



**Host Your Own Fundraising and Awareness Event
with the DMRF**

Getting Started



Welcome to the Movers & Shakers Do-It-Yourself Event Program

Thank you for your interest in hosting a fundraising event to support the Dystonia Medical Research Foundation (DMRF).

Movers & Shakers are passionate individuals who take the initiative to raise funds and awareness for dystonia research, education, and support programs. By organizing your own event, you're helping to drive discovery and make a real difference for people living with dystonia.

Our goal for each of these community-led events is to raise funds to support the DMRF's mission, to help connect individuals within the dystonia community, and to expand awareness of dystonia. Whether your event is a gathering of friends or a large local celebration, we're here to help you make it a success. **Be sure to check out the resources that will be provided in your Movers & Shakers kit (linked on the Movers & Shakers page).**

Getting Started

Before you begin, take some time to think through a few **important considerations** that will help ensure your event is successful, well-attended, and aligned with the DMRF's mission.

Type of Event

The first step in planning your Movers & Shakers fundraiser is deciding what type of event you'd like to host. Consider your interests, your network, and the level of time and energy you're able to commit. You can explore "**Event Ideas**" on the DMRF Movers & Shakers webpage for inspiration and examples of events that can be adapted to fit your community.

Communicate with the DMRF team once you decide what type of event you would like to host. Some events require only 8-12 weeks to set up, while some require 6 months of outreach and preparation. It all depends on the size and complexity of your event.

Audience

Think about who you want to invite (ex: friends, family, coworkers, neighbors, members of the dystonia community) and what will motivate them to participate. Consider your



audience’s interests and preferences: are they young professionals, families with young children, or sports fans? Knowing your audience helps you choose the right event type and tone, and tailor incentives such as raffles, food and drinks, or friendly competition. Think about who might enjoy the event, who might connect with our mission, and who would be motivated to give.

Location

Select a location that fits the size and spirit of your event—whether that’s a home, park, restaurant, community space, or online gathering. Make sure the space is easily accessible and comfortable for all guests, with appropriate parking, restrooms, and ADA accommodations. If your event is outdoors, plan for weather contingencies such as tents or an alternate date. Some public or rented venues may require permits, contracts, or proof of insurance; if so, contact DMRF for assistance.

Assemble Your Team

Having a team of volunteers or co-organizers is one of the most important steps in planning a successful event. Consider who in your network might be excited to help and how you would like to divide responsibilities. You might assign roles such as promotion and outreach, event set-up and breakdown, registration and check-in, or raffle or auction coordination. Clearly defining tasks in advance helps reduce stress, keeps everyone engaged, and ensures your event runs smoothly.

Budget

Plan out the costs associated with your event, including venue, food, decorations, supplies, or prizes. Look for opportunities to offset expenses by asking for sponsorships or in-kind donations from local businesses. Many venues are happy to offer discounts or donate space for charitable causes—always ask! You can find tools to assist your **in-kind donation** and **sponsorship** success in your **Movers & Shakers kit** (sent once you confirm your event plans). Always be sure to keep your budget manageable – lower costs mean a higher percentage of the funds you raise will go to support the DMRF’s programs.

Promotion

Choose communication channels that best suit your audience (ex: social media, email, printed flyers, phone calls—don’t be afraid to use more than one method). Make your outreach personal—tell people why supporting the DMRF matters to you. As part of your Movers & Shakers kit, the DMRF will provide signage, branded materials, and promotion and thank-you templates to help your event run smoothly.



DMRF Fundraising Agreement

Before receiving the Movers & Shakers kit, you will be asked to complete the DMRF's fundraising agreement. This agreement helps ensure that your event is properly supported and aligned with DMRF guidelines. It confirms that funds are being raised for the Dystonia Medical Research Foundation, a registered 501(c)(3) charitable organization; outlines procedures for managing event finances; authorizes the appropriate use of the DMRF logo; and enables the Foundation to assist with promotion, branding, and donor recognition. Completing this agreement protects both you and the DMRF and allows us to provide you with all available tools. Your fundraising agreement will be personalized to your event.

For questions or assistance, please contact:

DMRF events at events@dystonia-foundation.org, or call the DMRF office at (312) 755-0198.

Thank You

By taking the initiative to organize a fundraiser, you are making a direct contribution to improving lives affected by dystonia. Your energy, creativity, and leadership are what make the DMRF's mission possible. Thank you for being a Mover & Shaker!