



# **WALKER** handbook

[solesupport.org](http://solesupport.org) or 800.426.6806



# WELCOME TO SOLE SUPPORT

## Welcome!

Thank you for joining us in one of our favorite efforts all year - SOLE SUPPORT! For over 40 years, PRO's been dedicated to positively supporting the lives of patients, families and caregivers living with Parkinson's. We rely on philanthropic events, like this as the underpinning of our funding so we are able to offer customized services without requiring payment.

**Through our Sole Support season, it is our goal to raise \$365,000 in order to advance the health and vitality of individuals and families impacted by Parkinson's.**

More than 200 volunteers partner with our eleven staff implement programming throughout our region, but we couldn't possibly accomplish so much without the tremendous support of our community members like you! Please don't hesitate to contact me or any of our other friendly staff for help in registering, building a team, or fundraising. We would love to help you extend your impact! Together we are providing quality care to individuals and families in the Northwest. We look forward to sharing this incredible event with you!

Kindest regards,



**Jeannine Walker, Special Events & Sponsorships**  
**Jeannine@ParkinsonsResources.org**  
**800.426.6806**

## FOUR EVENTS TO CHOOSE FROM ... OR JOIN ALL!

**Vancouver, September 23   Portland, September 30**  
**Eugene, October 1   Bend, October 8**

## Event day includes

- Check-in noon-1pm
- Food, music, and activities
- Partner booths
- Team photos
- Aerobic warm-up
- Virtual, 1k and 5k walks
- Celebration!

Check the event tab of your city for times and details at  
[www.solesupport.org](http://www.solesupport.org)



Like us!



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## Congratulations!

Participating in the Sole Support walk is a great way to be a part of our community. Regardless of the size of your team, you'll feel good knowing that your group made a difference in the fight against Parkinson's. Get started today and invite others to joining your team.

*You can build a successful team in 6 steps!*

**Follow this outline to keep you on track to reach your goals.**



- 1. Register online and begin building your team** by inviting friends, family, co-workers to join your team. Set a team goal, typically teams are at least 10 people raising \$1,000. Begin thinking about a team theme or costume idea. You can even recruit co-captains from your neighborhood, club leaders or from around your metropolitan area.
- 2. Continue building your team** by sending out an email with a link to your team page and encourage people to register online. If you are building a company team, hold an internal kickoff/recruitment day to encourage employees to join the team. Post links to your fundraising page on Facebook, Twitter, Instagram., and LinkedIn.
- 3. Encourage team members to fundraise** by jump starting their fundraising efforts by making a personal contribution on their fundraising web page. Encourage all team members to ask 10 friends to match their personal donation that week!
- 4. Make it fun** will your team wear matching caps, hold balloons, walk with tribute signs? Go ahead and made is meaningful and let your reason for participating shine through!
- 5. Encourage team members to fundraise** by making a list of the vendors/suppliers they use on a day to day basis (for example, dry cleaners, dentist, car dealer, grocery store, gym, etc.) and challenge them to ask these vendors/suppliers for a donation this week!
- 6. Final Fundraising week!** Encourage all team members to send a final reminder email to their family and friends who have not yet donated to their fundraising efforts. In today's busy world, it often takes up to 3 emails to get someone to act. Promote the event details on social media (Facebook, Twitter, and Instagram) to get any last minute friends to join your team or donate.

**Have questions or need help?** Call us at 800.426.6806 or email [Jeannine@parkinsonsresources.org](mailto:Jeannine@parkinsonsresources.org)



# GETTING STARTED

## 3 simple steps to Step Out ON Parkinson's – it's free and easy!

### 1. Register:

- Online at [www.solesupport.org](http://www.solesupport.org) or
- Call our toll-free number: 800-426-6806

2. **Personalize your individual fundraising page** with your story and reason for walking. Include photos of you and loved ones. If you need help with your page, just give us a call! If you set a fundraising goal, this is a great place to share that information.

3. **Spread the Word!** Once your page is personalized, LET EVERYONE KNOW! Send letters, emails, texts, Facebook posts, send up a flare, or pick up the phone. Get the word out however works best for you. We can help design and print custom flyers and postcards—Just let us know and we can send them to you.

## Tips for Logging In

Visit [www.solesupport.org](http://www.solesupport.org) to login to your page.

