/or to distribute a mailing/e-mail to members.



- You probably know people who sell things on eBay®, or you may want to do some of your own spring cleaning by trying it yourself. Find 5 to 7 items people may need and send an email taking bids for 48 hours – the highest bid wins your treasure!
- Everyone loves casual Fridays. Why not turn other days into dress down days for a price – a donation to SuperWalk!
- Inviting your pals over for a get-together can be a fun-filled way to raise funds. Get creative and host a low-cost, fun and participatory event. Ideas include game nights, costume or theme parties, pot luck dinners, knitting parties, tea parties, etc.
- Local events can be a great way to engage the entire community in raising money for your cause. Choosing the right event depends on your community, but you can include a bake sale, car wash, wine tasting, spaghetti dinner, pancake breakfast, rummage sale, sports tournament, block party, etc. And of course, proceeds from the event can go directly to SuperWalk!
- Cook Off - Works great in an office setting! Ask several proud 'chefs' to prepare their famous chili, beef stew, apple crumble, or even chocolate chip cookies. Then have others pay \$1, \$2, or a donation for the opportunity to taste each recipe and select a winner! Be sure to have a small trophy or award prepared for the winner...then new chefs will know who to challenge the following year!
- Movie Night - tired of paying over the top prices at theaters? Then host your own movie night with proceeds going to SuperWalk. Invite a group of friends/family over to enjoy a new release you've rented or a classic favourite. Pop some popcorn, buy some bulk candy and provide several choices of beverages. Charge people \$5 (far less than 1/2 the price of theater viewing). Sit back, relax, and press play!
- Casino Night - Invite your friends and family over to play some of your favourite casino games, with all proceeds going to SuperWalk. Playing poker, blackjack, craps or roulette guarantees a fun-filled night.
- Used Book/Movie/CD Sale - gather up all those old books/CDs/movies that are cluttering up your home and collecting dust and sell them.



Fundraising with Social Media

When it comes to fundraising, social media can be a great tool. Here are some tips to get you started. Contact us for more tools and tips on how to engage your social networks.

1. Connect with Parkinson SuperWalk on Facebook and Twitter:

<https://www.facebook.com/ParkinsonSuperWalk.ca>

<https://twitter.com/SuperWalk>

2. Share using the sharing buttons on our website. Many pages on our SuperWalk website have the sharing buttons which allow you to post to Facebook, Twitter and Google plus. Clicking these links is a fast and convenient way to update your contacts!

3. Ask permission to have your workplace or other social organizations post, retweet, or otherwise share your message on Parkinson SuperWalk.

4. Empower your team via social media. Recognize the fundraising efforts of your peers and acknowledge team members via congratulatory messages.

5. Direct asks yield results. Make sure you're asking your friends to do something. Use words like, "Donate now!" or "Share this!" Unless you're direct, you won't get results. Be clear: Make sure you include a brief explanation of how and where they can donate to you.

6. Challenge yourself and your team. Set a lofty goal for yourself, and let everyone know what it is. Tell them they're the only ones who can help you reach that goal. Give them something to care about.

7. Personalize your approach. Why are you participating in Parkinson SuperWalk? Tell your friends why this is important to you, and why you need their support. Make it personal.

