



A GUIDE TO FUNDRAISING

for

The Demoucelle Parkinson Charity

All the tools and resources you need
for successful fundraising!

If you have questions about anything here, please email us at
info@demoucelle.com

January 2021

(Grateful thanks to the Michael J. Fox Foundation for allowing us to use the TeamFox handbook as the basis of our guide.)

Thank you for your interest in raising money to support research into Parkinson's Disease!

In this guide, we will provide you with information, ideas and support to help you develop and carry out your chosen fundraising activity. We hope you will find it helpful.

We are confident that anyone ... and everyone ... can fundraise successfully.

Perhaps the single most important tip we can give is that **fundraising can (and should) be fun** and even 'easy' if you build on your existing interests and skills. By incorporating a fundraising aspect into what you already know how to do and what you enjoy doing, it will not feel like a burden but instead give further meaning to your activities.

Consider what you love doing (knitting, walking, running, biking, baking, dinners with friends) and what you are good at (public speaking, event organising) and consider how these could form the basis of a fundraising initiative.

Big or small, every euro counts towards finding a cure for Parkinson's Disease, and we are grateful for every contribution.

Thank you again for your interest in supporting Parkinson's research via the Demoucelle Parkinson Charity.

Be Present. Be Active. Beat Parkinson's.

Patrick & Anne-Marie Demoucelle

A GUIDE TO FUNDRAISING

for

The Demoucelle Parkinson Charity

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Chapter One: Fundraising – why? And, who?

All you need to know about Parkinson's Disease and the Demoucelle Parkinson Charity.

Parkinson's Disease¹

Parkinson's Disease is a neurodegenerative condition in which brain cells that make dopamine, a chemical that coordinates movement, stop working or die. Because PD can cause tremor, slowness, stiffness, and walking and balance problems, it is called a "movement disorder." But constipation, depression, memory problems and other non-movement symptoms also can be part of Parkinson's. PD is a lifelong and progressive disease, which means that symptoms slowly worsen over time. Currently, there is no way to prevent or accurately predict who will develop Parkinson's disease. There is no known cure, and available treatments only mask symptoms temporarily.

- Between 7 - 10 million people worldwide are living with Parkinson's Disease.
- There are more than one million people living with Parkinson's today in Europe; with an aging population, this figure is forecast to double by 2030.
- In Belgium, it is estimated that 40,000 people are living with Parkinson's Disease.
- Prevalence in the 60-69-year-old population is estimated at approx. 1%, rising to 2.7% in those over 80. An estimated four percent of people with PD are diagnosed before age 50.
- Men are 1.5 times more likely to have Parkinson's disease than women.

The Demoucelle Parkinson Charity

- Our Mission: The Demoucelle Parkinson Charity aims to accelerate research to find a cure for Parkinson's Disease within the next 10 years.
- Our Approach: In partnership with the Michael J. Fox Foundation for Parkinson's Research, we fund the most-promising research projects that aim to modify the disease, slow down its progression or even reverse it. In addition, the charity's founders Patrick and Anne-Marie Demoucelle provide pro-bono consulting services to the research teams based on their years of experience as consultants and business leaders. And finally, we seek to raise awareness about the disease and encourage more people to become active fundraisers to speed up discovery of a cure.
- Founded in 2011 by Patrick & Anne-Marie Demoucelle, following Patrick's diagnosis of Parkinson's Disease aged 40 years old.
- Fundraising: By the end of 2020, the Demoucelle Parkinson Charity had raised 1 million euros for Parkinson's research. Together with the Michael J. Fox Foundation it selects the most promising projects in which to invest. Details of our grants are on our website.
- Our main annual fundraiser 'Run for Parkinson' encourages people to participate in the Brussels 20k wearing the charity's t-shirt and to raise funds to support its work. It is sponsored by several companies.

