

Top 10 Fundraising Tips

1. When **writing a letter** requesting Walk donations, make it personal. The more emotionally vulnerable you are when sharing your experiences with type 1 diabetes, the more responsive your donors will be. Be certain to send your letter not only to family, friends, co-workers, and club, committee, and religious organization members, but also to those who provide you with services throughout the year and are grateful for your business, such as drycleaners, hair stylists, manicurists, dentists, accountants, lawyers, stock brokers, and teachers. Sample letters and more ideas on starting a Letter-Writing Campaign can be found in your JDRF Family Team folder.
2. **Widen the reach of your Letter-Writing Campaign** by requesting the address books/email lists of your family and friends. You can send a different version of your letter to these lists, introducing yourself and making a new connection, i.e. "I am Mary's sister and you may know that her niece, my daughter, is a type 1 diabetic." Or ask your family and close friends, as well as your service providers and business associates with corporate emailing lists, to forward your donation request on to their friends and colleagues, or club, committee, and religious organization members, adding their own appeal on your behalf.
3. Try **keeping in touch with your donor list throughout the year**, not just during the Walk solicitation season. Send updates and progress reports regarding type 1 diabetes research, photos of inspirational experiences such as visiting your Senator or Representative as part of JDRF's Promise to Remember Me Campaign, or JDRF's Government Action Alerts notifying your donors of pending legislation that affects people with type 1 diabetes. To sign up to receive these alerts from JDRF, please visit www.jdrf.org or call JDRF at 1-888-533-WALK.
4. When contacting individuals who have donated to your team in the past, remember to **thank them profusely**. Offer to send them their previous giving amounts in case they have forgotten. Donors often meet or exceed past donation levels when reminded of their own generosity and of how greatly it was appreciated.
5. Take advantage of existing **JDRF fundraising tools** online (www.jdrf.org). JDRF's Participant Center offers walkers a personalized, fun, easy, and effective way to recruit more walkers, register, and fundraise online.
6. Utilize existing **fundraising programs in your community** such as designated charitable donation days or organizations which focus upon charitable giving—such as religious organizations, Lion's Clubs, Shriners, etc.—or existing programs in your schools and religious organizations which require students to earn and meet community service requirements or credits.
7. Take advantage of **fundraising kits** such as pizza sales kits or of the multitude of candy, beauty products, jewelry, and gift wrap sales kits and home parties available to bolster your team total.
8. **Organize your own fundraising event** such as a bowl-a-thon, spaghetti dinner, car wash, bake sale, black tie event, concert, golf outing, or garage sale; or honor a private event such as a birthday, bar/bat mitzvah, first communion, confirmation, or wedding by accepting donations to JDRF in lieu of gifts or flowers.
9. Make use of the **fundraising techniques utilized by major corporations** in your very own work environment or your child's school, including donations made to "dress down/casual days" or to "jail" the boss or principal for the day. For more fundraising ideas to organize in a corporate environment, download the "Menu of Fundraising Ideas" document at www.jdrf.org.
10. **Involve as many people as possible**. Bring a friend to every JDRF Walk-related event (such as the Team Captain Kick-Off Event), and invite everyone you know to join your team by registering at www.jdrf.org. If they are unable to participate on Walk day, ask them to be a "Virtual Walker" who joins your team and requests donations on your team's behalf without actually walking the day of the event.

BONUS TIPS: Create team spirit by designing a team T-shirt and promote a playful competitive spirit by rewarding the highest contributing team member. And, NEVER forget to remind your team members, those you ask for donations, and everyone you meet exactly **why you are so devoted to finding a cure for type 1 diabetes!**



Compiled by JDRF Family Team Committee Chairperson and Team Captain of Emily's Enthusiasts, Denise Whitehouse and Family Team Committee Member and Team Captain of The Mighty Magers, Diane VanderBeke Mager from the Metro Detroit Southeast Michigan Chapter.