

2ND-ANNUAL  
**EVERY  
VICTORY  
COUNTS**  
CHALLENGE



**DAVIS PHINNEY**  
Foundation For Parkinson's

*every victory counts®*

**TEAM**



**DPF**

**FUNDRAISING KIT**

# A WORD FROM DAVIS



**Davis Phinney**  
Founder, *Davis Phinney Foundation*

Every Victory Counts. This is the mantra I adopted many years ago, and it is one of the reasons I'm still living well with Parkinson's 20 years after my diagnosis.

When it comes to Team DPF, every victory does count. Whether you raise \$50 or \$5,000, it's a victory. Team DPF is about what we can do together, and together we can make a huge impact.

The trick is getting started, and that's exactly what you are doing by joining Team DPF for the Every Victory Counts Challenge. This adventure will be a team effort. In addition to your own network of friends and supporters, you have the support of our amazing Team DPF fundraising staff, Lauren and Rebecca. They are fundraising experts and are here to make sure your fundraiser is a success!

Thank you for joining hundreds of others who are committed to making a difference in the lives of people living with Parkinson's. As I learned when I trained for all of my cycling races, the process isn't always easy, but the feeling you get when you cross the finish line makes it well worth the effort.

Your support allows us to change the way people live with Parkinson's. That's a tremendous victory in my book.

Thank you,

A handwritten signature in dark ink, reading "Davis Phinney". The signature is fluid and cursive, with the first name and last name clearly distinguishable.

Davis Phinney  
Founder, *Davis Phinney Foundation*

# IN THIS KIT

We created this fundraising kit to get you started on your path to a successful fundraiser for the Davis Phinney Foundation. These pages contain the nuts and bolts of what you need to know. Moving through this guide and checking off the steps below will put you well on your way to reaching your goal.

Also, our Team DPF staff members, Lauren and Rebecca, are here to answer your questions, cheer you on, and troubleshoot if you run into any problems.



## **CONTACT TEAM DPF**

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# SHARE THE DAVIS PHINNEY FOUNDATION STORY

The most common piece of advice we get from successful fundraisers is that sharing the story of the Foundation and their personal connection to Parkinson's is what prompts people to act. If you think doing so will help with your efforts, here's information about the Foundation you might want to share in your fundraising correspondence.

## About the Foundation:

The Davis Phinney Foundation was created in 2004 by Olympic medalist and retired professional cyclist Davis Phinney to help people with Parkinson's live well today. The Foundation's focus is to provide programs and resources that offer inspiration, information, and tools that enable people living with Parkinson's to take action that can immediately improve their quality of life. Through The Victory Summit® virtual event series, Every Victory Counts® manual, Ambassador Leadership program, Healthy Parkinson's Communities™ initiative, funding of quality of life research, and extensive online content, the Foundation impacts hundreds of thousands of individuals each year.

Find even more talking points on the next page!

## MULTI-MEDIA RESOURCES

We have several short videos that capture the story, mission, and spirit of the Davis Phinney Foundation in a short and sweet package. Visit [our YouTube channel](#) for clips you can use to inspire people to get involved!



# ADDITIONAL TALKING POINTS

## ABOUT THE FOUNDATION

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- We help people live well with Parkinson's today by developing educational tools and experiences and creating connections for people in the Parkinson's community.
- Davis Phinney, Olympic medal-winner and professional cycling great who was diagnosed with Parkinson's in 2000 at the age of 40, founded the Davis Phinney Foundation for Parkinson's in 2004.
- Since 2004, the Davis Phinney Foundation has brought to life some of the most transformative programs, research, content, and events for those affected by Parkinson's.
- Our community includes people living with Parkinson's, Parkinson's care partners, families and friends of those living with Parkinson's, physicians, and Parkinson's allied health professionals.
- Our audience extends beyond our community to include those interested in making a positive impact in our community while living well.
- Our core values are to live well, inspire action, and connect the community.
- Quality of life is the impetus behind every program and research study the Davis Phinney Foundation funds.
- Since we were founded in 2004, we have raised millions of dollars to improve people's lives with Parkinson's. Contributions from individuals account for nearly two-thirds of our annual operating budget. Combined with generous grants, these funds enable us to reach further, build deeper connections, and foster meaningful change in the Parkinson's community.