¹ <https://www.parkinson.org/Understanding-Parkinsons/Statistics>
<https://ec.europa.eu/research/index.cfm?pg=events&eventcode=70814C79-B44D-8FC7-CBC94FD9083A9F41>

#TeamBeatParkinson

By fundraising for the Demoucelle Parkinson Charity, you are part of an informal, vibrant community of engaged volunteers that we like to call #Teambeatparkinson. The 'team' refers to our spirit of mutual help and collaboration rather than any kind of formal organisation.

- Volunteers organise their own events to raise funds or ask their friends and family to make a donation for a milestone moment in their lives or in support of their participation in a sporting endeavour.
- A Facebook group – #TeamBeatParkinson - exists to share ideas and give support. Please do join in the discussion by posting ideas for events or asking for support with anything you are planning. Others will do the same. Together we can achieve so much more. And ... it is more fun!

Information about Fiscal Deductibility

➤ Direct Donations

- Donations equal or above **40 euros**, whether paid at once or paid gradually during a single calendar year, are **entitled to a tax reduction**.
- The Demoucelle Parkinson Charity chose the King Baudouin Foundation to curate its direct donations and issue tax certificates on its' behalf. Tax certificates are sent at the end of March of the following year. (Please note that, in response to a request from donors to ensure as much money as possible goes to the charity, the King Baudouin Foundation no longer sends thank you letters.)
- All direct donors should therefore be encouraged to either:
 - make a bank transfer to the King Baudouin Foundation (see details below) providing the structured reference to identify the Demoucelle Parkinson Charity,

King Baudouin Foundation, Rue Brederode 21, 1000 Bruxelles
bpost bank IBAN: BE10 0000 0000 0404 BIC: BPOTBEB1
Please provide this reference: ***014/1340/00039***
 - or
 - make an online donation via an 'iraiser' [personal fundraising page](#), which is linked to the King Baudouin Foundation and eligible for a tax reduction.

<https://fundraise-for-demoucelle-parkinson.iraiser.eu/events/sportive-events>

➤ Funds raised in exchange for goods or services, or collected in cash from third parties.

- Tax reduction does **not** apply for any contribution/donation that results from an exchange of goods or services e.g. a car-washing event, sale of cookies etc. Nor, can it be applied to donations collected in cash or in-kind from a third party.
- Money raised in this way, must be transferred directly to the Demoucelle Parkinson Charity.

IBAN : BE72 7350 2825 8916
BIC : KRED BE BB
- Please contact us if you have any question about your gift: info@demoucelle.com

Chapter Two: Fundraising – How?

How **YOU** can help to find a cure for Parkinson

Fundraising comes in all shapes and sizes. There is no one perfect way to do it and whether your goal is large or small, every euro counts in our shared effort to find a cure for Parkinson's research! The most important thing is to have a go! Others in the #TeamBeatParkinson community can inspire and help you along the way.

In this chapter, we'll briefly look at some examples of previous #TeamBeatParkinson fundraising initiatives and then examine the three main ways to fundraise:

1. Participate – take part in events (often sporting) for the Demoucelle Parkinson Charity
2. Nominate – ask for donations in lieu of gifts of flowers for important life events.
3. Organise – plan an event to raise money, from selling cookies to hosting a gala dinner

We'll provide ideas, tips and guidance to help you along the way and, of course, if you have any questions at all, please don't hesitate to contact us: info@demoucelle.com

Examples of fundraising initiatives by #TeamBeatParkinson' members

Some ideas from past fundraising activities organised by our great volunteer fundraisers:



No matter what your fundraising activity, it's important to keep your donors engaged, to spread the word about your efforts, and to give proper recognition to those who show support.

