



**Fundraise
for a world
without T1D...**

Your way

JDRF Your Way lets you put your time, talent and creativity to work to help create a world without type 1 diabetes (T1D). You name it. We support you. Whether it's through a special occasion, athletic event, memorial, or your own unique fundraising campaign, we give you the tools and tips you need to raise money—your way—for T1D research.

Making life with T1D safer and healthier, until we find a cure, is only possible with support from people like you.



Learn more at
yourway.jdrf.org

FUNDRAISING

reimagined

HOW TO FUNDRAISE YOUR WAY

1. Head to JDRF Your Way and get started designing your very own fundraiser. Follow the link here: yourway.jdrf.org
2. Click **Start a Fundraiser** and select your fundraising category. You can create your own fundraiser or select from a variety of themes.
3. Log in if you are a returning user or create a new account.
4. Get started customizing your very own fundraiser to benefit JDRF!

TIPS FOR SUCCESS

1. Be true to who you are! This is YOUR fundraiser, so have fun and be creative.
2. Tell your T1D story! As you are sharing your fundraiser with friends and family, it always helps to share your personal connection and motivation surrounding fundraising for JDRF.
 - What is your personal connection to T1D? What is your story?
 - Why are you fundraising for JDRF?
 - Why is fundraising for JDRF important to you?
 - What is JDRF doing that makes you excited to fundraise?
3. Set a fundraising goal! Setting a goal helps to motivate you and others to donate to JDRF.
4. Upload photos and videos to your personal fundraising page! This is about YOU and YOUR story, so make sure your presence is seen and heard on your page.
5. Share, share, share! Share your fundraiser link via email and on all social media platforms. Call your friends and family to tell them about your fundraiser or maybe write letters. The most important thing is to make sure your fundraiser is visible.
6. Check out more fundraising ideas [here](#)!

FUNDRAISING

go virtual!

Reimagine your fundraising in a virtual way.

Virtual Fundraising Ideas:

- Happy Hour— Host people from around the country (or world!) to join you for virtual happy hour.
- Karaoke—Everyone loves karaoke!
- Children’s Reading Hour—every parent needs a break right now!
- Crafternoon—teach a craft
- Masterclass—Have an expert present on areas such as winetasting, photography, etc.
- Game Night—utilize a game like Yahtzee to play virtually. All supplies can be found online.

The advantage of hosting an event virtually is you can engage people from all over. You are not limited to those that live close to you.

reimagined

go old school

- Write letters! Take the time at home to create and send a letter to friends and family. Letters are still one of the top ways to fundraise effectively.
- Get your kids to help you. Have them create artwork to include with your letters. No one can resist a fridge-worthy piece of art from a child!
- Write personalized emails.



best practices

- Utilize free online gathering programs to host your virtual event, such as Google Meet or Zoom.
- Create a Facebook event for your fundraiser:
 - * Add a link to the virtual room you are hosting the event in
 - * Include a link to your fundraising website
 - * In the description of the event, along with what the event is, share **why** you are fundraising for JDRF
- Invite everyone you are FB friends with, even if you haven’t met them in real life. Everyone is looking for virtual connection right now.
- Send an email to your friends and family with a link to room you are hosting the event in and your fundraising link.
- Post in additional social media platforms, such as Instagram and Twitter.

get ready!

- Prepare for the biggest and best yard sale ever! Take this time to go through your house and pull together items for your sale. Get them priced and ready so that when the time is ready you can have your sale.
- Create your mailing / email list of who to ask.
- Put flyers together for your annual events , such as can drives, that you host in the Summer / Fall.
- Set up a call with your JDRF staff. We may be working from home but we are still here for you. We can help you brainstorm and give you more guidance on the ideas listed here.

