



**HELPING  
PEOPLE WITH  
PARKINSON'S  
LIVE WELL  
TODAY.**



**DAVIS PHINNEY**

Foundation For Parkinson's

*every victory counts®*

**TEAM**



**DPF**

**FUNDRAISING KIT**

# A WORD FROM DAVIS



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

Our motto here at the Foundation is Every Victory Counts. This phrase became my mantra years ago and it has evolved to take on new meaning as my life has changed with Parkinson's.

When it comes to Team DPF, this saying really speaks to the efforts of many and our ability to make a difference when we band together. Every Victory Counts means that, whether your efforts raise \$50 or \$5,000, it's a victory. Whether you commit to riding hundreds of miles over the course of a week at Ride The Rockies or you host a bowling night at your local bowling alley, it's a victory. Every contribution comes together in the end to make a huge impact.

The trick is getting started, and that's exactly what you are doing by joining Team DPF and downloading this kit. 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 Chris. They are experts in the areas of event planning and fundraising 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 are living with Parkinson's. That's a tremendous victory in my book.

Thank you,

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'll need to know, roughly in the order in which we recommend thinking through them. Moving through this guide and checking off the steps below will put you well on your way to reaching your goal.

You'll also meet our Team DPF staff members, Lauren and Rebecca, who are here to help with your questions, brainstorm event ideas, cheer you on and troubleshoot if you run into any problems.



## **CONTACT TEAM DPF**

**P:** (720) 259-0907

**E:** TeamDPF@dpf.org

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# SHARE THE DPF STORY



The Davis Phinney Foundation was founded in 2004 by Olympic medalist and retired professional cyclist, Davis Phinney, to help people with Parkinson's live well today. The organization'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® event series, Every Victory Counts® manual, Ambassador program, intergenerational Sidekicks™ program and extensive online content, the organization impacts hundreds of thousands of individuals each year, free of charge.

Additionally, the Davis Phinney Foundation is committed to funding Quality of Life research initiatives. While we all want a cure for Parkinson's, we know that thousands of people need help to improve their lives right now. That's our mission and sole focus.

## 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 [dpf.org/dpf-vids](http://dpf.org/dpf-vids) for clips you can use to inspire people to get involved!



### ***About Parkinson's***

Parkinson's is a brain disorder associated with a loss of dopamine-producing nerve cells deep inside the brain. Dopamine is a neurotransmitter that helps regulate the body's movement. Less dopamine in the brain means less control over movement and less mobility in general. While the effects of Parkinson's on movement are often the most visible symptoms, like tremor, other impacts of Parkinson's not related to movement, like emotional and cognitive challenges, can sometimes have an even greater effect on a person's quality of life. While researchers have discovered certain genetic and environmental factors that seem to influence the development of Parkinson's, there is no single cause of Parkinson's or predictor of who will get it. Parkinson's is not life-threatening, but it is progressive, meaning symptoms and effects of Parkinson's get worse over time.

***Learn more on our website at [dpf.org](http://dpf.org).***

*No two people living with Parkinson's will experience symptoms or progression of the disease in the exact same way. There are many stories on our blog about people living with Parkinson's. We encourage you to read them to learn more about individual experiences and get to know our community.*

# 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, make it inspirational and make it uniquely you. When the story is authentic, it will resonate with those who read it and offer an opportunity for conversation with people who may not know this side of you.

*Here are some 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® symposium. I waited for him in 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, who is 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 full event anymore, I still get on my e-bike 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. Literally 10 seconds after I sent out a message on Facebook about my ride, I had somebody make a donation whose mother has PD. It literally 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.

# FIND YOUR INNER FUNDRAISER



**Rebecca Reifel**  
Events and Development Manager  
Davis Phinney Foundation

You wouldn't jump into a ride or race without putting in the training first. So why not do the same with fundraising?

When I'm training – whether it's for a century ride, marathon, or tournament – I set smaller, achievable steps that build up to my larger goal. Can I ride a century today? Nope. But I can ride 20 miles, and then 50, and then 75, and more. The same can be done for your fundraising goals!