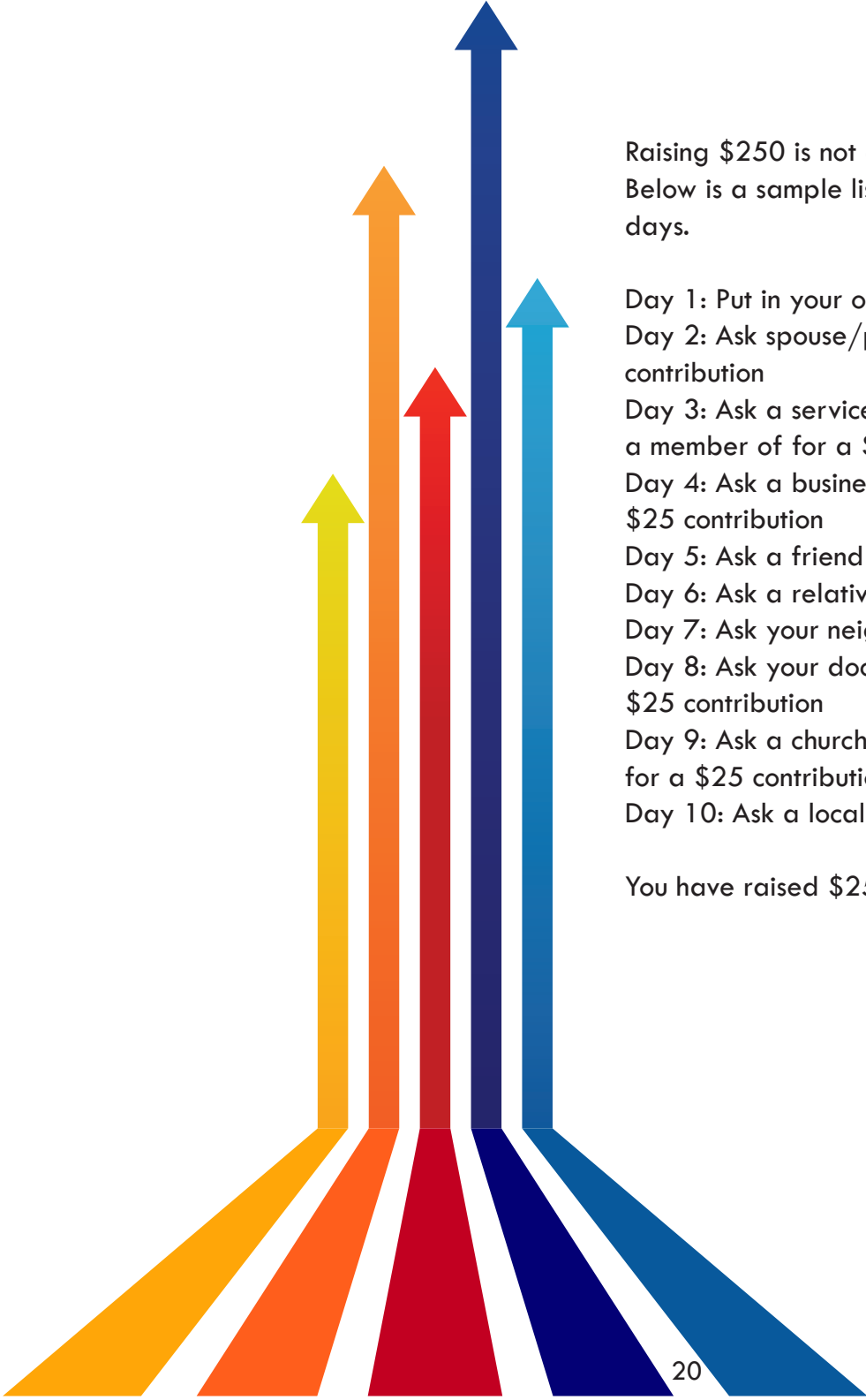
8. Be thankful. If someone donates to your team, thank them publicly through social media, not only is it appropriate to thank your donors but doing so via social media is yet another reminder to your other contacts about the cause.

9. Hashtag your tweets and link back to the event on Facebook. Use the hashtag #SuperWalk in your message to ensure people outside of your network see what you have written!

10. Enjoy your fundraising experience. Raising money and participating in Parkinson SuperWalk is fun. At the end of the day, feel good about what you're doing for the cause, and let others know this.

250 in 10

How to raise \$250 in 10 days



Raising \$250 is not as difficult as you may think. Below is a sample list of how to raise \$250 in 10 days.

Day 1: Put in your own \$25 donation

Day 2: Ask spouse/parents/sibling for a \$25 contribution

Day 3: Ask a service club or an organization you are a member of for a \$25 donation

Day 4: Ask a business contact or old employer for a \$25 contribution

Day 5: Ask a friend for a \$25 donation

Day 6: Ask a relative for a \$25 contribution

Day 7: Ask your neighbor for a \$25 donation

Day 8: Ask your doctor or pharmacist or dentist for a \$25 contribution


Day 9: Ask a church/temple (or other group) member for a \$25 contribution

Day 10: Ask a local merchant for a \$25 contribution

You have raised \$250.00!

Simple Tools Big Impact

Team Captains encourage their team members to fundraise in many creative ways. As an example, Parkinson Canada has shared the following engagement Bingo game with our staff.

