

The most important fundraising event for Parkinson's in Québec

I'm in...
8,000 KM
FOR THE
Parkinson's
JOURNEY



**TO RAISE
\$ 350 IN
A WEEK**

*"In September,
I'll be up and moving
for Parkinson's.
How about you?"*

Luc Bourgeois,
provincial spokesperson
for Parkinson's Journey

1 800 720.1307
PARCOURSPARKINSON.CA



Fundraising can be simple on one condition: Ask!

YOU NEED 5 MINUTES A DAY

to achieve your goals
or even surpass them!

SUNDAY

Make yourself a **\$25** donation on your fundraising page.

MONDAY

Ask 2 family members to match your donations of **\$25**.

TUESDAY

Ask **\$25** from someone you've already supported in the past.

WEDNESDAY

Ask 5 co-workers to contribute by donating **\$20** each.

THURSDAY

Ask via Facebook, Twitter and LinkedIn. You will be surprised to see how many people will help you (high school friends, former co-worker).

FRIDAY

Ask 2 of the businesses you are a regular customer to support you for **\$25** (hairdresser, grocer, local coffeeshop).

SATURDAY

Ask 5 of your neighbours to support you for **\$10** each.

DID YOU ACHIEVE YOUR GOAL?

If the answer is **YES**, congratulations!

If the answer is **NO**, do not be discouraged.

Follow these simple steps and inspire yourself with the suggested message to achieve or even surpass your goal!

Inform your entourage about your goal and the evolution of your collection and training.

Make people aware of Parkinson's and how important you personally are in supporting this cause.

Always thank your donors.

Send a reminder to the people you have asked to support you.

Here are some tips and a message ready to be used to make your challenge known and to solicit your entourage.

We know that the time and energy you put into fundraising is valuable and we want to help you succeed in achieving your goal. Be optimistic!

Enthusiasm is contagious, it is important for your donors to feel your passion for the event. Let them know of your commitment to fundraising and the mission of Parkinson Québec and the regional groups.

Explain why you are raising money for the Parkinson's Journey.

When you tell your story or your motivation, people are more likely to give.

Address requests to as many people as possible.

Ask your accountant, your banker, your pharmacist, your hairdresser, your dentist, etc.

The number of donations you will receive will depend on the number of requests you will make.

Remember that one of the main reasons people do not participate or donate is that they have never been personally asked to do so!

Be consistent in your communications and accurate in your requests.



**THANK YOU FOR PARTICIPATING
IN THE PARKINSON'S JOURNEY.**

EMAIL TEMPLATE

SUBJECT: I will [run / walk and distance or your alternative challenge] for people with Parkinson's disease: encourage me!

Hello [name of person contacted],

I hope you're doing well. For my part, I'm excited because on September [9th, 10th or 17th], I will participate in the Parkinson's Journey [your region] to raise funds for Parkinson Québec.

[Running / walking your distance] will demand my determination. But I am inspired by the 25,000 Quebeckers who [like me / the name of a relative who lives with the disease], show courage every day by continuing to go on even while living with the disease. I know the difficulties that a person with the disease is going through. Pursuing an activity, managing the medication, exercising and being attentive to nutrition every day are great accomplishments for a person affected. It should be pointed out that until now no medicine can cure the disease, but only to alleviate its symptoms.

My objective is to collect [your goal] by the day of the race, September xx. It is also a challenge, but I know I can succeed if my friends and family encourage me. I can be supported by clicking on the following link to access my personal page and make a donation online. It's simple, fast and totally safe.

[Link to your personal page]

The money I will raise will be given in full to Parkinson [your region] and will be used to:

- Continue direct information and referral services;
- Pursue support services and activities for people living with Parkinson's and their caregivers.

Thanks for supporting me!

Good day and see you soon

[Your name]

P.-S. – To walk or run with me or to support a Parkinson's Journey, visit parkinsonsjourney.ca or call 1 800 720.1307.