## **Shout It From the Rooftops**

I heard once that the best first step to running a marathon is to tell people you're running a marathon. Accountability is one heck of a motivator. Tell everyone you know that you're fundraising for Team DPF, before you do anything else. Tada! You're a fundraiser now.

## **Visualize Your Success**

Ever picture the finish line when you're still at the start? Me, too. It helps remind us what we're aiming for. What does fundraising success look like to you? It is a \$2,000 goal? Is it 100 individual donors? Know what you're aiming for before you start, and it will help guide you along the way.

## **Power Poses**

Feeling a little less confident? Take a break to try out some power poses. Raise those victory arms overhead. Take a deep breath. And then make the ask.

## I HATE ASKING FOR MONEY. HELP!

*Tips from our top fundraisers.*



**Steve Hovey**

*One very real aspect of asking is that there are some people who are glad you gave them the opportunity to give. I've had folks give large amounts of money because their best friend, grandfather, mother-in-law or someone else they know has Parkinson's. This gave them a sense of satisfaction in honoring them.*



**Evan Siddall**

*The key to a winning ask is a creating an emotional connection. Tell your story about how Parkinson's has affected your life or that of a friend. Mention how that person's quality of life has benefitted from the work of the Davis Phinney Foundation. Or tell Davis's story, and dress it up with video or photo – inherently more compelling than words. And maybe most importantly, give people an "out" by making it safe to say no.*



**Cidney & Pat Donahoo**

*Consider hosting a small event. Restaurants often have programs where you hand out a flyer that specifies a date, people bring the flyer to the restaurant on the specific night, and the restaurant will donate a percentage of that person's meal to the organization. We also did a fundraiser at a local cycle studio. Participants chose their donation amount (\$25, \$50, \$100 etc.) and then they all came and participated in a class. It was fun. There are lot of things you can do like that when you think creatively.*

# 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 Who You Have Donated to in the Past

*(Time to return the favor!)*

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### School Friends

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

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### Colleagues from Past Jobs

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### Professional Service Providers

*(your banker, lawyer, financial planner, realtor, insurance agent, dentist, doctor, vet, etc.)*

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### Friends in Volunteer Groups

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

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

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### Church Community

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### Neighbors

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### Parent's Friends

*(...or friend's parents!)*

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### Facebook Friends and Twitter Followers

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

# MAKE A PLAN

## TIMING IS EVERYTHING.

Use our sample timeline below as a guide for when you'll want to start your campaign, send a reminder, send thanks and capitalize on excitement as you get closer to your event date!

8-12 weeks out  **Create your fundraising page**  
Craft your story, set your goal and seed the pot to get things rolling!

*TIP: Check out "Create Your Fundraising Page" on page 9 to get started.*

8-12 weeks out  **Send out your first ask**  
You may want to considering making your first ask to very close family and friends, people who might already know you have this goal and who you are pretty certain want to support you. That will help build momentum!

*TIP: Check out our sample emails on page 11 to get started.*

8-10 weeks out  **Send out your second ask**  
Once you have a little wind beneath your wings, start reaching out to the next level of people.

4-6 weeks out  **Send a reminder**  
If you're worried about sounding like a broken record, don't. People need reminders and the people who decide to donate to your cause will be grateful you gave them another chance! Think about it, when was the last time you remembered to take action the very first time you heard about it or were asked to?

*TIP: Check out our sample social media posts on page 12 to change up your communications.*

3-5 weeks out  **Give it some air**  
Think about doing some softer promotion (posting on social media, etc.) but give your core network a little break. This is a good time to share the Foundation's story, your story, some multi-media content, etc. Keep the inspiration flowing but ease up on the direct asks.



# COMMUNICATION PLAN CONTINUED

*2-4 weeks out*  **Send another reminder**  
It's getting close to the big event. Use that as an excuse to remind procrastinators! If you have been training for your event, share some photos showing your hard work. People will get inspired by YOU!

*2-4 weeks out*  **Send some gratitude**  
If you haven't already, make sure to send a big thank you to everyone who has given so far. This is another great place to share an update on your planning/training. You can also encourage your supporters to increase their impact by sharing your fundraising with their own networks.



