



# MAKING YOUR FIRST ASK

## TEAM PARKINSON RUN/WALK/CHEER/GIVE

We can't thank you enough for registering with Team Parkinson! We appreciate your commitment to help raise awareness and funds for Parkinson's disease research. When it comes time to reaching out to friends and family for support, here are tips to help you make your first ask.

### BEFORE YOU ASK

- Be the first donor! Show your commitment by making a donation on your page.
- Personalize your page with your photo and story. Set your fundraising goal.

### WHO TO ASK FIRST, WHAT TO SAY AND HOW

- Start with your closest family and friends
- Simply tell them that you are running with Team Parkinson and you need their help
- Invite them to run/walk with you. They can choose from a variety of race types.
- If they can't join you, ask them to sponsor your race—let them know that their donation will help support much needed Parkinson's disease research
- First, send individual emails using our templates in your Participant Center
- Then, follow up with a personal phone call, text, message, or in person
- After you have reached out to family and friends, think about who else can support you. Use social media to expand your base of support.

### IMPORTANT TALKING POINTS

- Your participant page has its own unique URL. Share the link to your page—from your page, family and friends can register to join you and/or make a donation on your behalf.
- Let them know why this race and cause is important to you; share why you are running.
- Over 1 million people in the United States are living with Parkinson's disease. Every nine minutes, someone is newly diagnosed. While there are treatments, there is currently no cure.
- Donations to Team Parkinson will help fund research and move us closer to a cure

### FOLLOW-UP

- Stay in touch with family and friends about your efforts. Let them know how close you are to your goal.
- Send reminders to those who have not yet donated. Family and friends want to help and might just need a reminder.
- As your race and deadlines get closer, let them know that they can still help but time is running out
- Post updates about your race—as you countdown, on Race Day, and after the Race - share a picture of you at the Finish Line!
- Thank your donors

### WE'RE HERE TO HELP YOU FUNDRAISE

- If you need help getting started or want additional fundraising tips, please let us know

**Team Parkinson has been an event of The Parkinson Alliance since 2000. We proudly guarantee that 100% of net proceeds go directly to Parkinson's research.**