

# Walk With Us Toward a World Without T1D

JDRF One Walk Fundraising Toolkit

**1.6**

million Americans  
are living with type  
1 diabetes (T1D)



We're Walking  
**1.6**  
million miles  
together

**JDRF** ONE  
WALK  
FOR A WORLD WITHOUT TYPE 1 DIABETES



**JDRF**

# Introduction

## By registering for JDRF One Walk

you’ve joined a community dedicated to funding innovative, fast-tracked type 1 diabetes (T1D) research. The need for T1D research and advances are as urgent today as ever before, we realize that the economic uncertainties and the critical needs of our community are currently overwhelming. As a result of these unprecedented times, JDRF will offer an incentive program that inspires participation, empowers fundraising, and encourages participants to ignite their networks to recruit more walkers and raise more funds for research.

JDRF is excited to bring together families and supporters from across the country for the largest ever T1D event. As a JDRF Community, we are committed to walking 1.6 million miles and raising \$50 million *TOGETHER!*

With that said, we encourage everyone to strive for personal fundraising goals through the JDRF One Walk. Fundraising will look a little different this year and that’s okay! This toolkit is designed to help you navigate fundraising and get ready for YOUR Walk this year.

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# JDRF One Walk

Due to COVID-19, JDRF will not be able to host in-person events for the 2021 Spring One Walk season. We are a community familiar with challenges and we will tackle this challenge the same way we always do, by leaning on one another, by inspiring one another, and by remembering the reasons why we walk.

**We are thrilled to introduce the largest JDRF One Walk in history!** In a world where we cannot be physically together in a traditional sense, we are grateful for the tools and technology that allow us to make the day special in a way like never before. Across the country, hundreds of thousands from the T1D community will join together in new ways to fundraise for T1D research.

Set your own goals and participate your own way: indoors on a treadmill, outdoors in your neighborhood, with friends or on your own. As part of the JDRF One Walk, there will be ongoing community, fitness, and fundraising challenges where you can engage with members of the JDRF community, strive to meet your fitness goals, and earn rewards for your fundraising. We'll come together as *one* community on May 23, 2021 to celebrate what makes One Walk so special — the stories, the ceremonies, our top performers, our collective accomplishments, **and YOU.**

## Our Impact

At JDRF, we work tirelessly to accelerate breakthroughs to cure type 1 diabetes (T1D) and improve the lives of those living with the disease. We continually expand our scientific knowledge, our connections and collaborations, our partners, and our global presence to unlock the science that will stop T1D. While we fight for cures, we strive just as hard to develop therapies to help people right now. JDRF and our team of scientists are leading T1D research around the world. **No organization is making a bigger impact on advances in this field.**

### Our Research Goals

Curing T1D	Eradicate T1D by restoring the body's ability to make insulin and stopping T1D before it occurs
Improving Lives	Keep people with T1D as healthy as possible until a cure is found by advancing new T1D resources, technologies and therapies

### By the Numbers

Our funding is advancing scientific breakthroughs and improving lives right now by:

-  Supporting the most promising scientists in **more than 20 countries**
-  Conducting **more than 15 working groups** that regularly bring together world-renowned researchers to share findings
-  Funding **more than 500 active research grants**



# Event Day

## What to Expect

The Spring One Walk will take place in neighborhoods, towns, and cities from coast-to-coast. This is Your Walk, Your Way, on One Day! Here's how it works:

- **Register!** Head to [walk.jdrf.org](http://walk.jdrf.org) to find your local One Walk. Registration is free and easy – you can register yourself or start your own team with friends and family to make your impact even bigger.
- **Spread the Word!** Personalize your fundraising page and share your story far and wide. Set your fundraising goal high (and then raise it again when you hit it!).
- **Plan your very own Walk Day!** Make May 23 your own Walk Day, your own way. Create a walk route in your neighborhood, challenge yourself with a long hike, or walk inside on your treadmill. However you choose to walk, May 23 will be a day for our community to celebrate our stories, recognize our accomplishments, and walk to change the future for everyone living with T1D.

On the morning of May 23, we'll motivate you with a "Get Up and Get Out!" video before you lace up those sneakers and walk your way alongside the thousands of fellow walkers from across the nation. And, if you post photos with the hashtag #JDRFOneWalk before 2pm EST, it might end up in our "You Did It!" celebration video, which will hit your inboxes and social pages that evening.



