



## Share Your Story to Make a Difference

Does fundraising sound like a scary thing? Does the thought of asking for a gift make you queasy? Why is that? Many people think that in order to make a difference you have to contribute thousands of dollars. This really isn't the case. Actually, building community awareness is more important than the dollars raised.

**Think of it this way:** Let's say you know 10 people and you invite those ten friends to your house for a pizza party. You ask each of your friends to make a \$10 contribution to the Parkinson Association in your honor. During the gathering you talk to them about what Parkinson's really is, who it affects and how your involvement with the Parkinson Association has helped you and/or your family.

*So, that's \$100 - but, bigger than that – you've touched their hearts!*

Guess what happens next? One of your friends goes to work the next day and tells a co-worker about you and your story. This co-worker also knows someone who's been affected by Parkinson's. This co-worker is planning a birthday party, but instead of gifts or even spending \$5 on a card she asks that her friends make a contribution to the Parkinson Association.

*More money has been raised – but, more than that – more people are aware that the Parkinson Association is in our community to provide the care that counts on the way to a cure!*

See, it's a ripple effect. We know that with over one million Americans living with Parkinson's (17,000 of them in Colorado) it's likely everyone we know, knows someone affected by Parkinson's. Yet people don't talk about PD; at least not the way they talk about Breast Cancer or Alzheimer's. The more people talk about Parkinson's the better off we will all be. Individuals with Parkinson's will know they are not alone and don't have to feel isolated. More funding will be provided to organizations like the Parkinson Association so they can provide meaningful programs, services and education. Research-based organizations will also receive more funding so they can continue working to find a cure. In the end, it's those who are living with Parkinson's who will feel these positive impacts the most.

*Fundraising doesn't have to be frightening - just think of it as sharing your story and your passion. Keep it simple, and know that every time you share your story with others you're making a difference. See the back for some fun fundraising suggestions.*



## Let Your Talents and Interests Lead You to Your Own Fundraising Endeavor

### Here are few suggestions; but we encourage you to think outside the box:

- Celebrate a birthday or anniversary and in lieu of gifts request contributions.
- Have a beautiful garden? Show it off! Ask for a small donation as an entry fee.
- Host a pennies-for-Parkinson's drive. Ask to set-up a station outside your local grocery store.
- Participate in Craft Fairs? Let the patrons know that a percentage of your sales will be donated, and give them an opportunity to give a gift.
- Have a collection of some sort? Host a showcase party for your friends to attend.
- Celebrate warm weather with a BBQ benefitting Parkinson's.
- Have a musical talent? Show it off and put out the ball cap or guitar case to collect tips for Parkinson's.
- Whip up your favorite treats for an office bake sale.
- Love watching movies? Have a popcorn-for-Parkinson's event with all your family.
- Throw a dinner party with your closest friends and ask them to invite someone you have not met yet.
- Have a friend who owns a restaurant? Ask them to pick a day and donate a percentage of that day's sales.
- Turn a happy hour into a fundraiser, become a bartender for a night and collect tips, or ask your local bar to create a signature cocktail and donate the proceeds.
- Have a neighborhood kick ball tournament and challenge each team to raise the most funds.
- Family Reunion coming up? Host carnival games for the kids where the proceeds go to Parkinson's.
- Ante-up for a Game Night where all the winnings are donated.

### Don't Forget:

Remember to let us know what you are planning. We want to share these stories and events with others. We want to celebrate their success with you. We can help provide you with materials and brochures about the Parkinson Association as well as general information about Parkinson's disease. We can provide you with a logo to print on your materials or invitations. We can even provide you with an online fundraising page with a unique URL that can be customized with a personal story, event information and photo or video. If there is something specific you're looking for just let us know, we are happy to support you in your efforts.