

Parkinson's Awareness Week – 16-22 April 2012 Help us find a cure for Parkinson's



A note from Liz Wolstenholme, Chair

Parkinson's Awareness Week is a great opportunity for us all to raise awareness of Parkinson's UK and Parkinson's in our local communities and at regional and national levels around the UK. This year our theme is "Find a cure" giving us lots of opportunities to run research-themed activities and tell people how important it is that we find a cure for Parkinson's.

We know that research is something that really interests people, and there are so many ways for people to get involved whether they're living with Parkinson's or if they're a health care professional, researcher, carer or family member. You may have planned your Parkinson's Awareness Week activities already – if so, use the attached order form to order our new flyers, posters and products for you to sell or exchange for a donation at your events. These materials will help you to get more people involved with Parkinson's UK.

Parkinson's Awareness Week isn't just about promoting the work of your local group. You have the power to get the message out about Parkinson's UK as a charity working to improve people's lives. There are so many ways people can get involved and if we all work together we can make this our most successful week ever.

A handwritten signature in black ink that reads "Liz Wolstenholme".

You'll receive a pack of materials by 22 February which will include 50 A5 "Find a cure" leaflets, 5 A4 posters, 10 "What would a cure mean to you" postcards, and a CD of press release templates. If you require more leaflets and promotional materials please use the attached order form to order them now! To get your orders in good time for Parkinson's Awareness Week, we recommend that you **place your orders by Thursday 1 March**.

1) Tell us what a cure would mean to you

During Parkinson's Awareness Week we're going to be showcasing people's stories and thoughts about what a cure for Parkinson's would mean to them. We want to gather stories from people with Parkinson's, their families, carers and friends, and from our fundraisers, campaigners, researchers and professionals working with Parkinson's.

It will really help us if you can encourage members of your group to write or email us with their messages and encourage others to do so too. Your thoughts will help us raise awareness of how urgent it is to find a cure for Parkinson's. You can tell us as an individual or collectively as your local group. We'll display as many of your messages as we can on our website during the week (and beyond) to show how important a cure is. Nearer the time you will be able to upload a photo and a message directly to our website. If you would like to take part in the meantime, tell us what a cure for Parkinson's would mean to you in 100 words or less:

Email findacure@parkinsons.org.uk or write to Parkinson's Awareness Week 2012, Parkinson's UK, 215 Vauxhall Bridge Road, London, SW1V 1EJ

2) Plan your Parkinson's Awareness Week event

There is a range of activities that your local group can choose from to encourage people to help us find a cure for Parkinson's. Here are some ideas – why not pick the one that suits your group more? Maybe your members have a real interest in research, campaigning, or really enjoy fundraising activities. Whichever fits best – go for it!

2.1 Fundraise

Parkinson's Awareness Week is the ideal time to fundraise for your local group or for a UK-wide project. Whether you've planned your fundraising activity already or you're still not sure what to do, we're here to help you raise as many funds as possible.

During the week any fundraising activities you are doing could have the focus of raising more money for research. Why not give everything you do during that week a 'Find a cure' focus? Your fundraising activities will benefit from the increased publicity and press about Parkinson's during that week.

Fundraise with our new pin badges

We're launching some new additions to our 'badges with something to say' range for Parkinson's Awareness Week 2012 to help us fundraise for a cure. All you need to do is to order your box and badges and start selling!

- Ask each member of your group to sell five pin badges to their family and friends
- Hand them out for a donation at your street collections
- Leave them in shops with collection tins
- Sell them at your events

The badges carry messages such as 'Help us find a cure for Parkinson's' and 'I support Parkinson's UK' as well as a range of other fun, eye-catching slogans. We've created badges with a range of messages to encourage people to buy more than one badge - not just for themselves but for friends and family too. Each badge comes with a backing card which talks about Parkinson's UK and our work.

Please suggest a donation of £1 or over for the badges, however please do not set a selling price. Remember the badges are good marketing for the charity and so the more people seen wearing them, the better.

Win a prize!