- **Inspire others** to support you by educating yourself on the science of Parkinson's disease and what the Demoucelle Parkinson Charity is doing to accelerate research and, ultimately, a cure. Showing your commitment to this cause will motivate your donors to contribute to your efforts. You are helping to cure Parkinson's in this lifetime, and they can too.
- **Share your story:** Take advantage of your network, social media, to share your story. The more people who know about your fundraising efforts, the better. Contact your local newspaper or TV station to share your story. The more people who know about your fundraising efforts, the better.
- **Thank your donors & supporters:** Send personal thank you notes to everyone who donates and helps you along the way. Express your gratitude and make your supporters feel a part of your efforts to speed a cure.

➤ **PARTICIPATE:**

Have you signed up for a marathon? Are you joining a rally? Why not support Parkinson's research as well?

If you are participating in an event, sporting or otherwise, you could ask your friends, family and colleagues to support you by making a donation to Parkinson's research on your behalf.

There are so many organised events – particularly, but not limited to sports – that go on throughout the year and attract many participants. Running events (10k, half-marathons, marathons), cycling events, triathlons, endurance events (Iron-man, Marathon des Sables), rowing competitions, car rallies, office-based football leagues to name just a few!

If you are planning to take part in an organised event, please do consider combining it with support for the Demoucelle Parkinson Charity!

For many events of this kind it is possible to select a charity and ask your friends, family and colleagues to make a donation: either as a one-off 'gift' before, during or after the event, or as a sponsorship based on how well you do e.g. kilometres cycled etc.

This is easy to facilitate by using our personalised online fundraising platform. You don't have to collect or track the funds yourself. It is all taken care of, leaving you to simply enjoy the messages of support and a double sense of achievement!

All you need is a photograph or two, your personal details, some text to explain why you would like to support Parkinson's research i.e. your motivation; and a fundraising goal. Then you can share the link via emails or on social media (and you can even include it in your email signature).

Here are some tips to help you motivate your friends, family and colleagues to support you:

- When you make your requests, give your potential donors some example donations that they could consider making e.g. if you are running a marathon, ask for a donation of 1 euro per km. If some of your donors have the capacity to give more, suggest a donation of 5 euros per km etc. You might also point out that donations over 40€ are eligible for tax exemption.
- Ask your donors to sponsor a particular km with a particular amount e.g. 50 euros to sponsor Kilometer 5, or Kilometer 14. If they do so, you can write their name on the shirt that you will wear on race day.
- Ensure that when you first share the link to your online sponsorship page, there is already one (or even two) donations visible to get the ball rolling and encourage others to join in.
- Host a fundraising event at your home or in your community e.g. a dinner or barbeque
- Send email reminders to those who have not yet donated, providing an update on your training or including a countdown to race day. Tie each ask to a certain training milestone; for example, if you make it halfway through your training schedule, if you cover the longest distance you've ever run/biked/etc., if you are one month away from race day, and so on. It helps to relate your asks to the efforts you are making to help speed a cure for Parkinson's.
- Don't forget that to encourage your donors to check whether their employers might match their donation thereby doubling the charitable impact.

If you have any questions at all please do not hesitate to send us an email at info@demoucelle.com

➤ **NOMINATE:**

Donations in lieu of gifts or flowers: amplify an important moment by making a difference.

You can mark a milestone event in your life – both happy and sad – by making a lasting contribution to Parkinson's research.

Births, birthdays, weddings, anniversaries, and deaths are just some of the momentous milestones that give structure to our lives. Our friends, family members and colleagues often want to mark these moments with us and to express their shared joy or deep empathy.

But sometimes gifts and flowers can seem too perishable and, in truth, we don't really need more 'stuff'. Asking for donations in support of a cause that you or a loved one identify with or feel strongly about will result in a more lasting impact. These important moments in life will be translated into something more enduring.

If you would like to request contributions to the Demoucelle Parkinson Charity in support of research to find a cure for Parkinson's Disease, we would be very grateful indeed.