## ABOUT PARKINSON'S

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- It is possible to live well with Parkinson's today.
- We all want a cure for Parkinson's. However, until that happens, we know that people are going to live a very long time with it. The most important work we can do is to help them live well TODAY.
- Parkinson's is the fastest-growing neurodegenerative disease in the world, and it affects over one million people in the US.
- It is estimated that 60,000 people are diagnosed with Parkinson's every year in the US alone.
- The longer it takes for someone newly diagnosed to find the resources they need to live well, the longer their Parkinson's will present challenges that affect their quality of life when it doesn't have to.

# SHARE YOUR STORY



**Lauren Kehn**  
Team DPF Program Manager  
*Davis Phinney Foundation*

Conventional fundraising wisdom says, “People give to people, not causes.” That’s why sharing your story, your personal reason for fundraising, is so important.

I am so inspired by the stories of our fundraisers, and I know their passion translates to incredible support for their events. When crafting your story, make it personal, inspirational, and uniquely you. When your story is authentic, it will resonate with those who read it and offer an opportunity for you to have a conversation with those who may not know this side of you.

*Here are a few great examples from some of our top fundraisers:*

## ***Kathleen’s Story:***

As a home care speech-language pathologist, I think I can best describe why I am part of Team DPF by sharing the story of one of my patients.

I would like to introduce you to Emilio. He is 78 years old and has been living with Parkinson’s for nearly 30 years. He and his amazing care partner, Linda, seek out resources and knowledge in order to problem-solve their daily challenges. Yet, they never fail to celebrate the moments of greatness in their day-to-day lives.

Knowledge is power, and I have yet to meet a person living with Parkinson’s who is not eager to learn ways to enhance their life. The Davis Phinney Foundation provides that power directly to the individual. Every person impacted by Parkinson’s deserves to possess the tools to be able to live their best life. You can help make that happen.

## ***Wendy’s Story:***

I met Davis Phinney at The Victory Summit® event. I waited for him in the lobby and will never forget the words of encouragement he gave me that day. I walked out feeling hopeful that it would be possible to live well with Parkinson’s after all. My son Josh, an outdoor enthusiast, helped me think “exercise” instead of “disease.” I am so thankful to have my copy of the Every Victory Counts® manual and to know I have a whole Foundation behind me!

Each year, my family joins me at Copper Triangle to support me and celebrate another year of victories. While I don’t ride the entire event anymore, I still get on my eBike and join in for a portion of the route. I’m proud to show what it means to live well with Parkinson’s and grateful for my family’s support.

## ***Steve’s Story:***

The best answer to why I am involved with Team DPF is this response I received from a rider who recently joined my team for the Ramapo Rally: “I’ve never ridden or run for a charity before, so this is a new experience for me. Ten seconds after I sent out a message on Facebook about my ride, a person whose mother has Parkinson’s donated. It brought tears to my eyes to see the support come in immediately, and the appreciation from the woman who donated, thanking me for riding and raising money.”

You don’t realize how passionately people want to help until you ask. This is why I do it and why my fellow team members have joined Team DPF to support the Davis Phinney Foundation.

# BUILD YOUR NETWORK

## NOW THAT YOU HAVE YOUR STORY, WHO ARE YOU GOING TO TELL IT TO?

As you put together your list of potential supporters, it's best to think big. Casting your net far and wide will allow you to discover people who want to support your efforts that you may have never thought of otherwise.

*It might be useful to sit down with a pen and paper and brainstorm individuals and groups of people you can invite to help you reach your goal.*

### Family

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### Friends in Volunteer Groups

*(They understand what it means to support a cause they love.)*

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### Friends Who You Have Donated to in the Past

*(Time to return the favor!)*

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### Friends from Health Club, Golf Club, Country Club, etc.

