

2011 Sub-5 Century Challenge Ride for Parkinson's Research

Fundraising Through Social Networking

Maximizing Social Networking

If you're an active FaceBook or Twitter user, aim for posting twice per day, so that your network knows how important this ride – and your fundraising campaign -- is to you.

Here are bullets of information you can share via social networking sites related to fundraising, Parkinson's disease and the beneficiary of the Sub-5 Century:

Fundraising Examples

- Just registered for the Sub-5 Century Challenge Ride for Parkinson's Research,(include a link to the web page or FaceBook page) with the goal of riding XX miles and raising \$XXX. Who's interested in joining me?
- Be among my first supporters towards my goal of raising \$XXX for Parkinson's research. Click here (link to events.org page) to sponsor me! Thank you!
- On 9/11/11, I'll be riding 30/60/100 miles in support of Parkinson's research. If you can't be there to cheer me on, your donation (link to events.org page) towards my goal of \$XXX will help push me across the finish line!
- In honor of my friend/family member/co-worker Bob who is courageously living with Parkinson's disease, I'm riding in the Sub-5 Century on 9/11/11. Please show your support by donating here. (link to events.org page)
- Seeking a sponsor who will donate \$1/mile I ride in training for the Sub-5 Century.
- Just completed a XX-mile training ride in preparation for the Sub-5 Century Challenge. My legs are aching but I know that's nothing compared to the daily struggles of someone who lives each day with Parkinson's disease. Please help me make a difference by supporting me on the ride (link to events.org page)!

Parkinson's Disease/Beneficiary Information

- Did you know that more than 1 million are living with Parkinson's disease? Please help fund vitally

important research by sponsoring me in the Sub-5 Century challenge for Parkinson's research (link to events.org page)!

- Did you know that in the United States alone, 50,000-60,000 new cases of Parkinson's disease are diagnosed each year, adding to the one million people who currently have PD. In fact, it is estimated that four to six million people around the world suffer from the condition. Please help fund vitally important research by sponsoring me in the Sub-5 Century challenge for Parkinson's research (link to events.org page)!
- Did you know that Parkinson's disease is the second most common neurodegenerative disease after Alzheimer's? Please help fund vitally important research by sponsoring me in the Sub-5 Century challenge for Parkinson's research (link to events.org page)!
- Since 2007, the Paul Ruby Foundation has raised more than \$300,000 that has directly supported Parkinson's research. By sponsoring me in the Sub-5 Century Challenge (link to events.org page), you'll help us raise another \$100,000!
- As the beneficiary of the Paul Ruby Foundation's philanthropy, Northwestern's Parkinson's Disease Center is a National Parkinson Foundation Centers of Excellence because it provides comprehensive, integrated care to patients, families and the community at large.
- As the ultimate beneficiary of the Sub-5 Century Challenge, Northwestern's PD Center's mission is to provide innovative, multidisciplinary care for patients and families affected by PD and other movement disorders; to educate and support patients, caregivers, family members, health care providers and community at large; and to conduct research to extend the knowledge and treatment of movement disorders.

Additional Resources:

www.paulrubyfoundation.org
www.parkinsons.northwestern.edu
www.parkinson.org

If you have questions about fundraising or to discuss how to reach your fundraising goal, please contact Julie Captain at 847.877.7736 or jcaptain918@yahoo.org