In your invitations or notice, you could include one (or more) of the following options along with an explanation of your motivation for supporting the charity:

○ **Direct bank transfer to the Demoucelle Parkinson Charity at the King Baudouin Foundation.**

- King Baudouin Foundation, Rue Brederode 21, 1000 Bruxelles
- Bpost bank IBAN: BE10 0000 0000 0404 BIC: BPOTBEB1
- Reference: ***/1340/00039*** (Vital to identify DPC as your recipient)

Donations equal or above 40 euros are entitled to tax reduction

- **A donation via your personalised online fundraising page.** The Demoucelle Parkinson Charity's [online platform](https://fundraise-for-demoucelle-parkinson.iraiser.eu/events/sportive-events) is simple and easy to use, making setup very quick and you can add photographs and information about why you wish to support this cause. You don't need to worry about collecting and transferring the donations as this is all done automatically, and you can see the contributions and messages from your loved ones. *NOTE: Since the donations will go directly to the Demoucelle Parkinson Charity's account held by the King Baudouin Foundation, tax reduction rules will apply.* <https://fundraise-for-demoucelle-parkinson.iraiser.eu/events/sportive-events>

- **A donation via a Facebook fundraiser initiative that you set up.** Just go to your FB news feed, select 'Fundraisers' from the right-hand column and then select '+ Raise Money' to create your own personalised fundraising page. You can set your own target date and how long donations will be accepted and explain your own reasons for wanting to support vital research. Then all your contacts need to do is click, donate and feel great! *NOTE: Donations made in this way are not eligible for any tax reduction.*

If you have any questions at all please do not hesitate to send us an email at info@demoucelle.com

➤ ORGANISE:

Turn an idea, an event or a passion into a fundraiser for Parkinson's research! Anything is possible!

With some creativity, guidance and support anyone and everyone can successfully raise funds for charity. We truly believe this.

Are you holding a garage sale this weekend? Do you love to knit? Would your children enjoy selling cookies to the neighbours? Are you planning a dinner party soon? Do you have artist friends willing to donate one of their creations to an auction? Have you set yourself a personal goal such as walking the length of the Camino de Santiago? Or is your company wanting to set up a golf tournament?

All of the above could be turned into charity fundraisers. Whether small or large-scale, whether a few euros or many thousands, whether as a one-off or as an annual event. All ideas are good ideas.

The key for a successful and stress-free event, as with all things, is to plan and the checklist and tops below provide a good starting point. *(Though clearly for a child selling home-baked cookies to neighbours, much of this will not be relevant, so dip in and out as relevant! 😊)*

- **Setting a realistic budget and goals:** Be ambitious, yes, but set yourself up to succeed. Be realistic about the number of people that will attend, the amount they will contribute and therefore your fundraising target. It is always more satisfying to beat your expectations than to miss them. And ensure that you set aside a suitable budget and stick to it. A good rule of thumb is to aim to raise at least three times what you spend.
- **Careful planning:** select a good day, time, venue. Do you need to consider access & parking? Do you need permission from the commune or to register your event with the police? What will people eat or drink? Do you need insurance? How will you collect contributions etc.
- **Enlisting help:** Don't try to do this alone. Not only does it take more effort than you might think but it is so much more fun to spend time with friends or family and work collaboratively towards a shared goal. Other people bring other perspectives and other experiences. More hands might light work ... so long as they are well directed. 😊
- **Clear communications:** Make sure everyone in your team knows what is expected of them, by when and that the group as a whole is kept informed and up to date. Also be clear with your invited guests so that no-one is surprised or disappointed.
- **Spreading the word:** Make sure the right people know! Friends, family, colleagues, your neighbours, the media! Use emails, social media, posters, leaflets: whatever is appropriate and fits your budget.
- **Having a Plan B:** Life happens. Things don't always run according to plan. It is important to be flexible. Have a back-up plan for poor weather, or missing guest speakers etc.
- **Following-up and Thanking:** Make sure you thank everyone that contributed, whether as a volunteer or a participant, venue host or entertainer, and let them know the final result of your fundraiser. Building a sense of shared achievement helps people to feel that their input was valued and they are more likely to help again

?? Can Patrick and/or Anne-Marie Demoucelle make an appearance at my event? Both Patrick & Anne-Marie are deeply grateful for the efforts of all #TeamBeatParkinson fundraisers and wish they could be part of every event raising funds and awareness for Parkinson's disease research. However, the realities of Patrick's health, their family's needs and work commitments makes this difficult.