*Tip from Lauren: Go Viral. When you send an email request or a Facebook or Twitter update asking for support, ask your contacts to forward it to anyone they think appropriate or to repost it to their friends. If they wish, they can add a sentence or two at the top: "A colleague of mine is raising funds for the Davis Phinney Foundation For Parkinson's. I think it's a great cause and made a contribution. I hope you will too."*

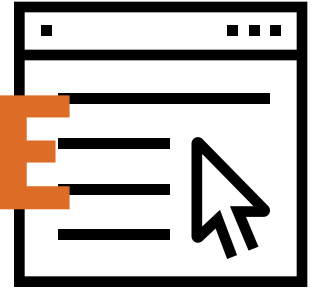
*1-2 weeks out*  **Final push!**  
All systems go in the days leading up to your event. Send emails and texts. Make phone calls. Post on social media. Amass a crowd of cheerleaders. Update everyone often on your progress and send out LOTS of thank yous (the more public, the better)!

*You made it!*  **Event day**  
Enjoy the experience. Think about why you did this. Revel in it. You've earned it.

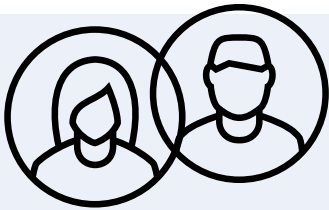
*1-2 weeks post-event*  **After the event**  
Send more gratitude. Personal thank yous are best (especially to your top supporters). Share your first-hand account of the event. Include photos or videos. Remind them of the mission they supported.

*TIP: Check out our sample thank you letter on page 13 for ideas!*

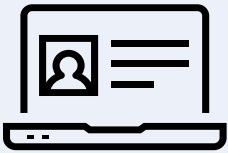
# CREATE YOUR FUNDRAISING PAGE



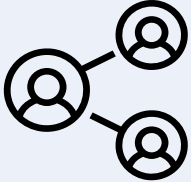
A strong fundraising page can help lead to more donations! Here are some tips to get your page looking as fun and dynamic as you are:



Upload a photo of yourself



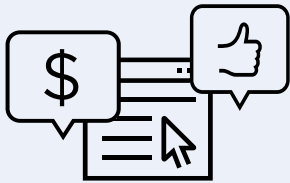
Update your page title and summary of your fundraiser



Import a contact list and email friends and family letting them know about the great feat you are participating in (and for a good cause too!).



Customize the email template to send (Send more than one email. Statistics show that the first email you send will result in 25% of your goal. The second email update will result in 75% of your goal!)



Use your participant center to track email opens, donations, and check your progress



Thank your donors!

*Do you have a great idea or want to brainstorm fundraising ideas? Contact us at [teamdpf@dpf.org](mailto:teamdpf@dpf.org) to help you reach your goals*

# COLLECT DONATIONS

**When it comes to collecting donations, we want to make it as easy as possible**

for your supporters to give to your fundraiser. As such, we are happy to support you in collecting funds through check, cash and credit card.

**The Davis Phinney Foundation is a 501(c)3 organization and as such, donations may be tax deductible.** In order to make sure we acknowledge your donors properly and keep thorough records of donations for our business, we do need certain information. We appreciate your help with this aspect of fundraising and are here to answer any questions you might have along the way.

*Contact us at [TeamDPF@dpf.org](mailto:TeamDPF@dpf.org) or by phone at (720) 259-0907*



## **Credit Card Donations**

You will be able to collect credit card donations quickly and easily through your individual fundraising page. Our fundraising platform will collect all the information we need to acknowledge your donors and send them important tax information. If you or donors experience any difficulties using your page, contact us at [TeamDPF@dpf.org](mailto:TeamDPF@dpf.org).



## **Donations by Check**

Donors can make a contribution by check simply by making the check out to Davis Phinney Foundation and including your name/fundraiser name in the check memo. You can instruct donors to mail their checks directly to us or collect them yourself and send them in all at once to:

**Davis Phinney Foundtion**  
**357 South McCaslin Boulevard, Suite 105**  
**Louisville, CO 80027**

*Please ensure that donor contact information on the check is correct so we may send them the proper acknowledgement and tax information.*



## **Cash Donations**

We are happy to accept cash donations. If you are collecting donations through a tip jar or other community collection format, we do not need information from every person who contributes. You may simply collect the total and send it in to us with your personal information. If someone contributes a larger sum to you in cash and wishes to receive tax information, please collect their contact information (address, phone and email if applicable) and send that to us along with the donation.