# Goal Setting

## JDRF One Walk

The JDRF One Walk has always been about more than just walk day. It's about community, hope, empowerment, and raising the money to impact those living with type 1 diabetes through JDRF's mission. The JDRF One Walk is a community fundraising effort, driven by individual and team goals and experiences, that allows participants to select a goal and activity that is meaningful to them, and leverage that experience to inspire support from their community of family and friends. What will your One Walk goal be?

**As a JDRF community, we are committed to walking 1.6 million miles and raising \$50 million dollars together.** There is **no limit** to the miles you can walk or the creativity of your story. Below are a few ideas that may inspire your donors to support you. If you or your team are having trouble setting goals relevant to your story, consider creating your own T1D Footprint by visiting the JDRF website [here](#) and scrolling to the bottom of the page.

### **50 Miles for JDRF's 50th Year**

Ask everyone on your team to walk 50 miles to honor the progress that has been made over the last 50 years.

### **I will walk 500 miles**

In the spirit of The Proclaimers - "I will walk 500 miles," commit to walking 500 miles as a team. Consider asking everyone on your team to raise \$500 to match mileage.

### **Use the T1D Footprint**

Visit our [I'm the Type](#) page and fill out the T1D Looks Like Me Footprint. Based on diagnosis date and management, it will provide statistics around the impact T1D has on daily life.

Example: Since diagnosis, Owen has lived with T1D for 4,203 days, so my team will walk 4,203 miles and raise \$4,203 miles to drive awareness and fund research for a cure for T1D.

### **Use the number of years since diagnosis**

Considering using the number of years you've had T1D to inspire your goals.

Example: 15 years with T1D means a goal of 1,500 miles walked and \$1,500 raised

### **Walk the length or width of your state**

Set a team mileage goal and fundraising goal that is equal to the length or width of your state.

# Goal Setting

## Miles Towards Mission Challenge

We may not be together in person this year, but we will still come together as one community to walk 1.6M miles for the 1.6M Americans living with type 1 diabetes (T1D). Join walkers from all over the country for an unforgettable nation-wide effort that unites us no matter where we are. You set the pace, the place, the number of miles and the dollars you raise with friends, family and colleagues. Together, we can improve lives and change the future for everyone living with this disease.

## STRAVA Integration

Strava, a social-fitness network that tracks walking and running activities, is now integrated with your Participant Center so you can see the collective distance we will walk together in pursuit of a world without T1D. In order to connect your Participant Center to Strava, please follow the steps below:

- You will begin by logging into your Participant Center
- Scroll down on your “Home” page till you see “Miles Towards Mission”
- Select the orange box that says, “Connect with STRAVA”
  - **If you are already logged in to your Strava account:** You will be prompted to “Authorize JDRF One Walk to connect to Strava”
  - **If you have a Strava account, but are not logged in:** You will be taken to the log in page
  - **If you do not have a Strava account:** Select “Sign Up” on the STRAVA log in page
- Once you get to the “Authorize JDRF One Walk to connect to Strava”, make sure both boxes are checked to ensure all Strava activity posts to your fundraising page.
- Once you have successfully connected your Participant Center to Strava, your Miles Towards Mission leaderboard will appear with “My Miles” and “My Team”. Please note that it may take up to 15 minutes for Strava activity to post to your fundraising page.

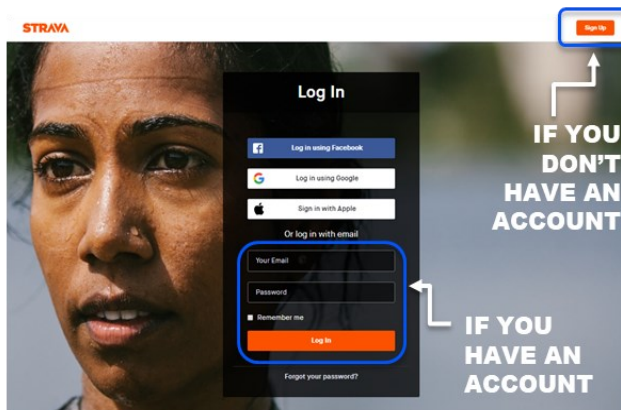
### Miles Towards Mission

Join us to walk 1.6 million miles in support of the 1.6 million Americans living with T1D. Your supporters will also see your activity on your fundraising page.