Nevertheless, a group of experienced #TeamBeatParkinson fundraisers is ready to brainstorm with you, and then guide and support you! Please email: info@demoucelle.com

FUNDRAISING TIPS & SUGGESTIONS

Getting started

Start Early – Successful fundraising is a marathon not a sprint! Start early and plan.

Set your goal – Set a realistic goal, but don't forget, when you surpass it, be sure to update it with a new one!

Create a personal online fundraising page – It is quick and simple to do!

Encouraging donations

Know your Audience – Categorize your contacts and consider which are the most effective ways to ask for support (a personal email, social media, an in person ask or even a hand-written letter).

Be the First – Kick off your fundraising with a self-donation. People are more willing to donate when they see you have made a donation as well.

Set Donation Amounts – Guide your donors by suggesting giving options e.g. 1 euro per km for a marathon.

Highest Donor - Offer an incentive, such as a gift certificate to a local restaurant (donated of course), to the donor who gives the largest donation on a set day.

Matching Donor pledge – Identify a supporter to match your efforts if you reach/surpass a certain minimum.

Getting the word out

Share your Story – When asking for support, explain why you are fundraising for the Demoucelle Parkinson Charity. People will feel connected to the mission once they know why it's so important to you.

Know your Facts – Brush up on some facts about Parkinson's and how the Demoucelle Parkinson Charity is funding research to find a cure. Donors want to know how their contributions are making a difference.

Letter to the Editor – Submit a "Letter to the Editor" to your local newspaper letting your community know about your event and how they can contribute.

Brand Yourself – Wear your Demoucelle Parkinson Charity t-shirt (if you have one already) when you are out training or even just running your errands. It might spark a conversation.

Don't forget your colleagues!

Corporate Matching Gifts – Ask your company if they will match your fundraising, and remind your donors to check with their companies to see if they match donations as well.

Email Signature – Include your personal online fundraising page URL at the bottom of your personal and (if allowed) work email signature.

Spread the Word – Make a poster about your fundraising for the lunch or break room for everyone to see.

Company Newsletter - Ask if information on your fundraising endeavors can be included in the next office newsletter or all staff meeting.

NEED SOME INSPIRATION? MORE FUNDRAISING IDEAS

If you are eager to raise funds to support Parkinson's research but are still trying to think of something that you could do, perhaps these suggestions might help to point you in the right direction?

1. **Garage Sale** – It's a win, win! A chance to get rid of unwanted belongings and have all the proceeds from the sale go towards your fundraising goal. Be sure to have a donation jar in case someone doesn't want to purchase anything but still wants to contribute!
2. **Exercise for a Cause** – Ask a local gym if they would be willing to teach a Zumba or Spin class for free and invite friends and family to participate at a set donation amount.
3. **Give an Incentive** – Offer to do something embarrassing, like wear an orange tutu or shave your head if you raise a certain amount of money.
4. **Loose Change Jar** – Keep a jar by the washer & dryer – any loose change you find in your family's pockets goes straight towards your fundraising!
5. **Dress Down Day** – Ask your company if they would be willing to grant a "dress down day" for anyone who makes a contribution to your online fundraising page.
6. **Office Raffle** – Make a raffle basket with donated items from local businesses (gift certificates, wine, and chocolate) and sell raffle tickets for a set donation amount.
7. **Office Lunch Party** – See if your company is willing to host a pizza party for anyone who makes a contribution to your online fundraising page.
8. **Late arrivals and/or Swear Jar** – Anytime someone arrives late to a meeting or says a swear word, they have to contribute 1 euro! (Works at the office and at home 😊)
9. **BBQ** – Invite friends, family and neighbours to your home and ask for a donation.
10. **Pay it Forward** – Consider doing a nice deed for someone and when they ask how they can return the favour ask for a small donation to your online fundraising page.
11. **Bake Sale/Lemonade Stand** – Get the kids involved. They could bake cookies or make lemonade and sell it to friends and neighbours.
12. **Mow-a-thon** – Ask neighbours if your kids can mow their lawn or rake leaves for a donation.
13. **Barter** – Are you a good artist or cook? Utilize your Trade/Skills to raise funds.
14. **Penny Wars** – There's nothing like a little friendly office competition! Create teams at your office and see which team can raise the most money!
15. **Host a dinner party** – See if a local restaurant is willing to donate food and invite friends and family over for a formal dinner party for a set donation amount.