*Note: To prevent theft, **never send cash through the mail**. Instead, take the cash to a bank and get a money order or a check to send to us using the address/information above.*



## **Facebook Donations**

Facebook now offers (and often encourages) donation campaigns through the addition of a donate button to a post. This is a simple way for many people to collect donations, however, due to privacy settings, we do not always receive all donor and/or fundraiser information for these gifts making it difficult for us to send acknowledgement and not always possible for us to associate these donations with your campaign. If you fundraise through Facebook, it is best to let us know by sending an email to [lkeh@dpf.org](mailto:lkeh@dpf.org). That way, we can work together to make sure your campaign total reflect these gifts.

# 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 this mode of communication to have the best response rate. You can feel free to use a form letter, but we also encourage you to customize it in at least a couple places to the person you are sending it to. Also, emails to one person directly are far more effective than group emails.

## SAMPLE EMAIL ASK

**Subject line:** Request For Your Support - or - I'm hosting a dance marathon - or - I'm riding in Copper Triangle, etc. *Tailor the subject line to your event/activity*

Dear NAME:

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

*We recommend making a personal connection here. Ask about their children, their job, their school year, etc.*

I'm writing today because I've recently joined Team DPF - the grassroots fundraising program for the Davis Phinney Foundation. Team DPF is a group of people passionate about the Foundation's mission to improve the lives of those living with Parkinson's.

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 what the disease can do and want to help Parkinson's patients live better with the disease? 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. More than 80% of funds raised goes directly to research, education and awareness programs. I encourage you to 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 activity or event* My goal is to raise \$XX,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 can use the form attached to send a check or donate by credit card 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 to live better today. Thank you in advance for your time and generosity.

With gratitude,

YOUR NAME

# TOOLBOX

## SAMPLE SOCIAL MEDIA POSTS

On August 4th, I will be joining Team DPF for Copper Triangle. I will be riding 79 miles through the Rocky Mountains to help improve the quality of life for people living with Parkinson's - and you can help! Visit my fundraising page to help me reach my fundraising goal of \$5,000 and/or share this post now to help me spread the word. [PAGE LINK]

I have committed to raising \$2,500 to help the Davis Phinney Foundation for Parkinson's. Why? Because I believe in their mission to help people living with Parkinson's to live their best possible life today and every day. Parkinson's effects movement which means for some, even getting out of bed and getting dressed in the morning is a challenge. The Davis Phinney Foundation provides free tools and resources to help this community feel better and live well each day. Help me make a difference!

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 everyday. 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!



# TOOLBOX

## SAMPLE THANK YOU

Dear NAME:

I wanted to thank you for your generous support of my Team DPF campaign that raised funds and awareness for the Davis Phinney Foundation for Parkinson's.

I'm happy to say that

*Report on your activity here. Let people know how things went: i.e. "I completed the Copper Triangle ride on August 6; I climbed Long's Peak on September 7. It took 12 hours and every bit of determination I had, but I made it!"*

With your help, I was able to raise \$XX,000 for the Davis Phinney Foundation's programs and exceeded my fundraising goal!

*Include the amount you raised. If you met your goal, say so and let them know the important part they played in getting you there. If you didn't, be sure to still thank them for their contribution and how much it meant to you as well as the people who will benefit from the Davis Phinney Foundation's programs. If you exceeded your goal, tell them – and celebrate!*

More than 80% of the funds you helped me to raise will go directly to programs, research and education that helps people with Parkinson's disease to live well today.

Thank you again for your tremendous support. I'm grateful to have *friends/family/coworkers* like you.

Sincerely,  
YOUR NAME



**CONTACT TEAM DPF**

**P:** (720) 259-0907

**E:** [TeamDPF@dpf.org](mailto:TeamDPF@dpf.org)



**TEAM DPF**  
*every victory counts.*