Connect with STRAVA

I don't want to connect to Strava,  
but I want to manually add miles

Hide This



Authorize JDRF One Walk to  
connect to Strava  
<http://walk.jdrf.org>

JDRF One Walk will be able to:

- ☐ View data about your public profile (required)
- ☒ View data about your activities

Authorize

### Miles Towards Mission

My Miles

My Team

No participants found.

JDRF

# Fundraising Recognition

## Individual Incentives



### One Walk T-Shirts

Every walker who raises \$100+ can receive a 2020 One Walk t-shirt! Be on the look out for your redemption email. Shirts will be shipped directly to individuals who redeem a shirt . Individual participants must reach \$100 on their personal fundraising account. **Team totals are not included.**

### Rewards Catalog

Every walker who raises \$250+ will receive a fundraising rewards catalog to redeem a prize of their choice. Visit your participant center for additional details. Reward catalogs are delivered electronically 4-6 weeks after walk day.

**Team totals are not included.**



### V1P Swag

Every walker who raises \$1,000+ will receive this year's exclusive V1P dry wicking short sleeve shirt, badge and lanyard. Be on the look out for your redemption email. V1P swag will be shipped directly to you upon redemption. **Team totals are not included.**

### Door Hang

Every walker who raises \$2,500+ will receive a top walker door hang to proudly display on your home or office door. Door hangs will be shipped directly to you once \$2,500 has been reached.



## Team Incentives



### Team Celebration Kit

**NEW** this year! Get your very own special delivery to help you celebrate in style. You will receive this special kit right to your home. Reach out to your local chapter for more details and qualification levels.

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# Telling Your Story

Storytelling is the most powerful tool you have at your disposal for fundraising. Good stories will engage your audience, influence their behavior, and inspire them to want to give. Your friends, family, co-workers and community will need to know exactly why **YOU** are raising funds for type 1 diabetes research.

## Basics

### Language

Stories should be written in 1st and 2nd person - this language pulls the reader “in”. Your story should be personal, clear, urgent, complete, unique, interesting, relatable, and actionable.

### Medium

Below are a handful of the most common and successful ways to share your story.

- **Written Story:** The written word is exceptionally impactful if it is clear, focused, and comes from the heart.
- **Video:** Videos are perfect when you wish to express emotionally resonant material that you may not be able to put into words.
- **Photos or Artwork:** Humans are naturally wired to respond to visual stimuli. After all, we all know that “a picture is worth more than a thousand words.”

### Length

The length of your story will depend on the medium used. Consider following these guidelines:

- **Written Story:** 175-400 words is best. If your story goes over, just be sure that is purposefully written.
- **Video:** 1-2 minutes
- **Photos or Artwork:** 1 impactful picture with or without motivating statistics or quotes

## Blogging and Microblogging for Fundraising

Blogging is a great forum for communicating your fundraising goals, challenges, and milestones. It is also a great way to connect donors or potential donors with your fundraising and training.

**Blog:** Use your participant center or get a free blog! Check out [Wix](#), [Squarespace](#), [Medium](#), or [Ghost](#).

**Microblog:** Rather than writing pages of text, a micro blog allows for quick, conversational connections with your donors. Examples of microblogging platforms include Twitter, Instagram, Facebook, and Tumblr. [Learn more about Microblogging](#).

**Don't forget** to add a link to your fundraising page! The more traffic you can drive to your fundraising page, the more money you will raise.



# Asking Donors for Support

## Fundraising

What do the most successful JDRF One Walk fundraisers have in common? They ask as many people as possible for support by sharing the story of why they walk and the mission behind their efforts.

We know it can be challenging to fundraise right now while still remaining sensitive to what's going on in the world. Many members of the community are still willing to give and are looking for ways to support the T1D community.

Before sending your fundraising request this year, you'll want to plan who you will be reaching out to. Think about including people who have donated to you in the past such as family, friends, and others within your network who have expressed an interest in helping the T1D community during this time. No one knows your donors better than you do! Once you've determined who you will be reaching out to, it's time to update your personal fundraising page.

### When sharing your story, consider the following questions:

- What is the JDRF One Walk and where does the money go?
- What are you doing for your JDRF One Walk?
- Describe what you and your family experienced after the diagnosis (when it happened, what you were feeling, etc.).
- Discuss how T1D affects you or your loved on a daily basis
- Include a photo



### So you've got your personalized fundraising messages ready, but how do you share them?

**Social Media** - The Fundraise with Facebook app in your Participant Center makes fundraising on Facebook easy! But don't forget about using Twitter, Instagram and LinkedIn as well. And, of course, include your personal video.