We hope that this list has sparked an idea (or several ideas) and you are feeling eager to get planning. Alternatively, if you enter 'Fundraising Ideas' into your Internet search engine, you will find many additional resources. And, of course, whether you have a clear concept, or not, a group of experienced **#TeamBeatParkinson** fundraisers are ready to help you!

To be put in touch with one of our volunteers, receive a downloadable .pdf copy of our fundraising guide or ask any other questions, please email info@demoucelle.com. We would be happy to support you.

FREQUENTLY ASKED QUESTIONS

1. How can people support my fundraising activity with donations which would be eligible for tax exemption?

Donations of more than 40€ made via your personal online fundraising page or directly to the Demoucelle Parkinson Charity's account curated by the King Baudouin Foundation are eligible for fiscal deductibility.

King Baudouin Foundation, Rue Brederode 21, 1000 Bruxelles
bpost bank IBAN: BE10 0000 0000 0404 BIC: BPOTBEB1
Please provide this reference: ***014/1340/00039***

(NOTE: Donations resulting from an exchange of goods/services or cash collected on behalf of others are not eligible for tax deduction and should therefore be transferred to the Demoucelle Parkinson Charity's own bank account: IBAN: BE72 7350 2825 8916)

2. How does fiscal deductibility work?

Donations equal or above **40 euros**, whether paid at once or paid gradually during a single calendar year, are **entitled to a tax exemption** equivalent to 45% of the amount donated. The Demoucelle Parkinson Charity chose the King Baudouin Foundation to curate its direct donations and issue tax certificates on its' behalf. Tax certificates are sent at the end of March of the following year. (Please note that, in response to a request from donors to ensure as much money as possible goes to the charity, the King Baudouin Foundation no longer sends thank you letters.)

- All direct donors should therefore be encouraged to either:
 - make a bank transfer to the King Baudouin Foundation (see details below) providing the structured reference to identify the Demoucelle Parkinson Charity,
King Baudouin Foundation
Rue Brederode 21, 1000 Bruxelles
bpost bank IBAN: BE10 0000 0000 0404 BIC: BPOTBEB1
Please provide this reference: ***014/1340/00039***
 - or
 - make an online donation via your 'iraiser' [personal fundraising page](#), which is linked to the King Baudouin Foundation and eligible for a tax reduction.
<https://fundraise-for-demoucelle-parkinson.iraiser.eu/events/sportive-events>
- **Funds raised in exchange for goods or services, or collected in cash from third parties.**
- Tax reduction does not apply for any contribution/donation that results from an exchange of goods or services e.g. a car-washing event, sale of cookies etc. Nor, can it be applied to donations collected in cash or in-kind from a third party.
- Money raised in this way, must be transferred directly to the Demoucelle Parkinson Charity.
IBAN : BE72 7350 2825 8916 BIC : KRED BE BB

NOTE: Donations made via a Facebook fundraiser are not eligible for any tax reduction

Please contact us if you have any question about your gift: info@demoucelle.com

3. How can I create my own personal online fundraising page?

- Step1: create your own event page on:
<https://fundraise-for-demoucelle-parkinson.iraiser.eu/events/sportive-events>
- Step2: ask your network to make a donation
- Step3: receive updates on who made a gift and **thank your donors**
- Step4: your donors will receive a fiscal attest from the King Boudouin Foundation

4. What are some general fundraising best practices to bear in mind?

No matter what your fundraising activity, it's important to keep your donors engaged, to spread the word about your efforts, and to give proper recognition to those who show support.