**Registered online?** Use the email address and password you provided.

**Registered by form or phone?** Use the email address you provided and enter the password we gave you. Make sure to change your password once logged in.

**Forgot Your Password?** No problem! Click the 'forgot password' link and a link to reset your password will be emailed to you. The link to reset your password can only be used once. You can get another link by clicking Forgot Password again.

**\*\*NOTE\*\*** If you are a returning participant, you will need to log in to register for the correct year.

### Get Started



#### Been here before?

[Login to your account](#) to prefill the fields below with your information.

## Personalizing your Page

1. Upload a personal photo
2. Decide if your goal matches your intent. (Hint, Carol here needs to update her goal!)
3. Add a personal message about why you are involved
4. Don't forget to click "Save Changes" for your hard work to take effect!
5. Start a Facebook Fundraiser direct from your personal page!
6. Add the link to your page to all your communications!



### Carol Budke

Team Captain Budke's Buddies PORTLAND 2023

SUPPORT ME

\$801 Raised

Goal \$500





## Keep your friends informed and involved. Send an Event Day email with details:

- Include the address of walk site
- Consider a team theme with a decorated tent and t-shirts, like Team Flamingo below
- Where at the event your team should meet
- How to pick up team t-shirts, if applicable
- Include the day of schedule so they can plan their day out well
- When your team will gather for a group picture at the team photo booth
- Event schematic, walk route, and parking details will be available at [www.solesupport.org](http://www.solesupport.org)
- Encourage your team to like us on Facebook to keep current with updates and ideas

Palooza cards,  
donation drop off, &  
**SOLE SUPPORT** shirts  
at check-in!

Create a fun  
space for your  
team party!

**TEAM  
PHOTOS!**





# PUT THE FUN IN funRAISING

Brace yourself for a WOW MOMENT:

**When you fill a 16 oz water bottle with dimes you've collected ~\$100!!** How easy is THAT?? With one water bottle you've earned your Sole Support t-shirt! Come by our offices for your bottles or we can send you labels to apply to bottles and share with friends and colleagues ... stepping out on Parkinson's one dime at a time! WOW!



**The first ask is the hardest, but then it gets easier to ask friends and family for money,** even when it's so personal and meaningful to us. We bet you will be pleasantly surprised with how generous people are when you let them know why this cause is important to you. Remember, your ask isn't for yourself, you are asking for investments in a community that is supportive for people living with Parkinson's disease!

**Oregon residents - What's easier than doing what we already do ... RECYCLE?!** PRO is excited to participate in this innovative program through Oregon Bottle Drop! This is an easy way we can all support ongoing funds in an activity we do anyways. When you use the blue bags provided by PRO, the redemption value of each bottle and can goes directly to us!

EASY AS 1, 2, 3!

1. Contact Ginger to get your blue bag(s) with the PRO sticker – [Ginger@parkinsonsresources.org](mailto:Ginger@parkinsonsresources.org) or 800.426.6806

2. Collect bottles and cans

3. Drop your filled bag(s) at a local redemption center



**One of the most effective ways to fundraise is by saying THANK YOU!** We've found that the more you publicly recognize your donors on social media, it inspires others to join the effort with contributions of their own!

**Have questions or need help?** Call 800.426.6806 or email [Jeannine@parkinsonsresources.org](mailto:Jeannine@parkinsonsresources.org)

thank  
you!



In case you need a little more help, here's a sample. Remember, including a photo personalizes your request. You're also welcome to ask us - we're happy to assist you! \*Note: if this is sent in an email it is easy to include links taking recipients directly to your fundraising page.



Friends and Family -

I will be participating in Sole Support, a fundraising walk to help Parkinson's Resources increase awareness about this disease and raise the critical funds for excellent, local Parkinson's services.

As you know, I am fighting Parkinson's. This is a devastating disease that I and approximately 25,000 others in our area will have for the rest of our lives.

**Parkinson's Resources inspires and supports us in continually improving our quality of life.** This nonprofit bridges the gap between medical care and holistic wellness, providing a community, resources, and inspiration to keep going. PRO is recognized for the quality and scope of services including support groups, education programs, social work services, and wellness and speech classes. These programs are offered at no charge to clients – many of whom may be unable to access services alone.