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### School Friends

*(High school, college, sorority/fraternity)*

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### Church Community

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### Colleagues from Past Jobs

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### Neighbors

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### Professional Service Providers

*(Your banker, lawyer, financial planner, Realtor, insurance agent, dentist, doctor, vet, etc.)*

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### Parent's Friends

*(...or friends' parents!)*

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### Social Media Followers

*(Tip: Ask them to repost and spread the word!)*

# TOOLBOX

Personal emails are one of the best ways to quickly, easily, and effectively get donations. Social media is great, but most of our fundraisers find that email is the mode of communication that has the best response rate. You can use a form letter, but we encourage you to customize it in at least a couple places to the person you are sending it to. Also, emailing one person at a time is more effective than sending group emails.

## SAMPLE EMAIL ASK

**Subject line:** Request For Your Support – or - I’m taking on the Every Victory Counts Challenge  
*Tailor the subject line to your event/activity.*

Dear NAME:

How are you? I hope you’re well and...

*Make a personal connection here. Ask about their children, their job, their school year, etc.*

I’m writing today because I’ve joined the Davis Phinney Foundation’s Every Victory Counts Challenge - a month-long virtual fundraising event to help people with Parkinson’s live well today. Parkinson’s is a chronic, degenerative, neurological disorder. It affects more than five million people worldwide, including 1.5 million Americans. Forty percent of those are diagnosed under the age of 60. Currently, there is no cure.

This is a cause close to my heart because...

*Tell your story! Why are you doing this? Because your husband, wife, father, mother, brother, sister, or friend has been diagnosed with Parkinson’s? Because you’ve seen the effects of Parkinson’s and want to help people live better today? Just tell people in your own words.*

I’m supporting the Davis Phinney Foundation, because as critical as finding a cure is, I feel just as strongly about the Foundation’s mission to help people with Parkinson’s live well today. Funds raised go directly to research, education, and awareness programs. Please visit their website at [dpf.org](http://dpf.org) to learn more about their work.

To help, I’ve decided to...

*Explain the details about your participation.*

My goal is to raise \$X,000 for the Davis Phinney Foundation. I would be honored if you would consider supporting me in this journey. I know that with the help of people like you, I’ll be able to achieve my goal.

Contributing is easy. You make a secure donation online via my Team DPF web page at ***Team DPF Fundraising*** ***Page link here.***

I hope you will support my efforts to help people with Parkinson’s live better today. Thank you in advance for your time and generosity.

With gratitude,

YOUR NAME



# TOOLBOX

## SAMPLE SOCIAL MEDIA POSTS

This July, I am taking on the Every Victory Counts Challenge and getting moving to help people with Parkinson's live well today. You can help me reach my goal to raise [INSERT YOUR GOAL] to support the Davis Phinney Foundation by donating to my page or sharing this link with others. Thank you for helping me make a difference for people living with Parkinson's! [PAGE LINK]

I have committed to raising [INSERT YOUR GOAL] to help the Davis Phinney Foundation for Parkinson's. Why? Because I believe in their mission to help people with Parkinson's live their best life today and every day. The Davis Phinney Foundation provides free tools and resources to help this community.

Visit my fundraising page to help me reach my fundraising goal and/or share this post now to help me spread the word. [PAGE LINK]

Parkinson's is personal to me because.... *Share your connection here.*

The Davis Phinney Foundation is making a difference for people affected by Parkinson's every day. Through free information, tools, and resources, they inspire hundreds of thousands of people to take action and live better each year. This is a personal and worthwhile cause for me, and I invite you to support them as well! You can donate to my fundraising page below. Then, pass it on. Share why you donated and post this link to your own followers. [PAGE LINK]

## BEST PRACTICES

*Make your social media posts count.*

» **Include a photo** and make it eye-catching. Faces grab attention as do unique and interesting images. Choose something that will make someone stop scrolling and read your post.

» **Try a video.** Facebook tends to prioritize posts that include video (directly uploaded to Facebook) or Facebook Live. Make sure to include the important information in your accompanying post for anyone watching without sound.

» **Always close with a call to action and a link.** Make it easy for people you have inspired with your post to take action!