We really want to get everybody wearing our new badges so we'll be awarding a prize of a Parkinson's UK hamper to the group that sells the most badges.

Contact us

If you're planning a fundraising event, or would like to, and haven't spoken to your regional fundraiser contact Rosemary Neil on **020 7963 9330** or **fundraising@parkinsons.org.uk**

2.2 Campaign

With governments considering major changes to health services and benefits systems, Parkinson's Awareness Week is a good time to tell your local politicians about the issues affecting people with Parkinson's, and their families and carers.

How to get your local politician involved:

- Find them on www.theyworkforyou.com
- Invite them to a meeting or event so they can learn more about Parkinson's and meet their constituents. Mondays and Fridays are usually the best day to invite them along, as these are the days they are usually in their constituencies.
- Get a range of people together to tell them about what a cure would mean.
- Invite them to meet your local Parkinson's nurse or other Parkinson's professionals so they can find out how important local services are for people with Parkinson's.
- Tell them about how important disability living allowance is to you and people with Parkinson's.
- Make an appointment to attend their surgery to tell them about the issues affecting you eg if you have any problems getting the health and social care you need, or any concerns about the financial benefits you are entitled to.

If you plan to meet with a local politician, let your local Parkinson's UK team know:

England	Policy and Campaigns team 020 7963 9349 campaigns@parkinsons.org.uk
Scotland	Tanith Muller, Policy and Campaigns Officer 0844 225 3726 cam.scotland@parkinsons.org.uk
Wales	Carol Smith, Campaigns and Service Development Officer 0844 225 3715 cisdo.wales@parkinsons.org.uk
Northern Ireland	Ian Parsley, Campaigns and Policy Officer 0844 225 9837 cpo.northernireland@parkinsons.org.uk

Please remember: Parkinson's UK needs to be impartial at all times, and this means we shouldn't favour any particular party or candidate.

Join our Campaigns Network to get regular updates about our national campaigning work and find out how you can get involved. Sign up at parkinsons.org.uk/campaignsnetwork or for more information call 020 7963 9349 or email campaigns@parkinsons.org.uk

2.3 Add to our calendar of events

Whatever activity your group is planning in Parkinson's Awareness Week, please let us know so that we can share your ideas and events to inspire other local groups to get involved. Call us on **020 7963 9347** or email web@parkinsons.org.uk

For additional advice and support about your events, speak to your branch and volunteer support officer or regional/country manager.

3) New materials

To make sure your event is focused on the theme, we've produced a range of materials from leaflets to pin badges for you to order - please use the enclosed order form, which is also available on our website at parkinsons.org.uk/findacure

Use the order form to order our new "Find a cure" flyers and posters, plus a range of materials that will help you spread the word during Parkinson's Awareness Week. You can use these materials throughout the year to support our vision of finding a cure.



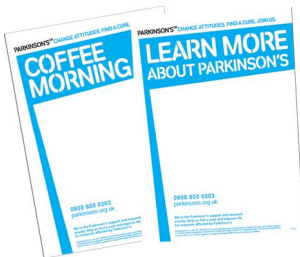
Flyers and posters

Our new materials for Parkinson's Awareness Week are a double-sided flyer and a poster showing people all the ways they can get involved to help us find a cure for Parkinson's. These options include taking part in a research study, fundraising for a cure, becoming a member to receive a free copy of our research magazine Progress, or buying a pin badge or one of our other products to help us raise awareness.



Pin badges

Our mixed pack of new pin badges (FR02-MIXED) contains 10 x 'I support Parkinson's UK', 10 x 'Find a cure for Parkinson's & 20 other mixed 'Something to say' messages. Fill a pin badge display box (FR03) full of 'Something to say' badges to raise awareness and funds for Parkinson's UK. **In order for us to ensure everybody gets enough bags of pin badges without delay, please place your order by Thursday 1 March.**



Posters to publicise your event

To promote all of your activities you can order from our range of poster templates featuring a variety of messages including: Every penny counts (P078), Find out (P096), Welcome (P102), Drop in (P104), Fancy a chat? (P108), Hello (P112), Learn more about Parkinson's (P114), Come along (P116), Questions about Parkinson's (P118), Coffee morning (P120), Need info about Parkinson's? (P122)