**Email** - Send emails through the Participant Center and remember to include the link to your personal fundraising page as well as your personal video or a picture.

**Mail** - Try the provided sample letter template found in your Participant Center to help you fundraise the more traditional way.

**Meet in Person, Call or Send a Text** - If meeting in person is not possible, you can always make a phone call or even send a text, if appropriate.

**Host a Fundraising Event** - You can always consult the Fundraising Library for ideas!

# Asking Donors for Support

## Fundraising Email/Letter Examples

### Ask for a Donation as an Adult with T1D

*Email Subject: Being “at risk” is my normal*

Dear Friends and Family,

I hope you are doing well and staying safe. I'm sure you've heard that “only the vulnerable will be at risk”. Did you know that those living with type one diabetes (T1D) like myself, are at greater risk? While living with T1D doesn't make you more susceptible to COVID-19, just like the flu, the complications you may develop can be life threatening.

That is why now, more than ever, we must continue to support one another. Not only through social distancing, but by continuing to fund the research that is leading the fight against T1D.

I know this feels like an awkward time to be asking for donations for the JDRF One Walk but no matter what is happening in the world, type 1 diabetes doesn't go away. And as long as T1D is here, I will be here advocating and fundraising until this disease no longer exists.

No donation is too small. Every dollar you can give will truly make a difference. If you cannot make a full donation today, please consider making a reoccurring gift on my page to help fund integral T1D research.

To donate, please follow this link to my profile page: *[insert link here]*  
Thank you!

### Ask for a Donation - General

*Email Subject: Because T1D never stops*

Dear Friends and Family,

I was debating whether to send this email, given the current environment, but I ultimately decided to because type 1 diabetes (T1D) unfortunately does not stop for anything, including recessions or pandemics.

And, in fact, during such times, T1D treatment and management becomes even more difficult for many families because of insulin availability/cost and loss of income. It is with those families in mind that I gently ask you to consider donating to my JDRF One Walk efforts as we raise funds to find a cure for this unrelenting disease.

No donation is too small. Every dollar you can give will truly make a difference. If you cannot make a full donation today, please consider making a reoccurring gift on my page to help fund integral T1D research.

To donate, please follow this link to my profile page: *[insert link here]*

With gratitude,  
[signature]

The JDRF logo is located in the bottom right corner of the page. It consists of the letters "JDRF" in a bold, white, sans-serif font, set against a blue background that features a white swoosh or wave-like graphic element.

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# Asking Donors for Support

## Fundraising Email/Letter Examples

### Ask for a Donation - Corporate Letter

If you are a business owner or leader within your organization, use this letter template to request support from your employees, vendors, or customers.

Dear *[personalized name]*,

*[Share your personal story (Example: Our family has been deeply involved with JDRF since 2015, when our son Ethan was diagnosed with type 1 diabetes (T1D) at the age of eighteen.)]* JDRF is the world's leading non-profit organization dedicated to the fight against type 1 diabetes (T1D). So many of the advancements in treatment, and the promising research to cure and prevent T1D have been the direct result of JDRF's passion and laser focused commitment.

Type 1 diabetes is an autoimmune disease that strikes both children and adults suddenly. It has nothing to do with diet or lifestyle. **There is nothing you can do to prevent it.**

With T1D, your pancreas stops producing insulin—a hormone the body needs to get energy from food. This means a process your body does naturally and automatically becomes something that now requires your daily attention and manual intervention. If you have T1D, you must constantly monitor your blood-sugar level, inject or infuse insulin through a pump, and carefully balance these insulin doses with your eating and activity throughout the day and night.

Living with T1D means there are no days off, no breaks **and currently there is no cure**. To help support JDRF's mission to create a world without T1D, *[include your organization's plan for support here]*.

Though this is a challenging time for all of us, every dollar we raise this year will make a tangible impact for those in need. Please consider making a donation to bring us from Type One to Type None. I recognize we are all facing our own constraints in these times and strongly encourage you to focus on the cause(s) closest to your heart first. Any amount you have left over for JDRF is greatly appreciated.