B	I	N	G	O
Register online parkinsonsuperwalk.ca	This square is yours for sharing the vision of a better life with a brighter future for Canadians living with Parkinson's today; a world without Parkinson's tomorrow.	Receive your 1st gift	Commit to volunteer at a SuperWalk	Update your profile picture on your personal page
When is Parkinson Awareness Month? _____	Share your registration on social media	Put our Parkinson SuperWalk Poster Up at a merchant near your home	Email Jon and Alyssa your favourite SuperWalk story	Make an online gift of any size to a colleague's campaign
Share a 'Why I walk' email with SuperWalk staff	Receive five confirmed donations (other than yourself or spouse)		When was Parkinson SuperWalk founded? _____	Tell us a plan for your office fundraiser
Update your personal story on your SuperWalk webpage	Join your appropriate staff team	Fill in the blanks: Everyday _____; _____ Hope.	Send 15 Emails from the participant centre	What is our National goal for SuperWalk? _____
How much do you have to raise to be a SuperStar Walker? _____	Have this square for free for supporting Parkinson SuperWalk in spirit	Post a SuperWalk poster in your workspace	Forward our registration e-blast to five friends	Share an inspiring post on your Team's Guestbook page

A Message from One of Canada's Most Successful Teams

Hugh O'Neill



Hughie's Hustlers, so named in honour of Hugh O'Neill of Peterborough have consistently finished among the top fundraising teams in the country since they started participating in Parkinson SuperWalk. We share Hugh's tips (the team is Captained by Hugh's daughter, Cathy O'Neill who has an ambitious \$30,000 team fundraising goal) on how best to motivate, manage and support your team members in an effort to achieve fundraising success... and to have a good time doing it.

1. **Leverage the Parkinson Connection:** Most team members seem to engage with fund-raising for Parkinson Superwalk due to a connection with someone who has Parkinson's. We actively recruit people who are living with Parkinson's, or those closely connected to them - we look outside of our family unit.
 2. **Communicate Regularly to Maintain Momentum:** The first email we send as a team comes from me, rallying the troops and advising them of our goal with subsequent, carefully timed emails from our Team Captain to keep team members apprised of our standing, how close we are to our goal, additional suggestions for "adding just one more donation", encouragement, team member successes (atta boys and girls!), and sharing ideas for creative fund-raising efforts (i.e., Tom Desson's annual Parkinson's Fundraising Concert with his band, and Pang O'Neill's fundraising luncheon all traditional Chinese food - at her place of work). We save all of our correspondence from year to year as some of it simply needs a yearly refresher.
 3. **Provide Constant Support and Encouragement in Overcoming Solicitation Obstacles:** We provide ongoing examples, success stories, and quotations from donors to team members to help overcome solicitation obstacles:
- **Emphasis on Email to Ease the Burden:** sample email solicitations are shared to show how easy it is to communicate with potential donors (it's not much work...you don't have to go door to door or ask on the phone)

Hughie's Hustlers

- **Reducing Fear to Solicit Repeat Donors:** circulate positive reinforcement for repeat solicitations (donors that thank us for including them in our annual solicitation because it's such a good cause...or donors that ask us in advance when the solicitation will be coming).
- **Don't Give Up on Non-Responsive Prospects:** examples of donors that didn't donate one year, but did the next when asked again (they get used to hearing from us)
- **Politely Follow Up to Ensure Your Solicitation Was Received:** "My donor thanked me for reminding them with a second email solicitation when they didn't respond the first time...it got lost in their email"
- **Thank You Your Contribution Helped Us Succeed!:** We personalize all thank you's with our team results, so donors know how their contributions helped us achieve our personal goal, as well as the more general Parkinson Canada goal ("you are the only event to which I donate because you guys always come back and tell me what happened"). Both are important, but with our personal supporters we know that they are supporting us as much as they are supporting the cause

...and some individual tips from SuperStar Walkers

Sharon Lowe

My "little" brother Quentin has Parkinson's. He is only 42 years old, but I have seen his struggles with the condition and also the hope of new treatments, as his Deep Brain Stimulation surgery last year has really helped him manage his Parkinson's.

I always start by sponsoring myself for \$100.00 to show that not only do I fundraise but I also donate. I believe this is very important as a way of setting the bar. I'm motivated to raise funds, and am therefore pretty active in my fundraising. I post my participation on Facebook and regularly update how close I am to my goal. Moreover, I make a point of talking about my support of the Parkinson Canada year round so that people know I am passionate and expect the request for a donation when it arrives.

