



#pause4parkinsons

PARTICIPATE 4 PARKINSON'S

Host Kit



Thank you so much for participating in our Pause4Parkinson's campaign. Shake It Up is a very small charity (only 4 staff) and our fundraisers are so important in helping us to raise awareness and funds for Parkinson's research.

The aim of Pause4Parkinson's is to raise funds for Parkinson's research here in Australia. All donations of \$2 and over are tax deductible and **100% of funds raised supports Australian Parkinson's research** due to our founding director's commitment to cover all administration costs. Your fundraising will make a direct impact.

If you need any assistance with ideas or suggestions for your fundraising, check out our website at shakeitup.org.au/pause4parkinsons.

Anything goes with Pause4Parkinson's fundraising – think pedal, push ups, picnics or anything else you can do to raise funds. The best idea is one that works for you and your community.

During your fundraising, we would love for you to start a conversation about Parkinson's. Look at our Host Notes to help get you started. We also have some fantastic videos on our website you could use including messages from our Founder Clyde Campbell, Ambassadors and personal stories.

If you have any further questions or would like assistance with your fundraising, please contact me any time at isobel@shakeitup.org.au.

And of course, please share your photos, videos and stories on social media, using our hashtag **#Pause4Parkinsons** and tagging us [@shakeitupaust](https://www.instagram.com/shakeitupaust)

Best wishes,



Isobel Moore

Community Fundraising & Events Manager
Shake It Up Australia Foundation



What is included in this kit?

Getting Started

- 👉 Setting up your fundraising page

Host Notes

- 👉 Share your story, or just let your donors know a little more about Parkinson's and Shake It Up.
- 👉 Or use one of our videos. You can download the videos from [here](#).

Templates

- 👉 Templates for emails, social media and workplace matched giving.

Tax Receipt Form

- 👉 All donations over \$2 are tax deductible. If your guests donate with cheque or cash and would like a receipt please ensure their details are completed. After your event, please send the form back to Shake It Up and we will issue their receipts directly.

After your Event

- 👉 Steps to follow once your event is finished and banking funds received.

To find posters, decorations, invitations, videos, our Fundraising Event Handbook and more printable and shareable content, please head [here](#).



Getting started

There are 2 simple steps to getting started with Pause 4 Parkinson's:

1

Register

To register your fundraising for Pause 4 Parkinson's, create a fundraising page via Raisely. Raisely is our fundraising platform of choice as it is free to use and has no set up or hosting fees for Shake It Up. Raisely make their income through an optional donor fee added to donations.

Raisely will send out tax receipts to anyone who donates through your fundraising page. If you receive cash donations, we can add these to your page as you receive them so that your fundraising total is accurate on the page.

Set up your fundraising page [here](#).

2

Share

Share your fundraising page through social media and invite friends and family to donate. Encourage donations by sharing your story and promoting your fundraising to your local community

We have posters, event decorations and flyers available to print [here](#).



Host notes

Our mission is to find better treatments that will prevent, slow and stop the progression of Parkinson's and ultimately lead us to a cure. We recommend you say a few words about Parkinson's and Shake It Up to help your donors understand why you are fundraising. If you're comfortable, share your personal connection to Parkinson's too. Below are some great talking points to get you started.

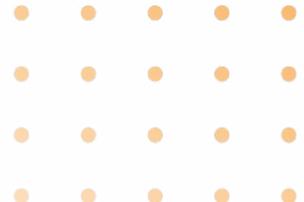
Parkinson's disease

- ▶ A statistic which surprises many is that 20% of those diagnosed are under 50 and 10% are under 40 years old.
- ▶ Many Australians are unaware of the prevalence and indiscriminate nature of Parkinson's. It is estimated that there are over **100,000 Australians** living with Parkinson's disease with an additional **38 people diagnosed every day**.
- ▶ Many people also associate the disease with 'just having the shakes' and while tremors are a possible symptom of Parkinson's, other symptoms can include:
 - Rigidity and slowness of movement, or bradykinesia
 - Reduced facial expression, unable to show emotions like smiling
 - Cognitive impairment, ranging from mild memory difficulties to dementia
 - Mood disorders, such as depression and anxiety
 - Sleep difficulties, such as REM Sleep Disorder
- ▶ An important fact to remember is that no two people have the same experience. **Parkinson's affects everyone differently.**

Subscribe to the Shake It Up newsletter to keep up to date with the latest research and events! Go to www.shakeitup.org.au

Shake It Up

- ▶ Shake It Up Australia Foundation is a not-for-profit organisation established in 2011 to promote and fund Parkinson's disease research in Australia. The Foundation was established by Clyde Campbell, a father of three and business owner who was diagnosed with Parkinson's in 2009 at the age of 44.
- ▶ Shake It Up's mission is clear; to find the cure for Parkinson's disease.
- ▶ The foundation pursues that mission by funding world leading Australian research in partnership with The Michael J. Fox Foundation for Parkinson's Research. This partnership gives supporters confidence that the Australian Parkinson's research being funded is internationally competitive, strategic and non-redundant.
- ▶ Another unique aspect of Shake It Up is the fact that the Founding Directors, Clyde and his brother Greg Campbell personally fund all the Foundation's operating and administrative costs. This means that 100% of every dollar donated goes to funding leading Parkinson's research.
- ▶ Since 2011, Shake It Up has co-funded more than \$22M to 63 Parkinson's research projects at 19 separate research institutes around Australia.