I believe in this organization and what it offers our community so much that I'm dedicated to the success of this fundraising event. **Already this year, PRO is on track to serve double the number of new patients than they did last year!** In order to provide time sensitive critical programming they rely on initiatives and events like Sole Support for revenue. That's where you come in!

**I'd like to invite you to personally join me in the fight against Parkinson's by getting involved in Sole Support.** I am leading a team of walkers in this fun event *[date and location of walk you are in]*. It is my hope you will join me by:

- Register to walk with me (find the *[your team name]*)
- Make a donation to *[your team name]*

Everyone is welcome to join us! For more information, please go to [www.solesupport.org](http://www.solesupport.org).

Thank you in advance for your generosity and support. We hope to see you there!

*[Your Name]*

*[Team Name]*

*[email and phone number]*





# SOCIAL MEDIA



Social media has become one of the most powerful outlets in today's world. We encourage you all to utilize it to help you succeed in your fundraising efforts. Below are some sample messages to get you started!

## Message #1, after registration:

I've registered for the 16th annual Sole Support! I hope you'll join me as I WALK TO BEAT PARKINSON'S. This is important to me because <insert your reason for walking> and I'm asking for your support! Visit my webpage to learn more <insert hyperlink to your personal page here>. Include a photo for added interest.

## Message #2, throughout campaign:

Did you know that Parkinson's is the 2nd most common neurological disorder in the US after Alzheimer's disease? I'm raising funds to do something about that! Visit my webpage <insert hyperlink to your personal page here> to learn more and support my efforts!

## Message #3, throughout campaign:

I'm half way to my goal of becoming a Parkinson's Hero! I only need \$X more to reach it! Will you help me? Visit my page and make your donation today <insert hyperlink here>.

## Message #4, throughout campaign:

Did you know that Parkinson's disease affects 1 million Americans, with at least 60,000 new cases reported annually? I'm raising funds to do something about that! Visit my webpage <insert hyperlink to your personal page here> to learn more and support my efforts!

## Message #5, throughout campaign:

It's only X weeks before this year's Sole Support and I am so excited to participate and make a difference in the lives of those who live with Parkinson's. <Share your personal reason for walking here>. Please support my efforts and visit my personal webpage to learn more! <insert hyperlink here>.

## Message #7, after walk:

Thank you so much to everyone who supported my efforts to raise money for the Parkinson's Resources. The walk was this past weekend and we had a fabulous time! I was able to raise <\$> and be a part of <#of walkers> who raised a total of <\$total of walk>! Thank you for your help and check out my page if you want to learn more about Parkinson's Resources. <insert hyperlink here>.

## Key Points to Remember when utilizing Social Media:

- Always include a link to your personal fundraising page.
- Don't be afraid to post frequently. Remember how quickly messages end up on the next page with everyone sharing their own statuses. Make your posts regular and frequent.
- Photos and images capture attention and get more interest
- Publicly thank your donors on your page: "Thank you Jane Doe for donating. Your support is appreciated!"

## Great idea to utilize all your communication: include a link in your email signature:

I'm participating in this year's Sole Support. Visit my page to learn more and support my efforts [insert your hyperlink here]!

**Have questions or need help?** Call us at 800.426.6806 or email [Jeannine@parkinsonsresources.org](mailto:Jeannine@parkinsonsresources.org)





**Take your Sole Support beyond email!** Here are a few ideas to introduce to your team. Let us know what you choose - we'd love to share your photos and success on our social media!