- **Inspire others** to support you by educating yourself on the science of Parkinson's disease and what the Demoucelle Parkinson Charity is doing to accelerate research and, ultimately, a cure. Showing your commitment to this cause will motivate your donors to contribute to your efforts. You are helping to cure Parkinson's in this lifetime, and they can too.
- **Share your story:** Take advantage of your network, social media, to share your story. The more people who know about your fundraising efforts, the better. Contact your local newspaper or TV station to share your story. The more people who know about your fundraising efforts, the better.
- **Thank your donors & supporters:** Send personal thank you notes to everyone who donates and helps you along the way. Express your gratitude and make your supporters feel a part of your efforts to speed a cure.

5. How can I get help and support?

A group of experienced **#TeamBeatParkinson** fundraisers is ready to brainstorm with you, and then guide and support you! Please email: info@demoucelle.com

6. How can I register as a Demoucelle Parkinson Charity group in an existing sporting event?

- Contact the organization of the run to see if you can register as a group
- Send the link to the registration platform & the name of your group to your friends asking them to sign up with you. Every runner will pay his/her own registration fee.
- Create an online fundraising page for the event and encourage all runners to send it to their network.
<https://fundraise-for-demoucelle-parkinson.iraiser.eu/events/sportive-events>

SAMPLE EMAILS

Sample EMAIL to send to potential DONORS

Dear Friends and Family:

This year I am proud to play a part in the fight against Parkinson's Disease. I will be [NAME] [ACTIVITY HERE - e.g., hosting golf tournament, running a marathon, asking friends and family for support]. Taking on the challenge of this fundraising endeavor is both exciting and inspiring. I am making a commitment to raise funds and awareness for Parkinson's Disease because [YOUR ANSWER HERE]. All funds raised will go to the Demoucelle Parkinson Charity, which supports research to find a cure.

It is estimated that 7 to 10 million people worldwide/ 40 000 people in Belgium are living with Parkinson's Disease — a chronic degenerative neurological disorder whose symptoms typically progress from mild tremors to complete physical incapacitation. While the average age of onset is 60, an estimated five to 10 percent of people with Parkinson's Disease experience onset at age 40 or younger.

There is no known cure for Parkinson's disease. Currently available treatments temporarily mask symptoms while the disease continues to progress. The Demoucelle Parkinson Charity has partnered with the Michael J. Fox Foundation to identify research initiatives that could accelerate discovery of a cure.

I'm asking for your support in our race to put an end to Parkinson's Disease. My personal goal is to raise [FUNDRAISING GOAL]. Please help me reach my goal by making a contribution now. Donations are tax-deductible.

You can visit my fundraising page at [INSERT WEB SITE URL] to make a secure gift online.

Or you can make a gift via a bank transfer to BE10 0000 0000 0404 at the King Baudouin Foundation, providing the reference 014/1340/00039 + [name event/your NAME].

I invite you to join me in making a difference in the lives of those living with Parkinson's Disease.

Thank you in advance for your generous support as we strive together toward the finish line on the fast track to a cure.

Sincerely

[YOUR NAME]

Sample THANK YOU letter to donors

Dear [NAME]

Thank you for supporting my efforts to benefit the Demoucelle Parkinson Charity. Your generosity will support vital research to find a cure for Parkinson's Disease and inspires me to continue my fundraising. Together we are enabling scientists to move one step closer to the goal of ending Parkinson's Disease.

With grateful thanks,

[YOUR NAME]