To donate, please follow this link to my profile page: *[insert link here]*

JDRF's mission is to create a world without type one diabetes. I sincerely hope you will join us as we strive for the ultimate goal – a cure.

Best always,

*[signature]*

The JDRF logo is located in the bottom right corner of the page. It consists of the letters "JDRF" in a bold, white, sans-serif font, set against a blue background that features a wavy, horizontal line pattern.

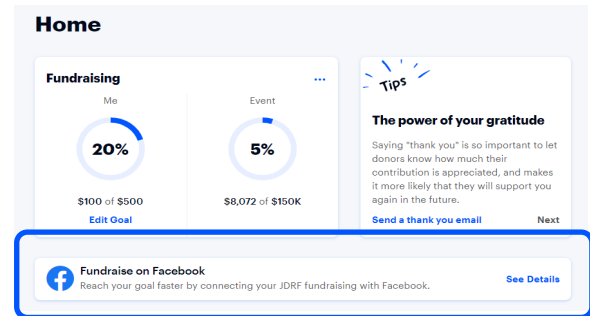
# Fundraising Online

Now that fundraising has moved mostly online, it's time to start thinking of some fun, new ideas to raise money for innovative T1D research!

## Connect Your Participant Center to Facebook

### Step 1

From your Participant Center dashboard, Look for the “Fundraise With Facebook Section” and click “See Details” below your fundraising progress.



### Step 2

A “Create a Facebook” Fundraiser” window will pop up on your screen. Click the, “Connect to Facebook” Button and sign into your Facebook account. If you are already signed into Facebook, you will not have to sign in again.

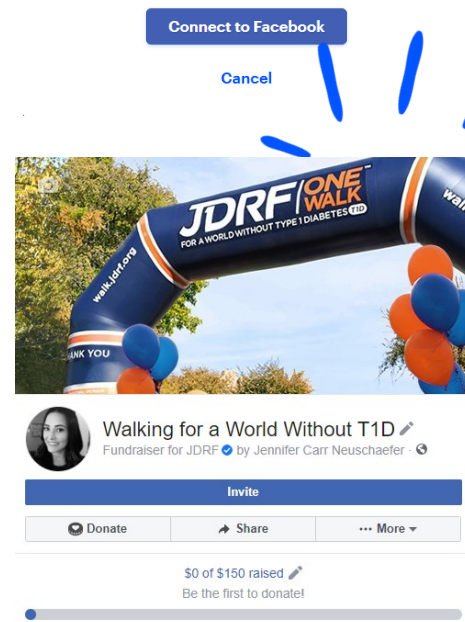
Once the accounts have connected, it will notify you in the bottom left corner of your window and the box will disappear from your participant center.



### Step 3

Check out the Facebook Fundraiser you just created! All donations received on your Facebook Fundraiser will automatically show up on your JDRF One Walk participant page .

- If you haven't already customized your page, you can do so in the “My Page” tab in your participant center. Then copy your story, scroll down to “About” on your Facebook Fundraiser page and click the “edit” button.
- If you have customized your page, your Facebook Fundraiser will automatically copy that information.





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# Fundraising Online

## Facebook & Instagram Post Templates

- Unlike years past I have been very hesitant to ask for donations for the JDRF One Walk in light of the current situation and almost felt guilty doing so. However, chronic conditions never take a vacation and T1D is no exception. With traditional events cancelled and sources of funding severely reduced, it is more important than ever to support non-profit organizations like JDRF who are fighting for a cure and improving lives every step of the way.

Please consider making a donation to JDRF as I aim to Walk [X] miles to bring us one step closer to a world without type 1 diabetes. I recognize we are all facing our own constraints in these times and strongly encourage you to focus on the cause(s) closest to your heart first. Any amount you have left over for JDRF is greatly appreciated. *[Insert link]*

- I was debating whether to share this post, given the current environment, but I ultimately decided to because type 1 diabetes (T1D) does not stop for anything. And, in fact, during such times, T1D treatment and management becomes even more difficult for many families because of insulin availability/cost and loss of income.