After your fundraising

1

Say Thank You

It's important to thank your guests and donors. You could write an email or express your thanks through social media. Don't forget to let them know how much money was raised.



2

Bank Your Donations

After you have received all your donations, you can bank your funds the following ways:

Cheque:

Please make payable to **Shake It Up Australia Foundation**, and post to:

Shake It Up Australia Foundation
PO Box 710
Spit Junction NSW 2088

Direct deposit:

Account Name: Shake It Up
Australia Foundation
Account Number: 1039 1283
BSB: 062 502

3

Tax Receipt Form

All donations over \$2 are tax deductible, if your guest is donating funds by cash or cheque, please fill in their details on the Tax Receipt Form provided and email back to enquiries@shakeitup.org.au or post to Shake It Up Australia Foundation, PO Box 710, Spit Junction, NSW 2088. All receipts will be issued by Shake It Up.



Please call us on **1300 361 803** if you have any questions about banking the funds raised at your event.



Templates

Social Media Posts

- The most effective social media posts are about your personal connection to Parkinson's. If you're not comfortable sharing your story, you can try one of the below templates. Make sure you always include the link to your fundraising page for donations.
- We also recommend sending direct messages to individuals in your network who you know have capacity to give, as direct messaging is more effective than general posts.

// **This year, I'm fundraising for Pause4Parkinson's and I'd love your help. Parkinson's Disease is a cause close to my heart and you can help fund research towards a cure for Parkinson's by donating to my fundraising page [insert link to page]. All donations, big and small, will make a difference.**

// **"Did you know that Parkinson's affects over 100,000 Aussies? Parkinson's Disease is a cause I care about so this year I am fundraising to support Shake It Up as they search for treatments which will slow, stop and ultimately cure Parkinson's. You can donate to my fundraiser through this link: [insert link to page]."**

Email Template

- Emails are very effective for workplace giving. Again, your personal story will be the most impactful message you can send but perhaps try this template below. If you are inviting the person to your event, be sure to include the event details.

// **Dear [Name],**
I'm fundraising for Pause4Parkinson's this year and I'd love your help. Parkinson's disease is a cause close to my heart and you can help Shake It Up fund research towards treatments which will slow, stop and ultimately cure Parkinson's Disease by donating to my fundraising page [INSERT LINK TO PAGE]. All donations, big and small will make a difference and be much appreciated.
Kindest regards,
[Your Name]

Matched Giving Letter for Workplaces
 See the next page for your template.





Clyde Campbell

CEO and Founder, Shake It Up

enquires@shakeitup.org.au

Dear Manager,

Our mission is to find better treatments that will prevent, slow and stop the progression of Parkinson's and ultimately lead us to a cure. I write with gratitude that a member of your staff has registered to take part in supporting Shake It Up's Pause4Parkinson's campaign to raise funds towards treatments which will slow, stop and ultimately cure Parkinson's Disease. Your staff member has requested I write this letter with details for making a matched giving donation. Currently, 38 new people are diagnosed with Parkinson's Disease in Australia every day.

Shake It Up Australia Foundation is a not-for-profit organisation established in 2011 to promote and fund Parkinson's disease research in Australia.

Shake It Up's mission is clear; to find treatments that will slow, stop and ultimately cure Parkinson's disease.

The foundation pursues that mission by funding world leading Australian research in partnership with The Michael J. Fox Foundation for Parkinson's Research. This partnership ensures research funded is internationally competitive, strategic and non-redundant. **Since 2011, Shake It Up has co-funded more than \$22M to 63 Parkinson's research projects at 19 separate research institutes around Australia.**

What's more, the Founding Directors of Shake It Up personally fund all the Foundation's operating and administrative costs. This means that **100% of every dollar donated goes to Parkinson's research.**

With gratitude and kind regards,

Clyde Campbell

CEO and Founder

Shake It Up Australia Foundation



Organisation:

Your Name:

Phone Number:

Email:

Donation Amount: \$

Name of Staff Member:

(fundraising for
Pause4Parkinson's)

Donation method (All donations over \$2 are tax deductible. Please ask for a receipt):

Cheque

Direct donation to [Shake It Up](#)

Credit card 

Name on card: _____

Card number: _____ **Expiry date:** _____



Tax Receipt Contact Details

Fundraiser's Details

Full Name:

Phone:

Email:

Event Name/Date:

All donations over \$2 are tax deductible Please note receipts are provided for **donations only** This does not include the purchase of raffle tickets, registrations, entry tickets or auction items.

If your guests require a receipt, please complete this form with their details and return to Shake It Up after your event to admin@shakeitup.org.au. Receipts will be issued by Shake It Up.

Please photocopy or print multiple pages of this form if you require more receipts

To save postage costs, please provide your email address for your receipt to be emailed

Full Name:

Phone:

Email:

Address:

Donation amount:

Full Name:

Phone:

Email:

Address:

Donation amount:

Full Name:

Phone:

Email:

Address:

Donation amount:

