



A Picture's Worth a Thousand Words... and could Be Worth Thousands of Dollars For Diabetes Research!

Looking for a new and exciting way to increase your Walk team fundraising? Want to give your letter writing campaign a boost? JDRF would like to introduce you to a new and exciting fundraising idea. All you need is a computer, photos and our easy to follow script and you'll be on your way to creating your own **Walk to Cure Diabetes Fundraising Video**.

Getting Started...

- Step 1:** Print off the Walk video script, look over it and tailor the message to your family's story if need be. (Example: if your child is not on a pump, change the sentence that talks about wearing an insulin pump to taking so many shots of insulin a day.)
- Step 2:** Gather the photos listed in the left-hand column of the script. Horizontal photos work the best. You will need to scan the photos onto your computer and save them in a folder that will be easy to access when you are editing (or move the pictures already on your computer into that same folder.) (TIP: If you do not have a scanner, you can go to Wal-Mart, Walgreen's, etc. and they can scan them for a small fee.) To create a new folder on the desktop right-click the desktop screen and scroll down to 'new' and then click 'folder'. Create a name for the folder such as "John's Walk Video". Then when you go in to edit, all of the photos will be in one place once you save them there.
- Step 3:** To import photos from a CD you need to insert the CD with the photos and drag them into the folder you created or you can move images already saved on your computer into that folder by locating them and clicking 'copy' and then opening your folder and clicking paste. They should appear in the folder.

Locate your computer's video editing program—you may not know you have it!

- Step 4:** **Windows Movie Maker** comes pre-installed on most windows operating systems so there's no need to go out and buy video editing software when you probably already have it on your computer. You can look under your "Start" menu bottom in your bottom tray and navigating to "Programs" and then Windows Movie Maker. (Other examples are iMovie (Mac), FinalCut Pro (Mac), Adobe Premiere (PC), Avid (PC))

Once you are finished editing your program, please make sure the movie is saved as one of the following formats: .WMV, .AVI, .MOV, or .MPG files.

- Step 5:** Get all of your pictures into the program using "Capture Video" section, "Import pictures". Follow the steps to browse and add all of the pictures you have selected for the project. If you have video clips on your computer, and want to add a little "live motion" to the presentation, you can add that here as well!
- Step 6:** Drag and drop the pictures into the "Timeline" at the bottom of the screen. To add captions, click on the picture, Then in "Edit Movie", select "Add titles and credits" and then "add title on the selected clip". The picture will seem to disappear and you will be typing on your windows screen, but as soon as you hit "Enter", the text will appear on your picture. If you want a title slide or two, click "add title at the beginning of the movie". There are options on this screen to edit the text colors, font, and animation. Make sure it shows up against the background of any given photo.
- Step 7:** Once you have added the text to each slide, you are ready to add music! (**A word of caution about music rights and YouTube:** Recently, a number of JDRF Walk Fundraising Videos have been pulled from, or had the music removed from, their YouTube posting. Others have been allowed to remain, in exchange for allowing an ad for a download of the song to be superimposed over the video. JDRF has secured the rights to a few songs that have been written specifically about type 1, and these can be used without restriction. See the complete list of links in the Walk Central Resources section.) Find the song you want to use, and simply drop it into the bar below the text.



Step 8: Once you are happy with your finished product, you are ready to show the world! Save it in your documents. Log into YouTube. If you do not have an existing YouTube account, stop to create one here. If you have never before uploaded a video to YouTube, you will need to follow the steps to confirm your email address before proceeding. It will only take a couple of minutes. Then simply click “Upload Video”.

Step 9: Be sure to create a title such as “John’s Team Walk to Cure Diabetes’. Then provide a description for the video such as ‘JDRF Walk to Cure Diabetes’. Next, in the box tags be sure to include any words that are related to the video. Examples are ‘diabetes, type 1, walk, jdrf, juvenile, NAME OF PERSON WITH DIABETES, TEAM NAME, etc.) These are the words used when someone searches for a topic of a video. Under ‘video category’ select ‘people and blogs’. Lastly, click “Upload Video ” on the bottom, browse to where your vide is stored in your documents, and open.

Sharing your Video and Funding the Cure!

Step 10: Now that your video has been uploaded you can view it by clicking on ‘myaccount’ at the top of the main YouTube page and then click ‘my videos’ under the ‘videos’ section on the right side of the page. When you click on your video, you will be able to view the URL. The URL is the web address that you can provide people so they can go directly to the page where your video is displayed. (TIP: Instead of having people search for your video, provide this URL in your letter for people to visit. If you are sending your letter electronically you can copy this link into your email and when people click on it, they will be directed to your video without having to type anything!)

Step 11: Send out the video link to anyone and everyone you know! And ask them to pass it along to everyone THEY know!



Did you know that families across the country are using the Video Letter Writing Campaign to double and triple their fundraising? Families raising \$10,000 and up are inducted into the Circle of Excellence, an exciting reward and recognition program sponsored by our friends at LifeScan. We hope your video letter writing campaign will help your family team Join the Circle!



Walk to Cure Diabetes Video Script

Slide	Photo Description	Text to Insert Over the Photo
1	Single photo of person with diabetes	Hi, I'm (person's name).
2	Photo of person with diabetes playing or doing something a kid/teen does (sports, playing, sitting at school, etc.)	I'm your typical kid/teen...trying to live a typical life!
3	Photo of person with diabetes around the time of diagnosis	However...on (DATE OF DIAGNOSIS) I didn't have such a typical day.
4	Single photo of person with diabetes	I was diagnosed with juvenile (type 1) diabetes and my life was changed forever!
5	Single photo of person with diabetes	It is a disease that I will never out grow and can never forget about.
6	Photo of person with diabetes checking his/her blood sugar	I have to check my blood sugar (NUMBER) of times a day.
7	Photo of pump/pump site	I also have to wear an insulin pump which serves as my life support.
8	Photo of person with diabetes checking his/her blood sugar with food next to the meter on the table	Before I can even think about eating, I have to check my blood sugar first.
9	A photo of the person with diabetes balancing (standing on a swim raft, standing on one foot, skateboarding)	It's a constant balancing act.
10	Photo of person with diabetes happy and smiling	Sometimes you win and vigilance has paid off.
11	Photo of person with diabetes sad, frustrated or not feeling well	Other times you don't...despite all that hard work. There are no guarantees.
12	Photo of person with diabetes sleeping with meter in the picture or taking a finger poke while sleeping	Diabetes never sleeps.
13	Photo of person with diabetes on vacation or playing while testing his/her blood sugar or with pump visible	And never takes a vacation.
14	Photo of person with diabetes treating low blood sugar or photo of diabetic's supplies	Every day is a battle with a disease you can treat, but never control.
15	Single photo of person with diabetes	The road ahead for people living with diabetes is long and uncertain...but you can help!
16	Single photo of person with diabetes	The Juvenile Diabetes Research Foundation is the world's largest charitable funder of diabetes research! I am Walking to help fund that research!
17	Walk to Cure Diabetes Team Photo or photo of person with diabetes with friends and family	To donate to, or join my team, (TEAM NAME) go to http://walk.jdrf.org .
18	Single photo of person with diabetes	My LIFE depends on insulin and the CURE depends on EVERYONE! Thank you for helping me find a cure FAST!