It is with those families in mind that I gently ask you to consider donating to my JDRF One Walk fundraising page. No donation is too small. Every dollar you can give will truly make a difference. If you cannot make a full donation today, please consider making a reoccurring gift to help fund Integral T1D research. *[Insert link]*

- Now, more than ever, we need to stand together and find cures for type 1 diabetes. With news headlines like “More people being diagnosed with type 1 diabetes” it is critical to take action. Will you please join me in the fight against T1D and help fund life-saving research? *[Insert link]*

## Twitter Post Templates (280 Character Limit - Including Spaces)

- Type 1 Diabetes (T1D) does not stop for anything. In fact, T1D treatment & management becomes more difficult because of insulin availability/cost. Please join me in the fight against T1D and help fund life-saving research: *[Insert link]*
- Now, more than ever, we need to stand together. With news headlines like “More people being diagnosed with type 1 diabetes” it is critical to take action. Will you join me in the fight against T1D and help fund life-saving research? *[Insert link]*

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# Fundraising Online

## Virtual Fundraiser Ideas

### Online Silent Auction

Are you unable to host your annual fundraiser but already have donations secured for a silent auction? Utilize Google Forms to set up a virtual silent auction. Raffles and 50/50's can also be executed this same way!

### Bingo Squares

Creating a bingo board is a fun way to promote fundraising through Instagram Stories or other social channels. In summary, people purchase different squares and once there's a BINGO or the whole board is filled then the fundraiser has to do something.

### Virtual Bake Sale

If you have a love for baking, then a virtual bake sale is a great option for fundraising. Offer people different incentives for donating to your fundraising goal. People love the personal touch and baked goods, like cookies or candy, are easy to send in the mail.

### Coloring Your Hair

If  $[\$X]$  is raised by  $[date]$  – after all, now is a great time to do this since we cannot go out right now anyways

### Let your child do your makeup/paint your nails/style your hair for the day

If  $[\$X]$  is raised by  $[date]$  – this is also a great way to get coworkers involved if you are able to have this done on a day you have a team web conference meeting!

### Lip Sync Karaoke / Dance Revolution

For each donation, you will record yourself lip syncing to that donor's song of choice or performing a dance style of their choice

### Virtual Lessons

Are there any skills you can teach or is there someone you know who is an expert in their field and willing to teach? Ask for a minimum donation to your fundraising page and send out any information they need ahead of time as well as the link to the webinar platform. Here are a few ideas to get you started:

- Music/Singing
- Baking/Cake Decorating
- Cooking
- Mixology
- Wine Tasting
- Makeovers
- Workout Class
- Meditation Sessions
- Tarot Card/Horoscope Readings
- Card Game
- Virtual Babysitting

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# Fundraising Online

## Virtual Fundraiser Ideas

### Front door decorating contest

With an entry fee to participate, participants can submit photos or drive around and judge each front door for yourself!

### Electronic Cookbook

Ask friends and family or co-workers to submit their best receipt on a word document. Then, you can put them all together and sell them (digital versions) for a \$20 donation.

### Thirty Dollar Thursdays

On Thursday, ask your social media friends, family and network to donate \$30 toward your walk team.

### Flock your Yard

Years ago, there was a family in the San Antonio JDRF Chapter who would use blue painted flamingos and people could pay for the family to go and flock someone's yard. It was a huge fundraiser for them.

### Deliver for Donations

Have a bike or a car? Use it to set up a delivery service. Offer to transport mail or small packages for your friends, family and co-workers—or partner with local restaurants to deliver food and donate your tips to T1D.

### “Donate” Your Big Day to T1D

In lieu of gifts, ask family and friends to donate to JDRF for your birthday, wedding or retirement. Celebrate a new job, housewarming or big holiday with a party and ask your guests to come prepared to support JDRF.

### Virtual Talent Show

Reach out to friends, family, co-workers, and neighbors to put together a virtual talent show. In order to submit a video each participant will donate \$25. Once you have all submissions, edit the videos together to create a show that can be streamed on Zoom or uploaded to social media.

### Get into the PR Game

Change your voicemail greeting and email signature or add a line to your business card announcing your Walk and asking for support. Wear a bracelet or pin that invites others to ask about T1D and how they can support you. Contact the editor of your local paper or company newsletter and ask them to interview you about the Walk and provide details on how readers can support you.

