

Raising Money for People with Parkinson's
Step Forward 2018



www.stepforwardpittsburgh.org

Raising money for people with Parkinson's is simpler than you think!

The number one rule is *give first*. Give a gift to your own campaign so that when you ask others they can see you are committed to the cause.

Also use **heartfelt stories** about why our mission matters to you.

1. **Send sincere emails and/or hard copy letters** with a description of why you are participating in Step Forward. Do you love someone with Parkinson's? Are you someone with Parkinson's? Do you care for someone with Parkinson's? Do you know someone affiliated with PFWPA and you are inspired by client stories? Personalize your online fundraising page by telling your story and including photos.

Ask **more than once**; reminder emails and calls are key; schedule them.

Social media is one of the best way is to send personalized messaging. Studies have found that 35% of all donations for an event like Step Forward come from social media asks!

2. **Get your group together for some fun!**

SIP N PAINT

Creative and fun! Why not try a PAINT NITE?

CHIPOTLE AND OTHERS

Many restaurants let you set up a 10% or 20% night. If your supporters come in and say the magic word –the establishment gives you a percent of total sales. This can boost your team's fundraising and could also be used as a "meet up" with your team to discuss other plans to make Step Forward a tremendous success.

Pour for a Cause

Ask if you can do a **guest bartender night** and keep the tips at a local establishment. Oftentimes, bars welcome this type of fundraising on slower nights to bring in more business.

ALEX and ANDI – Shadyside (412.586.4006)

This popular jewelry store has nights where 15% of proceeds goes to charity. You work directly with their staff to set it up –and you get some great jewelry in the process!

3. Get the whole family involved!

One of our best fundraisers for the past two years had a **lemonade stand**; she was 11! Colleen spent many sunny days in her neighborhood telling people why she was doing this: for Pap-Pap. She learned and taught many lessons in the process. Her dad even built her a stand with wheels so now she's mobile! Maybe you'll see her in a neighborhood near you.

4. **Follow up!!** You are asking busy people---one ask rarely does the trick. Gently remind people how easy it is to donate and why their participation is important.

SAMPLE EMAIL FOR THE WALK

SUBJECT LINE: My latest challenge

Dear Friend:

I am writing to tell you about a cause that matters to me. [Insert why here] The Parkinson Foundation is hosting a one-mile walk and 5K on SAT, SEPT 22nd at Highland Park Reservoir, from 8am-12pm. The day is so much fun and includes music, food trucks, kids activities a climbing wall and great people. I'd love to see you there. If you cannot join me, perhaps you will support my fundraising efforts. Just go (HERE) to donate to my team.

Please be assured that by donating you are helping our local neighbors face the challenges of Parkinson's by giving them somewhere to turn for exercise, programs, consults and more.

If you can help on any level, I would appreciate it very much. Let's make Western PA a region filled with compassion and friendship. Our neighbors are counting on us!

Your name.

Questions: Call us!!! Ask for MJ, Casey or Caitlin and we can help you get registered and learn more about Step Forward. 412.837.2542