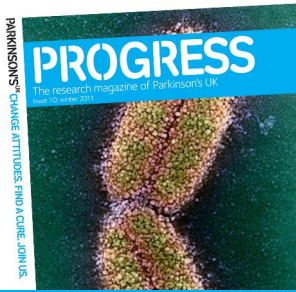
Noodle

Use our popular educational brain cell 'Noodle' (G001) to spread the word about how Parkinson's affects the brain in an accessible and child friendly way. Noodle comes with a tag simply explaining his role as one of the 100 billion nerve cells that make up your brain. Noodle received lots of good feedback at this year's party conferences and even featured in The Guardian in September, raising awareness of Parkinson's.



Balloons

A pack of ten balloons (C009-HELLO) five cyan balloons featuring the 'Hello' message and five white balloons featuring our logo. In addition, you can order some balloon sticks (C09S) to help to hold on to balloons at your events.



Progress magazine

We'll have extra copies of our winter 2012 issue of Progress magazine (B118) for you to order. Take a few copies to your events so that you can interest people in our research.



T-shirts and tabards

Spread the word wearing the Parkinson's UK t-shirts featuring our logo on the front and the 'We can beat it' message on the back with our website and helpline number. Order from our range of t-shirts (small, medium, large or extra-large) to choose from our eye-catching cyan blue t-shirts, classic white t-shirts or make a statement while fundraising by wearing a tabard (C005) over your own clothes.



Hand-held collection tins

Wrap collection tin labels (C002) around your collection tins (C001) to show you are collecting for Parkinson's UK. Our collection tins are free but they cost the charity around £2 each, so please check that you really need them before you order. Make sure you order security seals (C003) to seal your collection tins and to indicate tampering. We also have collection buckets available for larger events – please call 01473 212115.



Hand-held flags

A hand-held flag (C040) to wave, display or exchange for a donation at your events. The flag features the 'Hello' message on front and our logo on back.



Authority to collect cards

These cards (C007) are legally required for street collections to show you have permission to collect.



Home collection box

This home collection box (C01H) is made of card and can be assembled and used where a secure tin is not needed.

4) Support our research

Parkinson's Awareness Week is a great time to think about how your local group can help support research all year round. Our Research Support Network brings together people driven to help find a cure and better treatments for Parkinson's. Through the network, you can get involved in research and raise funds and awareness for Parkinson's research. Research supporters within the network are working with local groups and the Research and Innovation team to plan research events in Parkinson's Awareness Week.

Lots of branches and support groups have already nominated a member to be part of the network and there are many ways to get involved. Your group can decide how small or big a part you want to play. It depends on your interests, skills and availability.

For example, you can:

- appoint a volunteer research support officer – a member who is interested in research and keeps your group updated on research
- raise funds for a Parkinson's UK research project of your choice
- invite a Parkinson's researcher or member of our Research and Innovation team to a group meeting to talk about research
- start your own activity to support research (we can offer advice to help develop your ideas or promote your event)

To find out more about supporting research, contact the Research and Innovation team on **020 7963 9376** or rsn@parkinsons.org.uk

4) Promote your event

4.1 Working with your local media

A great way to get your event noticed is to get coverage in your local media. It often takes just a simple introduction to journalists with details of your event to get the ball rolling.

Call your local newspaper or TV or radio station and find out who covers charity, health or community stories. Late morning is usually a good time to call. Find out the deadline of the publication or programme. For weekly papers this can be up to two weeks before.

Make sure you have the full details of your event to hand before calling. They will also be interested in any high profile people, such as a local celebrity, the Mayor, or someone with a personal connection to Parkinson's who can tell their story.

Follow your phone call with a press release to make sure the journalist has the right information and messages, and provide them with any extra info that they've asked for, such as who will be available for pictures or interviews on the day.

Many people can feel daunted by the thought of being interviewed on the radio or by a newspaper journalist. But with a little preparation you can feel confident and may even enjoy it.

