

The Rules of Fundraising

Use these simple rules to guide your fundraising and you are sure to be a success!

1. Conduct a Letter Writing Campaign.

- This is the easiest and most effective way to raise money!
- You can do it online (visit www.jdrf.org) or through the mail—or both!
- If there is someone you come into contact with on a daily basis, don't be afraid to ask face-to-face—that works too!

2. Make it clear why you are raising money.

You are raising money to fund research to cure diabetes, and that's something to be proud of! Tell everyone!

3. It's easy to trade down; trading up is much more difficult.

Trading Down:

You: Will you sponsor me for \$50?
 Friend: My blood isn't that rich.
 You: Well, I'll let you off the hook, then. How about \$35?
 Friend: That sounds better.

Trading Up:

You: Will you sponsor me for \$25?
 Friend: Okay.
 You: Oh, well then how about \$50?
 Friend: No.

By trading down you, you end up with \$10 more than you would have!

4. Tailor your pitch to meet your donor's needs.

You might be thinking, "Gee, I'd really like one of those prizes that JDRF is offering if I reach my goal," but that will only motivate your mother to give you money. Think about what is going to move other donors to reach for the checkbook.

- To someone who is your close friend: *"Will you please sponsor me?"*
- To someone with a diabetes connection, you say, *"I'm raising money for JDRF so that we can fund the research that is going to find a cure for your daughter/mother/aunt/etc. Will you please sponsor me?"*
- To someone who owes you money, *"I'll forgive that loan if you sponsor me for \$X."*
- To someone you sponsored in last month in a 'bowl-a-thon', *"I really enjoyed the opportunity to sponsor you for \$50 last month. Will you return the favor to me?"*

5. Ask for a specific dollar amount rather than letting the donor decide

Fundraising is not a "one size fits all" effort. Asking for a specific amount works best when you know the person fairly well. Think about your donor, and then ask for an amount that is a stretch, but not impossible.

6. You have to ask for money to get money.

It's on your shoulders to do the asking. Unless you hang out with a bunch of mind readers, you'll have to tell them what they want and why.

7. "Maybe" or "I'll think about it" doesn't mean "No". Only "No" means "No", and that's only for right now!

If someone says that they have to "think about it", give them something to think about! Let them know how JDRF funds research and why. Remind them of how good it will make them feel to help such a great organization. Let them know that more than 80 percent of JDRF's expenditures directly support research and education about research. Let them know that your personal goal is \$X for diabetes research, and you want them to be a part of that effort.

8. Make it as easy as possible for someone to give you money.

- Utilize Walk Central where they can donate online.
- Pick up checks for people
- Enclose a stamped envelope in the letters you send out.
- If you are talking to someone directly, offer to take a check right then and there.
- Let your family members and/or secretary know what you are doing so they can field messages for you.

9. Follow-up, follow-up, follow-up!

Following up with all the people whom you have asked for money will help you "seal the deal". Things you can do to follow-up on a pledge request:

- Call.
- Call again.
- Stop by the person's office and ask them what they've decided.
- Ask is there any more information you can supply to that person.

10. The most important thing you can say is "THANK YOU".

Whether someone tells you yes or no, you have the ability to accomplish something with a "Thank you": you can either acknowledge their generosity and support, or you can leave the door open for next week or next year. Either way, you win, and so does JDRF.

JDRF's online features help you recruit walkers and raise dollars!

What are the benefits to registering on-line????

- Access to JDRF's online Walk Central
- Walkers can create their own personal fundraising pages & track donations
- Team captains can track their walker recruitment and on-line fund raising progress
- Team captains can easily send e-mail messages to team members
- Walkers receive a link to send to others to make credit card donations to support them and their team, plus a link to join their team

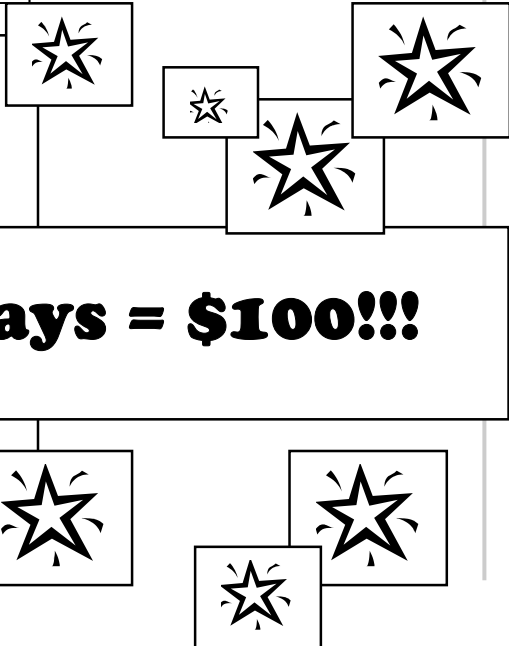
Visit www.jdrf.org to access Walk Central today!

