

Thank you for your interest in Day One: the Parkinson's Prison and the Hero's Journey to Escape! Think of fundraising for this class similar to how you would do so for a "5k fun run fundraiser" - you are letting your community of friends, family, co-workers and medical providers know that you're going to be part of something special over a period of time. You do **not** have to have the full tuition raised before class starts. As long as you are in process and show that you are taking steps toward fundraising, which include sharing your discoveries and enthusiasm about the class, you will be successful.

There are several ways to fundraise for your Day One class - these are just a few of the ways we can support you. Please look below

- 1) **Make a list of friends**, family, support group leaders, doctors & wellness specialists. Go through all your emails.
 - a) Send them this letter (feel free to personalize - I strongly recommend you keep it short):

I'm taking part in an amazing new program called Day One: The Parkinson's Prison and the Hero's Journey to Escape. It is led by Robert Cochrane, PhD who developed it in his Interdisciplinary Health Sciences doctoral program. You can see a full description, including interviews from past participants and his published studies, at his website, www.yesandexercise.org (Click "Day One" in the navigation bar).

The program is unique in that it helps participants discover what they actually think and feel about having Parkinson's disease in their lives in a safe and brave space. The psychosocial and emotional elements of living with Parkinson's disease are *at least* as impactful as the motor issues and vastly underreported. Each participant will write part of a new narrative each week and share it with the rest of the class. At the end of the 16-week program, we will each have our own complete Hero's Journey about living our best with Parkinson's. We will share these stories publicly in an effort to engage, inform and, ultimately, help end Parkinson's disease.

My goal with this program is to (fill in with a few personal statements about why you're taking the class e.g. *I want to explore my feelings about having Parkinson's and the stories I've been telling myself about it*).

I'm asking for your help in covering the \$2000 tuition for the class. All of your donations are tax-deductible and the tuition supports the operating costs for the 501(c)3 nonprofit, Yes, And...eXercise!

Thank you,

[NAME]

2) The Daily Dose - I'd be happy (and so would my co-founder, Susan) to have you on the Dose every week giving an update of your Hero's Journey. By doing that, you have an immediate story to share about where you're at and what you're up to. It also allows people to follow along in easy five minute episodes. If you'd like to do that, please let me know when you're available (could even be after a Jam for Joy (improv session) or Day One class).

3) Social Media posts/blogs - You're already doing a fair amount of writing in this class, so the last thing I want to do is task you with more. What I advise here is, if you're already on Twitter, Instagram or any other outlet, post a favorite line or two from your most recent writing and list the links to the Daily dose episodes you do.

4) Facebook fundraisers are a great way to leverage your built in friend group. Here's a link that will show you how to set it up (it's easy):

<https://www.yesandexercise.org/general-6>

5) Personal blog - It's free to create a blog and you can control what's up there - including tracking your journey. This is a great way to share your story with others. If you don't have one already I can send you links to get you started.

(<https://www.forbes.com/advisor/business/software/best-free-blogging-platform/>)