InMotion
TEN YEARS STRONG

Community Fundraising Tool Kit

www.beinmotion.org/give-community-fundraising

Thank you for your interest in supporting InMotion!

Our work is powered by the generosity and commitment of our incredible community. Thank you for your interest in supporting InMotion® and **helping people with Parkinson's disease feel better every day**.

Community Fundraisers are a fun and meaningful way to champion InMotion® while raising essential support for our programs. Every dollar you raise—and every conversation you start—helps strengthen our community and makes a real difference for our clients and care partners.

We hope this toolkit serves as a helpful guide as you plan your fundraiser. If you have questions or need support along the way, please don't hesitate to reach out—we're happy to help.

How to get started:

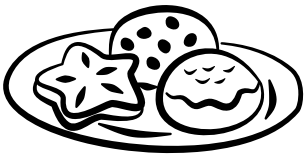
1. **Read** through this toolkit, including the **Community Fundraising Policies & Guidelines** (pages 6-8).
2. **Decide** what type of fundraiser you'd like to host.
3. **Complete and submit** the Community Fundraiser Application on our website.
4. A staff member will contact you to review your event details and discuss how we can support your planning.
5. **Start planning!**

Fundraising Ideas

The most successful fundraisers are built around something you enjoy. Choosing an activity you love makes planning easier and helps your excitement inspire others to participate and support InMotion®.

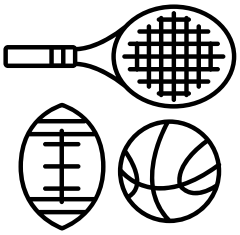
Here are some ideas to get you started:

Community Events
50/50 Raffles, Bake sales, Lemonade stand



Workplace Events
Happy Hours, Dress Down Days, Bake-offs, Potlucks, Raffles

Sporting Events
March Madness Brackets, Bowling, Golf outings, Bike-a-thons, Walk/runs, Pickleball Tournaments



Celebrations
Ask friends and family to make a contribution instead of gifts for birthdays, graduations, Bar/Bat Mitzvahs, weddings, anniversaries

Don't have time to host an event?
See page 5 for details on creating an online fundraiser!

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

Promote Your Event

Get your friends and family excited about your event! Your success depends on how well you spread the word and how many people you personally invite to support you.

Social media is a powerful way to build momentum—consider creating a Facebook event or sharing posts about your fundraiser on your personal social media pages to encourage participation and support.

Sample Social Media Posts

Did you know **@InMotion** offers 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!

#inmotion #bettereveryday

I am excited to host an event to benefit **@InMotion**, because it's changed my life! I hope you will support my efforts to raise funds for such an important organization.

#bettereveryday
#ParkinsonsDisease

PD is one of the fastest growing neurological diseases in the world.

Please support my fundraiser for **@InMotion** because they help people with PD feel #bettereveryday!

#InMotion
#PDAwareness

Be sure to tell YOUR STORY and share why InMotion is important to YOU!

InMotion can help you promote your approved event by:

- Providing you with our logo
- InMotion staff at your event (subject to availability)
- Sharing your event details with our clients where appropriate

Milestone Fundraisers

Short on time but still want to make a meaningful impact for InMotion®? A Milestone Fundraiser may be the perfect fit.

Milestone Fundraisers make it easy to create a **personal online fundraising page** that you can share with friends, family, and colleagues by email, text, or social media. Instead of gifts, invite your network to support InMotion® in honor of a moment that matters to you.

Celebrate life's milestones—birthdays, anniversaries, bar or bat mitzvahs, retirements, running a marathon, memorials, or any special occasion—while helping people with Parkinson's disease feel better every day. The possibilities are endless, and every milestone makes a difference.

How to get started:

1

Go to
https://secure.qgiv.com/event/inmotionmilestones/
or scan the QR code at right

2

Click **CREATE YOUR PAGE**. Enter your information, set your fundraising goal, make your own personal donation (optional) and complete the registration. There is no fee for creating an online fundraiser.

If you need help creating or managing your online fundraiser, contact Wendy Voelker at 216-342-4016 or wvoelker@beinmotion.org.

3

Finish setting up your fundraising page, and begin promoting your fundraiser! See next pages for ideas and suggestions for making the most of your online fundraiser.

Community Fundraising Application Form

Event Name: _____

Date: _____ Time: _____

Event Location (Name of Facility & Address): _____

_____

Expected Revenue: _____ Expected Number of Attendees: _____

Target Audience: _____

Plans for Event Promotion: _____

Event Description:

_____

_____

_____

Contact Name: _____ Contact Phone: _____

Contact Address: _____

Contact Email: _____

ACKNOWLEDGMENTS

I acknowledge that InMotion® reserves the right to withdraw its name from the event at any time. I acknowledge that I have read and understand the information contained in the InMotion® Community Fundraising Policies and Guidelines and will adhere to them.

_____	_____	_____
Applicant Name	Applicant Signature	Date
_____	_____	_____
InMotion® Staff Name	InMotion® Staff Signature	Date

Return completed form to wvoelker@beinmotion.org at least 30 days prior to your event for approval.