I've also used events in my fundraising: Last year I hosted an even "poolside pedicures for Parkinson's" and invited about 40 people. Those who could not make it were happy to buy a ticket anyway. The advantage was that I got donations from people that had not supported me in the past. The downside is that I only charge \$30.00, so if someone would normally give me \$50.00 it turns out to be less. This year I had people ask me to host the event again! People are inundated with charity requests, so I like

to give them something for their money.

This year I had a garage sale and posted that all proceeds were being donated. When giving change some people told me to keep it and donate it to the cause. I am working on a neighbourhood garden tour where we will sell tickets.

As far as traditional fundraising goes, I send an email to everyone in my address book. I include pictures from the previous year along with what we did to reach our goals. I tell people the story of my brother and tell them my goal. I do this in early spring before all the other fundraising events begin. I ask again mid-summer and one last request goes out one week before. I also ask those who work at companies that match donation to ask their companies to match. Most importantly I thank people right after they donate! I think being grateful for whatever they are able to give is important.

I get a lot of support from friends as they have supported me while I supported my brother. I only hear positive feedback as they know this is very important to me. I encourage the family to walk, and they see me as the cheerleader. A few years ago I walked with a group of friends, which was so lovely. I talk about it and am really clear that is my crusade and people respond positively to that.

I am passionate about the walk and have lots of fun being creative figuring out how to fundraise. I like hosting events and am always thinking up ways to engage people in Parkinson's awareness, so it is not just about a cheque or donation.

Melissa Castronovo

In 2008 my dad was diagnosed with Parkinson's and if I'm being honest, I was terrified. I was lost in a wave of different emotions. Fear, uncertainty, anger, denial...I didn't know what it meant for his future, how it would change our lives, and how we would face this obstacle together to overcome it. I needed to find a way to redirect my feelings and use them constructively. That's when I came across Parkinson SuperWalk, and thought: what better way to spend my efforts? Instead of sitting around being angry with the news, I decided to sign up for SuperWalk and start raising money in hopes that one day there will be a cure of everyone living with Parkinson's. I know my fundraising is making a difference.

For the last five years, I have been raising money with an event called "Posing 4 Parkinsons: Midnight Yoga Blitz". With the help of local retailers, the event has raised more than \$3500 each year. It is a three hour event, broken up into 3 separate yoga hours each with a different instructor leading the group. The amount of support has been incredible from friends, family, and the community. It's great to see everyone come together for a great cause.

I can't thank my friends and family enough for all of their support over the years and for encouraging me to host the event year after year. I am an event coordinator by day, so they are always impressed that I can take what I am great at, and create an event for something that is important to me.

Set goals for yourself and share your goals with everyone you meet! If you have a goal to raise \$500 or \$5,000...share that goal with friends, family, coworkers and even strangers. You never know who you will meet that will want to help you achieve your goal.

Penny McDowell

I participate in Parkinson SuperWalk because it is a major Nationwide fundraising campaign and I can see where my fundraising efforts go, including monies directed to research into finding the causes and particularly a cure for Parkinson's.

As far as the event goes, it's a fun day where those participating share a common goal to not only raise money but also generate community awareness of Parkinson's and, it's a day particularly close to my heart as I have Parkinson's myself.

I believe with my help, we can make a better life and a brighter future for Canadians living with Parkinson's today a world without Parkinson's tomorrow.

Each year, at least a month before the event, I send a personal email note to family & friends requesting that they sponsor me. I try to make this as easy as possible, and include a direct link to my page on the Parkinson SuperWalk website with some simple info on how to make a donation.

I find online fundraising to be easy and unintimidating. I always request pledges from those that have contributed the previous year, any new people I can think of and even those that may have lapsed and not sent a pledge (probably because they forgot). If I see an individual hasn't contributed for more than 2 years I take the hint and don't ask again. Also, I make sure I contribute to any of my donors that may request pledges from me throughout the year for charities that they support.

Most of my friends and family are very positive about my fundraising and are happy to help someone they know personally with Parkinson's. It may help too that I've been the Secretary of our North Simcoe Parkinson's Support Group for several years and have built connections in the community that way. Also, I only make a request to them for any Parkinson's donations once a year...so they know they're not going to be solicited for Parkinson's donations (from me) at any other time.

My takeaway message is simple: don't be shy in asking for SuperWalk pledges from family & friends. With the internet in particular it's easy, and a normal and accepted part of society's charitable fundraising process. People generally want to help - especially someone who's near & dear to them.