



LETTER-WRITING CAMPAIGN TIPS & SAMPLE LETTERS

One of the most effective ways to raise money for the **WALK TO CURE DIABETES** is to launch a letter-writing or email campaign. By simply drafting a “dear family and friends” letter explaining why you and your family are participating in the JDRF Walk, you can reach your largest audience without even leaving the comfort of your home! **And, it can be your ticket to fundraising success (the average JDRF letter raises over \$2,500!).** Below are some steps to help guide you to fundraising success, followed by sample letters penned by parents, children, siblings and adults with and without a diabetes connection. And please remember that you can also utilize JDRF’s “Walk Central” at <http://walk.jdrf.org> to tell your personal story and provide your friends and family with the opportunity to make an online donation to JDRF that will support you and your JDRF Walk team!

STEP 1: DEVELOP YOUR MAILING LIST: The larger your distribution list, the larger your results! List ideas include:

Address Book • Rolodex • Holiday Card List • Team/League Rosters • Church/Club Directories • Vendors
Fraternal/Alumni Groups • Classmates • Teachers • Roommates • Neighbors • Friends
Co-Workers • Business Colleagues • Businesses You Frequent • E-mail address book

STEP 2: WRITE YOUR LETTER: Keep these tips in mind:

- Include your individual or team fundraising goal
- If possible, enclose a self-addressed, stamped envelope with each letter
- Include a deadline for donations that is before the JDRF Walk
- Explain why it’s important to you that a cure for diabetes is found
- State that their donation is tax-deductible and that checks should be made payable to: JDRF
- Include the links you received when registering for the Walk via JDRF’s “Walk Central” at <http://walk.jdrf.org>. Provide potential donors with your link to make an online credit card donation to support your and your Walk team, and the link to join your team. Providing these links is the most direct route to your personal fundraising page, and the quickest and easiest way for people to support you online.

If you have a child with diabetes:

- Print a photo of your child (or your team/family) on the letter
- If he/she has just been diagnosed, describe what your family experienced during that time
- Discuss your child’s daily routine and the impact it has on you and your family
- Explain your concerns about potential complications your child may experience during his/her lifetime if a cure for diabetes is not found

If you participated in a JDRF Walk last year and sent out a letter, here are some ideas on what to put in this year’s letter:

- Details on research progress (visit the JDRF web site for updates: www.jdrf.org)
- A recap on last year’s Walk (how well your team did, what you did the day of the Walk, etc.)
- What’s happened in the life of the person with diabetes since last year

STEP 3: MAIL YOUR LETTERS: Ideally, your letters should go out six weeks before the Walk. However, successful results have been achieved “in a pinch.”

STEP 4: COLLECT THE MONEY & TURN IN YOUR DONATIONS THE DAY OF THE WALK

STEP 5: SEND THANK YOU NOTES: Announcing your team’s success and acknowledging your contributors’ generosity will ensure their future support!

LETTER WRITTEN BY PARENTS OF CHILD WITH TYPE 1 DIABETES



Dear Friends and Family,

We are writing to you on behalf of our son, Kurt. On March 21 he was diagnosed with juvenile diabetes – type 1, which means he will be insulin dependent for the rest of his life. He is required to constantly check his blood sugar by pricking his tiny fingers four to seven times per day and having up to three shots of insulin each day. In addition, a tightly controlled diet and scheduled food intake is now part of Kurt's everyday life.

But this insulin that he takes is not a cure; it is merely Kurt's life support.

The most heart-wrenching and cruel thing about this disease is that even if we tightly control Kurt's diet and sugar levels, over time, he is still more likely than you and I to have heart disease, kidney disease, blindness and an early death.

As parents, we try from the moment our children are born to protect them from any harm. We, as a family, have made it our mission to do everything we can to help find a cure for this disease. We are hoping a cure will be found soon, but research cannot be done without funding.

We have decided to do more than just “hope” for a cure. On *(insert date of Walk)*, Kurt's Krew will participate in the Juvenile Diabetes Research Foundation's (JDRF) **WALK TO CURE DIABETES**. JDRF is the largest worldwide organization dedicated to finding a cure for diabetes. In a typical year, over 80% of every dollar raised goes directly to diabetes research and research education. Since 1970, JDRF has provided more than \$900 million to diabetes research. **We have put our hope for a cure in JDRF's hands. Will you please do the same?**

There are two ways you can help us make a difference for Kurt and for everyone living with diabetes:

1. Join our Family Team, Kurt's Krew, which consists of family and friends who collect donations and walk with us. To join the team, please visit this link for quick registration: <http://walk.jdrf.org/register.cfm?id=85788456>
2. Send a tax-deductible contribution to the address below by *(insert date of Walk or your deadline for donations)*. Please make checks payable to JDRF. Credit card donations to support our team can also be made online via this link: <http://walk.jdrf.org/support.cfm?id=85788123>.

Our goal is to raise \$5,000 for diabetes research. Every dollar will help and every dollar will bring us one step closer to a cure.

Thank you in advance for your support and we hope to see you at the Walk on *(insert date of Walk)*.

With Sincere Thanks,

Sylvia & Marc Morales
1234 Woodland Drive
Livonia, MI 48154

LETTER WRITTEN BY CHILD WITH TYPE 1 DIABETES

Dear Friends, Family & Neighbors:

My name is Jenny and I'm six years old. I love to swim, jump rope, ride my bike, play in the park and play with my friends and little brother. If you were to see me in the park, you would think that I am a normal, healthy kid.



