

Parkinson Society British Columbia exists to empower people with Parkinson's disease across the province through providing resources and services to enable self-management, self-reliance, and self-advocacy.

Parkinson SuperWalk is the Society's largest annual fundraiser. This event helps fund PSBC's support services, education events, advocacy efforts, and research contributions.

Every donation counts. This guide will show you how you can make a difference in just one week, by following our fundraising tips to raise \$300!

FUNDRAISING TIPS

- 1. We're better, together.** Form a fundraising team! If you haven't already, reach out to friends, family, or colleagues.
- 2. Make social media work for you.** Build awareness and ask for donations online to reach a wider audience.
- 3. Don't hesitate to ask again.** Did you know it can take as many as five asks to earn one donation? Always follow up with potential donors.
- 4. Personalize, personalize, personalize!** Share your story, and let others know why you are fundraising on your Participant Centre profile. This builds a more personal connection with your network.
- 5. Provide updates on your progress.** Show your friends and family the impact they are making. Share your successes!
- 6. Don't be shy.** You miss 100% of the shots you don't take! Reach out to everyone in your network, including people like your hair stylist, pharmacist, or local barista!
- 7. Remember your inspiration.** Use your personal connection to Parkinson's disease as motivation to help raise funds for much needed programs, services, and research.
- 8. Support can come from unexpected places.** Ask your friends and supporters to spread the word about your fundraising efforts. You never know who may have a connection to the cause!
- 9. Tell your story honestly.** Share your experience or connection with Parkinson's disease with your networks. When you're open and honest about your experiences, others will likely be more willing to reach out.
- 10. Check in on your goals.** Whether you have surpassed your fundraising goal or there is still progress to be made, now is the time to evaluate where you stand.
- 11. Have you been procrastinating?** In the summer months it is easy to forget to prepare for your Walk because of all the other exciting activities going on. Send out support emails, and imagine how good it will feel to know you've done your best!
- 12. You are not alone.** Looking for a little extra motivation, or want to share some fundraising tips? Reach out to Parkinson Society BC staff. We are here to help!

Learn more online at
[PARKINSON.BC.CA/
SUPERWALK](https://PARKINSON.BC.CA/SUPERWALK)

RAISE \$300 IN 1 WEEK!

- MONDAY** Make a **\$25** self-donation to your SuperWalk fundraiser.
- TUESDAY** Ask your immediate family members to match your **\$25** donation.
- WEDNESDAY** Ask five of your closest friends to contribute **\$20** to your campaign.
- THURSDAY** Use social media to ask your acquaintances for a **\$10** donation.
- FRIDAY** Ask five of your colleagues for **\$10** donations.
- SATURDAY** Write to your favourite local businesses, and ask for **\$25** in support.
- SUNDAY** Invite five of your neighbours to make a **\$10** donation.

CAST A WIDE NET: ASK VIA EMAIL!

From: SuperWalk Participant
To: Prospective Donors
Subject: Help me raise money for the BC Parkinson's community!



As you may already know, I am participating in Parkinson SuperWalk this September! I am raising money to help Parkinson Society BC continue to provide critical programs, services, advocacy efforts, and research contributions that improve the quality of life of those living with Parkinson's in BC.

Parkinson Society BC relies on generous donations from people like us. Please support me with a donation, or help by spreading the word to your friends and family so they may learn about this event, and Parkinson Society BC, as well.

To donate and learn more about SuperWalk, visit parkinson.bc.ca/superwalk.

Every dollar counts. Please consider donating to my campaign.

Thank you!