Community Fundraising Policies & Guidelines

InMotion® is grateful for your interest in supporting our mission of helping people with Parkinson's disease feel better every day. Please carefully review the following policies and guidelines which have been designed to ensure that the fundraising group/individual and InMotion® have a positive experience.

Policies

- External event proposals must be submitted to the Chief Development Officer for approval. If there are concerns about a particular event, approval by the CEO is required. The CEO may ask for input from the Development Committee.
- InMotion® reserves the right to deny any request for a special event/fundraising initiative that does not appropriately reflect its mission and values.
- InMotion® will not incur external event expenses or provide any funds for external events/campaigns.
- No external fundraising events will be held in InMotion's building.
- InMotion® does not assume any liability for your external event. InMotion® is not liable for any injuries sustained by event coordinators, volunteers, participants, or any other individuals related to an event benefiting InMotion®.
- Event proceeds are payable to InMotion® within 30 days of the event.
- When a portion of the charge (or suggested donation) to the participant in an external event is not tax deductible, a statement to that effect must be included in all promotional materials.

Each request will be considered individually. Generally, the following events will not be approved:

- Events falling in close proximity to an InMotion® event.
- Events that require the use of InMotion® space for display and/or sales purposes.
- Events that rely on the use of InMotion® staff and/or volunteers.
- Events which require InMotion® to sell tickets, coupons, etc.
- Events that require significant attendance from InMotion® staff/volunteers or response from our mailing list to generate most of the revenue.
- Ongoing events which promise the public that a percentage of profits will go to InMotion®, unless documented and verifiable by InMotion®.

InMotion generally will not:

- Promote your event in our e-newsletter.
- Set up and staff a booth at your event.
- Distribute literature at your event.
- Supply clients or volunteers at your event. (Note: see InMotion's Involvement in Your Event)

Fundraising

- Organizers must identify any businesses or individuals to be contacted for solicitation so that duplicate efforts can be avoided. External event organizers must have permission from InMotion® prior to soliciting any businesses or individuals in InMotion's name.
- Any donation solicited on our behalf, whether a donation is an item or cash, is fully tax-deductible only when it is made directly and entirely to InMotion®. InMotion® will determine what types of gifts can be considered tax-deductible prior to solicitation or promotion, as we are the only agents that can verify that such a gift was made, and its nature, to the Internal Revenue Service. This information must be made explicitly clear in promotion of the event/campaign.
- Event organizers must state the terms of the donation InMotion® can expect from the event (for example: 50% of profits, one-time donation of $__, or all proceeds). This information must be specifically made on event/campaign promotions.

Truth in Advertising Compliance

Please use one of these descriptions on your Special Event Proposal (provided by the Better Business Bureau)

Type of Benefit	Description for Advertising
All funds raised go to InMotion®	Proceeds to benefit InMotion®
Funds raised less expenses	Net proceeds to benefit InMotion®
Portion of purchase	For every sale, $___ benefits InMotion®
Percentage of proceeds	State amount (e.g., 10% of sales benefit InMotion®)

The following fundraising and marketing methods are unacceptable for a third-party event:

- Product promotion intended to increase revenue for the event organizer. Event organizers may not solicit InMotion® clients.
- Telemarketing.
- Door-to-door.
- Unapproved solicitation of InMotion's clients, volunteers, or donors.
- Unapproved use of photos of InMotion's clients.
- Product endorsements in exchange for support.
- Revenue splits with other charities under $2,000; however, InMotion® reserves the right to review and approve a revenue split less than $2,000 on a case-by-case basis.

Pre-Event Marketing/Publicity

- Any promotion of the event mentioning or including InMotion's name or logo, must be approved by the Events Manager prior to printing or release. Once the event has been approved, we will send you the InMotion® logo for your use. When using the InMotion logo, it must be used in its entirety; the aspect ratio and colors of the logo may not be altered.
- The proper use of the InMotion® name includes the registered mark (®).
- Photos on InMotion® websites are the property of InMotion®. Reproduction of photos for marketing purposes is not permitted without prior approval from InMotion®.
- Event logos may be developed by event organizers but must remain separate and distinct from the InMotion® logo. Event logos must be approved by InMotion® prior to being used in print or other media.
- Any contact with press or other media must be coordinated with InMotion®.
- InMotion's mission is: "**To help people with Parkinson's disease feel better every day"**. Our mission statement may not be altered in any way.
- Do not use the terms "Parkinson's patients," or "people suffering from Parkinson's" when referring to people served by InMotion®. Please use the terms "people with Parkinson's disease" or "helping people live well with Parkinson's disease."

InMotion's Involvement in Your Event

- InMotion® will not solicit participation from our clients in any external event beyond notifying them of the event details and inviting them to attend when appropriate.
- Terms for use of InMotion® staff, volunteers or general publicity among our supporters must be agreed upon by InMotion before approval of the event. Attendance at the event by InMotion® staff and volunteers is not guaranteed.