However, I have type 1 (juvenile) diabetes and I am insulin dependent. As a result, my life is far from normal. My daily routine is on a constant schedule with almost military precision in order to stay healthy. I have breakfast, lunch, dinner, snacks, finger pokes and insulin shots within a half hour deviation each day. I do not fully understand what all of this means, but all I know is that sometimes I have to eat when I do not want to, and sometimes I cannot eat when I am hungry, and that I can never sleep-in or have treats when my friends do. Growing-up diabetic is very hard. It is hard to control and everyday is a challenge.

I monitor my blood sugar five to seven times a day. Each time I poke my finger it feels like a paper-cut. I also get two or three insulin shots per day. **Since I have been diagnosed, I have poked my fingers over 10,439 times and received over 4,216 insulin shots.** The shots hurt really bad.

I am the only one in my family with type 1 diabetes. Most people do not know that it can strike any family and any child and that you can never “grow out of it”. I will be insulin dependent for life. I have been told that I am special, but I do not want to be special. I just want to be like all the other kids. Diabetes is yucky, and I do not want to have it and I do not want anyone else to have it. Every day is a struggle of doing things I do not want to do and hoping I do not develop the complications associated with diabetes. You see, the longer I have diabetes the more likely I am to develop complications such as kidney disease, blindness, heart disease, stroke, and nerve damage leading to amputation. Even if I do everything I am supposed to, I can still develop these complications. I am also likely to live fifteen years shorter than normal. I hate diabetes. **A cure is the only way out.**

On *(insert date of Walk)*, my family and friends will be walking together in the Juvenile Diabetes Research Foundation's **WALK TO CURE DIABETES**. We have set a team goal of raising \$13,000 (\$1,000 more than last year) and would like to ask for your support by sending a tax-deductible contribution to us that we can submit to JDRF on that day. **Please help me and the millions of other kids fight diabetes and find a cure.**

JDRF gives more resources to diabetes research than any nonprofit, nongovernmental organization in the world. Over 80% of every dollar raised by JDRF is channeled directly into research efforts. Since 1970, they have provided over \$900 million to diabetes research.

Please support us by making your check payable to “JDRF” and mail it to the address below by *(insert date of Walk)*. Thank you for your donations and words of support. We are very grateful!!

Jenny Lee & Family

LETTER WRITTEN BY SIBLING OF CHILD WITH TYPE 1 DIABETES



Dear Family and Friends:

It's that time of year again! We're getting ready for the Juvenile Diabetes Research Foundation's (JDRF) **WALK TO CURE DIABETES**. With your support, we hope all children with diabetes will soon be able to enjoy happy, active, normal lives.

Three years ago my family went on a trip to Florida, my little sister Emma was eight years old at the time. Every time we turned around she was thirsty or needed to use the restroom. Looking at her she seemed fine, but was very skinny. When we returned home, my mom took her to the doctor expecting to hear she had a bladder infection or

something minor and easily treatable. Hours later, I received a call on my cell phone from my mom telling me that Emma was diagnosed with juvenile diabetes and would be staying at the hospital for a little while. The first trip to the hospital, seeing Emma with the IV and confined to her bed, and the nurses and hospital staff explaining the things that would be changing, was an awful experience I will never forget. Through the years Emma has adapted to her new way of life very well. Here it is three years later and she has an insulin pump. She does her best at being a normal eleven-year old kid.

While most people believe that the insulin Emma takes is a cure, there is no cure at this time. **Insulin allows a person to stay alive but it does not prevent the eventual and devastating effects of diabetes such as kidney failure, blindness, nerve damage, amputations, heart attack and stroke.**

This year, I attended an assembly at Emma's school where she was asked to speak about diabetes. I sat listening to my sister talk about taking over 5,170 shots, poking her finger over 11,455 times, and what every day life is like for her. I wasn't hearing about her summer plans or sleepovers with friends. I heard how giving herself a finger poke was like getting a paper cut six to ten times a day. When Emma stepped away from the podium, 600+ people in that room stood up and clapped. **I ask you today to take a stand and help find a cure for Emma and every other friend or family member that is affected by diabetes.**

There are a couple ways you can help us make a difference for everyone living with diabetes:

Join our JDRF Family Team, Team Emma! We're walking on (*insert Walk date*) at (*insert location and city where Walk is to be held*). Emma and I hope her team will raise \$5,300. To join our team, please visit this link for quick registration: <http://walk.jdrf.org/register.cfm?id=85788456>

Or -

Send a tax-deductible contribution to the address below by (*insert Walk date or your deadline to receive donations*). Please make checks payable to JDRF. Credit card donations to support our team can also be made online via this link: <http://walk.jdrf.org/support.cfm?id=85788123>.

Thank you for all your support! If we can help you or your family prepare for the walk in any way, please let us know. If you have any questions, please feel free to contact me.

Sincerely,

Susan Lynch

POST-WALK THANK YOU LETTER



Michael's Marchers

Dear Pam,

Thank you for supporting the Juvenile Diabetes Research Foundation's (JDRF) **2008 WALK TO CURE DIABETES**. Your donation, in support of "Michael's Marchers", helped JDRF's Walk sites in Warren, Ann Arbor and East Lansing raise over \$X.X million for diabetes research (*fundraising figures per Walk site and overall for the Chapter can be obtained after the event by contacting JDRF's Metro Detroit & Southeast Michigan Chapter*).

I'm also very pleased (and thrilled) to announce that Michael and his team raised over \$5,200! He's still grinning from ear to ear with pride over his accomplishment, and rightfully so! The entire Bronson family is very proud of Michael for his "take charge" attitude when it comes to not only living each day with the challenges of type 1 diabetes, but also for his determination to find a cure for himself and the millions of other kids who also contend with this disease.

Thank you again for supporting "Michael's Marchers" and the mission of the Juvenile Diabetes Research Foundation – to find a **CURE** for diabetes and its complications through the support of research.

Sincerely,