How To Raise \$100 in Just Ten Days

It's Easy! Ask 10 people for \$10!

1. Put in your own \$10
2. Ask your significant other for \$10
3. Ask your boss for \$10
4. Ask a co-worker for \$10
5. Ask a friend for \$10
6. Ask your neighbor for \$10
7. Ask a relative for \$10
8. Ask your doctor for \$10
9. Ask another co-worker for \$10
10. Ask another relative for \$10

10 Days = \$100!!!



Visit www.jdrf.org
to use JDRF's
easy and effective
fundraising tools!

A Quick & Easy Way to Reach Your Goals ... write a letter!

Just follow these easy steps:

*Write a letter about your walk effort and include:

1. Your personal goal
2. Why you are walking to cure diabetes
3. If you have a diabetes connection, discuss how this has affected your life and the lives of your family
4. What the money will benefit...JDRF's funding of diabetes research
5. Where to send their contributions

*Either e-mail it utilizing the online fundraising tools at Walk Central (www.jdrf.org) or mail it to your family, clients, vendors, and friends.

*Send a Walk brochure and ask each person to help by collecting their own pledges.

*Collect your donations through the online or through the mail, then Walk!

The
Average
Letter
Raises
\$2,500!!

Send or e-mail this letter to associates, friends, family members, and everyone on your holiday list.

Date _____

Name _____
Company _____
Address _____
City, State Zip _____

Dear (Name):

On (Walk date), approximately (# of walkers) (name of company) employees and family members will be walking together as a team in **Walk to Cure Diabetes** benefiting the Juvenile Diabetes Research Foundation.

I will be walking as a member of the (Company name) team, and my personal fund raising goal is \$_____. I would appreciate any support that you could give me for this very worthwhile cause.

Since there are 18 million Americans affected by diabetes, I believe that my work with JDRF is important and well worth the effort. I am particularly proud of the fact that JDRF has provided more funding for diabetes research (over \$900 million since 1970) than any other non-governmental agency in the world.

I hope you will consider sponsoring my participation in this event; any amount will help the work of the Juvenile Diabetes Research Foundation. Checks should be made payable to JDRF or the Juvenile Diabetes Research Foundation and are tax deductible or donations can be made on-line at www.jdrf.org.

Thank you for considering this request for your support. If you have any questions about the **Walk to Cure Diabetes**, or the work of the Juvenile Diabetes Research Foundation, please do not hesitate to call me.

Sincerely,
(Your Name)

JDRF Walk to Cure Diabetes T-shirt

All Walkers raising
\$100 or more
will receive a
“Walk To Cure Diabetes”
T-shirt at the Walk!

About JDRF & Diabetes

Millions Have It . . .

- ◆ Diabetes kills one American every three minutes
- ◆ 18 million Americans have the disease; of these 5.2 million remain undiagnosed
- ◆ Diabetes afflicts 194 million people worldwide.
- ◆ In the U.S, a new case of diabetes is diagnosed every 30 seconds.

Warning Signs— symptoms of Juvenile Diabetes may include . . .

- | | |
|------------------------------------|------------------------------|
| ◆ Extreme Thirst | ◆ Sudden vision changes |
| ◆ Frequent urination | ◆ Sugar in urine |
| ◆ Drowsiness or lethargy | ◆ Fruity odor on breath |
| ◆ Increased appetite | ◆ Heavy or labored breathing |
| ◆ Sudden weight loss for no reason | ◆ Stupor or unconsciousness |

You can
register
on-line
at
www.jdrf.org

THE JDRF MISSION

JDRF was founded in 1970 by the parents of children with juvenile diabetes - a disease that strikes children suddenly, makes them insulin dependent for life, and carries the constant threat of devastating complications. Since inception, JDRF has provided more than \$900 million to diabetes research worldwide. More than 80 percent of JDRF's expenditures directly support research and education about research.

JDRF's mission is constant: to find a cure for diabetes and its complications through the support of research.