1. Personalized walker page
2. Corporate matching gift
3. Your friend's matching gift
4. Company grants
5. Corporate sponsorship
6. House party
7. Garage sale
8. Bake sale
9. "Change in My Pocket" box
10. Office fundraising challenge
11. Email signature
12. Local restaurant donate portion of day's sales
13. Fundraising dinner at your favorite restaurant
14. Ask your local restaurants to place a money jar
15. Belly up to the bar asking for a portion of sales
16. Happy hour party
17. Movie ticket donation
18. Host a movie party at your house
19. Theater donation of tickets to auction off
20. Birthday gift pledge
21. Delegate to 10 of your friends
22. Crafty chums create item to see or auction
23. Business cards
24. Radio station
25. Ask your gym to place donation jar on counter
26. Pledge forms at exercise class
27. Neighborhood watch
28. Free rent by asking your landlord to donate
29. Good karma tipping jar at local businesses
30. Garden tour
31. Meet the Press
32. Babysitting
33. House sit
34. Pet sit
35. Neighborhood chores
36. Mow-a-thon
37. Errand boy/girl
38. Karaoke night
39. ebay
40. Company vacation days
41. Sell every step with shoeprint cutouts for \$1
42. In memory of...
43. Host a scavenger hunt
44. Television show premiere/finale party
45. Game night
46. Host a poker game!
47. Bowling night
48. Used-book sale
49. Curse jar
50. Dress down day
51. Church bulletin
52. Teamwork
53. Walk along
54. Feeling crafty?
55. Create computer screen savers for sale
56. Rock on with a benefit concert
57. Children's party
58. Wine and cheese party
59. Lions Club, Rotary Club, Kiwanis
60. Raffle



# FREQUENTLY ASKED QUESTIONS

## What is Sole Support?

These virtual, 1k and 5k walks are a powerful and inspiring opportunity to unite as a community in celebration of individuals and families living with Parkinson's, increase awareness, and raise money to help Parkinson's Resources provide customized programming for Oregon and SW Washington residents.

## When is the walk?

There are four Sole Support walks being held this autumn:

- Vancouver, Esther Short Park – Saturday, September 23 check-in 12 p.m., walk 1:30 p.m.
- Portland, Rose Quarter – Saturday, September 30 check-in 12 p.m., walk 1:30 p.m.
- Eugene, Alton Baker Park – Sunday, October 1 check-in 12 p.m., walk 1:30 p.m.
- Bend, Drake Park – Sunday, October 8 check-in 12:00p.m., walk 1:30 p.m.

## Where can I send a donation?

Donations can be sent to Parkinson's Resources - 8880 SW Nimbus Avenue, Suite B | Beaverton OR 97008 Please be sure to include a donation form or note to insure accuracy of walker credit.

## Does the money raised from this event support my community?

Funds raised support local initiatives that help those living with Parkinson's disease and those caring for them, including support groups, education programs, social work services, and wellness and speech classes. These programs are offered at no charge to clients – many of whom may be unable to access services otherwise.

## Is there a minimum amount participants must raise in order to walk?

No. Parkinson's Resources does not require individuals to raise a minimum amount to participate in the walk. We ask individuals to register for the walk and set a goal to raise funds from friends and family.

## Are these walks family-friendly?

Absolutely! Each event is walker, wheelchair, and family-friendly - including your four-legged family members. Everyone is welcome!

## What are the fundraising prizes?

Each year we offer our annual t-shirts for those who fundraise \$100! At the \$250 level a PRO cap, and for each \$500 raised an entry to win a two-night stay at the Oregon Coast. Additional incentives will be announced throughout the season through social media and email updates!

**What color will this year's t-shirt be?**



**Have questions or need help?** Call us at 800.426.6806 or email [Jeannine@parkinsonsresources.org](mailto:Jeannine@parkinsonsresources.org)



**Parkinson's Resources of Oregon** is a regional non-profit organization founded in 1980 with the sole mission to help improve the quality of life for patients, families, and caregivers living with Parkinson's disease.

PRO serves nearly 15,000 of the estimated 25,000 individuals living with Parkinson's across Oregon and SW Washington. This support would not be possible without the generous contributions of many of our individual and corporate partners, as well as those in the healthcare community who make our work possible.

**Our objective is to ensure no one faces this debilitating disease alone.**

Parkinson's Resources is a social service agency dedicated to improving the lives of individuals facing PD by providing the community, resources, and inspiration to keep going. We do this through customized programs and services to patients and their families living with Parkinson's disease. Services include support groups, education programs, social work services, and wellness and communication classes.

We continue to expand and deepen our service offerings - the organization has grown at a rate of 100 new client households every month! We are fortunate to have the support of 20+ volunteers who tirelessly give of their time and energy to meet the needs of our clients.

**Learn more at [www.parkinsonsresources.org](http://www.parkinsonsresources.org)**

**#ASKPRO**





Thank you Sole Support sponsors!



[solesupport.org](http://solesupport.org) or 800.426.6806