Ask for the list of questions the journalist plans to ask you in advance and prepare the messages that you want to get across about your event. If it's an interview for TV or radio, ask if it's live or pre-recorded (will go out at a later time or date) and how long it will last. If it's live, ask the interviewer before it starts what the first question will be. This will give you time to prepare your answer.

Remember, you're the expert on your local group and your event. But if you don't know the answer to a question, just be honest and move on to what you need to talk about.

Journalists like to get information in a certain way, which is why we've put together some press release templates for you.

Your group contact will receive a CD of templates in your group's Parkinson's Awareness Week pack in February.

This will include a variety of press release templates as Microsoft Word files to help promote your Parkinson's Awareness Week activities.

There's a press release template for the following situations:

- Your MP is visiting your event
- There's a research speaker attending your meeting
- You're running an information event
- You're running a fundraising event
- Your local group needs volunteers

Have a look through the samples and copy and paste what you need

If you would like advice and support on whether your event is suitable for the media and how to go about promoting it, contact the Media team.

Each part of the UK is covered by a different media and communications officer:

Lee Armitt South West, West Midlands, London
020 7932 1317
larmitt@parkinsons.org.uk

Laura Carpenter Northern Ireland, Wales, Scotland
020 7963 9311
lcarpenter@parkinsons.org.uk

Jill Davis East Midlands, East of England, Yorkshire and Humber
020 7932 1335
jdavis@parkinsons.org.uk

Sarah Weston South Central, South East, North East, North West
020 7963 9351
sweston@parkinsons.org.uk

For general media enquiries email pr@parkinsons.org.uk

Please get in touch with the Media team as soon as your event is confirmed, by mid February at the latest. Parkinson's Awareness Week is a very busy time, and knowing what's happening in advance will help us to support you to get the most out of your activities.

4.2 Promoting your event online

The Parkinson's UK website and our social media pages on Facebook and Twitter are good places to advertise your event, and will help you reach as wide an audience as possible. We want to promote all our events, whether they're large and small. If you're holding an event that you'd like to promote to the general public we can add it to our list.

Leading up to Parkinson's Awareness Week an area of our website will be dedicated to promoting events and activities taking place during the week. This area will also give you the chance to share your experiences.

- Send details of your event using the local group web update template at parkinsons.org.uk/branchweb
- Or contact our Digital team on web@parkinsons.org.uk or **020 7963 9379**

If you use Facebook we'd love you to promote your event on the Parkinson's UK Facebook wall at www.facebook.com/parkinsonsuk

And if you're on Twitter you can talk about your event there too. Mention Parkinson's UK in your tweet and we can retweet it for you. Follow us on www.twitter.com/parkinsonsuk

If you don't use the internet, speak to your branch and volunteer support officer in your Parkinson's UK regional or country team. Ask them to pass on details of your event to the Parkinson's UK Digital team for inclusion on the website.

4.3 Encourage people to join us on Facebook and Twitter

Even if you don't use Facebook and Twitter, we bet you know lots of people who do – your friends, children or grandchildren. Why not ask your family and friends to follow us on Facebook and Twitter ahead of Parkinson's Awareness Week? They can really help us by sharing our links and news stories with their own networks, so that we can increase awareness of Parkinson's.

The more people who sign up to our social media channels, the more awareness we can raise about our work. At the end of 2011 we had nearly 6,000 people following us on Twitter, and the same on Facebook.

Find us on Facebook at www.facebook.com/parkinsonsuk and Twitter at www.twitter.com/parkinsonsuk

5) What next?

Order your materials using the enclosed order form

Tell us what a cure would mean to you at findacure@parkinsons.org.uk

You'll receive a pack of materials and press release templates by 22 February

Contact your branch and volunteer support officer or regional/country manager for support and information about Parkinson's Awareness Week.

A full list of contacts can be found on our website at parkinsons.org.uk/local_to_you

To keep up to date with what will be happening during Parkinson's Awareness Week please visit our website at parkinsons.org.uk/findacure