



# Community Fundraising Tool Kit



InMotion  
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[www.beinmotion.org](http://www.beinmotion.org)





## Thank you for your interest in supporting InMotion through a fundraising event!

Our work would be impossible without the support of our amazing community. We are grateful for your interest in helping us reach our goals and support people with Parkinson's disease as they work to be better every day!

Community Fundraisers are a great way to advocate for InMotion all while having fun and raising money for the important work we do for people with Parkinson's disease. The work you do and dollars you raise will have a meaningful impact on our clients and care partners.

We hope this tool kit will be helpful in planning your next event. Please do not hesitate to reach out to us if you have any questions.

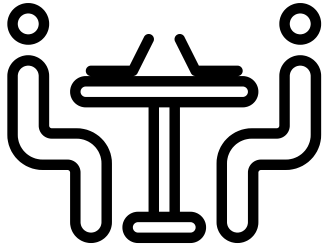
### **Next Steps:**

- Fill out and submit the "Community Fundraiser Application" on our website to share more details about your event.
- Someone from our staff will reach out to you to review the details of your event with you and discuss how we can support you in your planning.

Taylor Grillo, Development Officer  
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# Fundraising Ideas

We suggest thinking of something you enjoy doing to help build out a fun and engaging fundraiser while doing something you love!



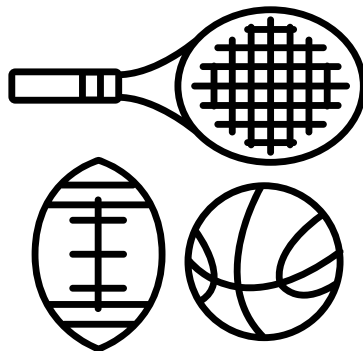
## Workplace Events

Store sales, Happy Hours, Dress Down Days, Potlucks/Lunches, Employer Matches, Game Days

## Tournaments

Set up a sporting event or activity.

March Madness Brackets, Bowling, Arcade Games, Pool, Pickleball



## Celebrations

Ask friends and family to make a contribution to InMotion in lieu of personal gifts. Birthdays, Graduations, Bat Mitzvahs, Weddings, Anniversaries



### InMotion can help you promote your event by:

- Use of approved logo.
- Approved InMotion representation if available. (Not guaranteed)
- Event details shared with our clients where appropriate.

## Tips for a Successful Fundraiser

### Ask Family & Friends For Help!

Encourage your friends and family to join your fundraising efforts and contribute! They can brainstorm creative ideas with you, help divide the work and add more fun to your fundraiser.

### Develop A Budget!

In the early stages of planning, you will want to identify your expenses and potential sources of income and donations. You will want to set a fundraising goal for your event!

### Keep Expenses Low!

A great way to increase the amount of money you raise at an event is to limit the amount of money you spend. Keep your event expenses low by asking people to donate or discount event-related expenses including: venue rental fees, entertainment, decorations, food and beverage. Ask for donated auction items and raffles prizes.

### SAY THANKS!

Send thank you notes to all of your supporters and volunteers who made your event a success.



# Market & Promote Your Event

Get your network excited about your event! Your success will depend on how well you get the word out about your event and how many people you directly invite. Social media can be a great tool to help this. Consider making a Facebook event or posting about your event from your personal page.

## Sample Social Media Posts

Did you know InMotion offers all its classes **FREE** of charge to clients and care partners? Help me support their mission of helping people with Parkinson's disease feel better every day by supporting my fundraiser!

I am excited to host an event for InMotion, and I could use **YOUR** help! Please support my efforts today!

PD is one of the fastest growing neurological diseases in the world. Help me support InMotion as they help people with PD feel better every day!

**Important Milestones to Remember:**  
**March 15th is InMotion's Birthday.**  
**April is National Parkinson's Awareness Month.**  
**YOUR Birthday!**  
**YOUR Anniversary!**  
**YOUR Celebration!**

Contact Us  
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