

Fundraising Ideas for Walkers

Capital Chapter Virtual One Walk | Sunday, May 31

Go Virtual

The advantage of hosting an event or activity virtually is you're not limited to inviting only those who live close to you. Use Facebook Live, Zoom, Skype, Facetime, Google Meet, etc. for your "event space" to hold your virtual fundraiser. For example, for a donation of \$X host a virtual:

- Babysitting hour (entertain kids with stories, jokes, sing-along, indoor scavenger hunt, etc.)
- Class or tutorial – share your expertise! (cooking, mixology, yoga, makeup, scrapbooking, etc.). or kick it up a notch and host a Masterclass with an expert to present on areas like winetasting, photography, gardening, etc.
- Group work out or dance party (keep the body moving!)
- Book club or trivia night (keep the mind active!)
- Wine and cheese party (everyone samples the same wines – cheers!)
- Happy hour (lunch, dinner and virtual coffee dates are also options)
- Shut in survival session (topics could range from how parents are keeping kids busy, to newly discovered series that are worth a watch)
- Team t-shirt design judging contest (keep kids busy by asking them to create a few designs!)
- Costume contest (fun activity for kids and adults!)
- Walk team party (put on your team t-shirt and take a lap around the block before logging in)
- Concert or karaoke party (put music to the ears!)
- Talent contest (singing, dancing, stupid pet tricks, etc.)
- Shopping party for products from online sellers such as Usborne, Arbonne, Younique, etc. (ask the host to donate proceeds of your party sales to your Walk team!)
- Sidewalk chalk art competition (spread joy to neighbors while raising funds for your Walk team!)
- Truth or dare chat (get to know more about your family and friends!)
- Game night (utilize a game like Yahtzee to play. All supplies are available online)
- Walk or bike-a-thon (get pledges for each mile completed. Use a fitness app to track or complete with others)
- Challenge event. Supporter who provides largest donation earns opportunity to X (select your Facebook profile photo for next 30 days, decide what you watch this weekend, etc.)
- Auction or virtual garage sale (great way to get a jump on Spring cleaning!)
- Guessing games (post jar of jelly beans and invite family and friends to guess how many jelly beans are in the jar)

Go Old School

Write letters! Take the time at home to create and send letters to friends and family asking them to support your Walk team. Letters are still one of the top ways to fundraise! For the greatest impact:

- Involve your kids. Have them create artwork to include with your letters (no one can resist a fridge worthy piece of art from a child!)
- Include a link to your fundraising page
- Tell your story! Why is finding a cure for type 1 diabetes (T1D) important to you
- Follow up each letter with a personalized email

Plan Ahead

Use this time of social distancing to prepare for future fundraising activities to benefit your JDRF Walk team. For example:

- Clean out and organize closets, drawers, basement and attic. Save unwanted and unneeded items for a yard or garage sale with proceeds benefitting your JDRF One Walk team. While you have the time, price your items.
- Create flyers for your annual events (can drives, car wash, etc.) and have them ready to print once you're able to set a date
- If you haven't started your annual JDRF fundraising campaign, clean up your email address books, create your distribution list, and write your letter or email. When you're comfortable asking family and friends for donations, you'll be ready to hit the ground running!

Utilize Your JDRF Tools

And don't forget about the quick and effective JDRF fundraising tools you have at your disposal:

- JDRF app: Download the JDRF mobile app (we're all texting more than ever these days and the app will make it even easier to invite people to join or support your team!)
- JDRF Walker Center: Personalize your fundraising page with a photo or video of what you're doing to keep busy during this time of social distancing and why a world without T1D is so important (the more personal the page - the more likely someone is to donate!)
- Fundraise with Facebook: Connect your JDRF fundraising page with Facebook so your network can easily donate without even leaving the comfort of their home.

Have questions or need more ideas?

Contact Jenny Holmgrain, Capital Chapter Walk Manager
at jholmgrain@jdrf.org or (202) 465-4127.