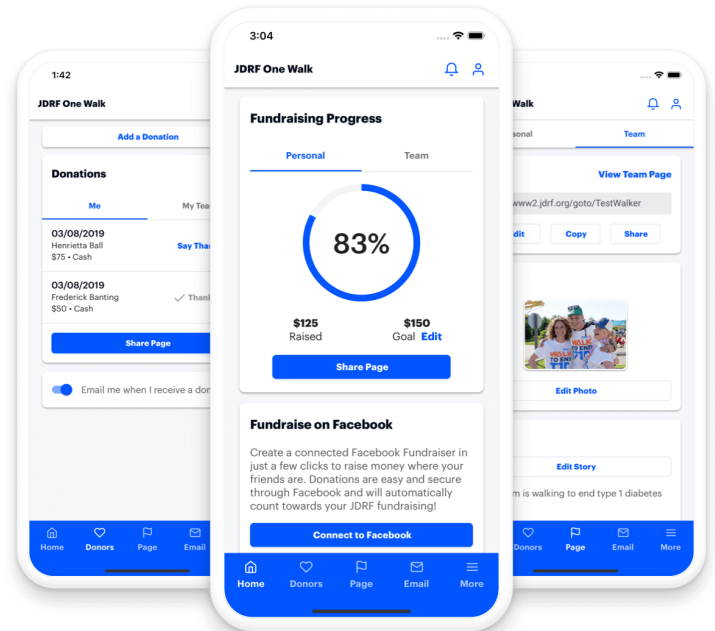
# Fundraising Online

## JDRF Fundraising App

### Fundraising on the Go

Now it's even easier to ask your family and friends to support your passion of creating a world without type 1 diabetes (T1D) – all from the palm of your hand. Not only does the app make it easy to track your fundraising on the go, it also offers these great benefits:

- Easily access the contacts you have right from your phone
- Text your fundraising page to friends and family
- Add and edit the perfect photo to your fundraising page right from your phone
- Track when new donations come in with push notifications



This app supports participants of JDRF One Walk, JDRF Ride to Cure Diabetes, Team JDRF to Cure Diabetes, and JDRF Your Way.

[Download](#) it today at [jdrf.org/app](http://jdrf.org/app) and check out all the great features available.

## How to Send a text from the App

- Login to your JDRF Fundraising App and select the “JDRF One Walk”
- Click on “Share Page” under “fundraising Progress” on the app’s homepage
- Select “Message” and it will automatically grab the link to your fundraising page and place it in the message.
- Select your contact, write your donation message, and click send!

## Text Template

Hey [name]! I have been very hesitant to ask for donations for the JDRF One Walk in light of the current situation and almost felt guilty doing so. However, type 1 diabetes doesn't stop, so I knew I shouldn't either. I'm taking part in the JDRF One Walk to fund a cure for T1D. My goal is to raise \$2,021 and was hoping you would consider supporting me by making a donation. Any amount is greatly appreciated!



# Fundraising Online

## How to Create Your Own Video

Looking for a new and fun way to give your JDRF One Walk fundraising efforts a boost? You can create your own JDRF One Walk fundraising video to share with family, friends, and colleagues using some family photos, and your computer's own video editing program. Here are 9 easy steps to help you make your fundraising video today!

### Step 1

View other JDRF One Walk videos made by people just like you! Visit YouTube and search "JDRF One Walk to get some inspiration or click on these links:

[Why I Walk: Team Goodenough](#)

[Why I Walk: Team Howe About a Cure](#)

[Why I Walk: Team E](#)

### Step 2

Craft your message to most effectively tell your story of why you Walk. Share your personal experience living with T1D, what it is like to watch a family member or friend manage the disease, and if you don't have a personal connection to T1D share what drives you to participate.

### Step 3

Gather the photos and music you want to include in your video and make sure the photos are saved in an easily identifiable folder that will be quick to find while you are editing the movie.

### Step 4

Photos can be uploaded to your computer through your phone, camera, or physically scanned through your home printer/scanner. If you don't have a scanner, you can use the app [Scannable](#) by Evernote.

### Step 5

Locate your computer's video editing program. Windows Movie Maker is on most Windows computers and iMovie is on most MACS. You can also download video editors from the app store like [Filmmaker Pro](#) or [one of these listed here](#). Once you're finished editing your video, make sure it is

saved as a MP4 or MOV file as those are formats accepted on all social media platforms.

### Step 6

A word of caution about music rights: Recently, a number of JDRF fundraising videos were pulled from, or had the music removed from, YouTube. Others have been allowed to remain, in exchange for allowing an ad for a download of the song to be superimposed over the video.

### Step 7

Once you're happy with your finished product, you're ready to show the world!

You can also easily upload to YouTube, Facebook, Instagram, and Twitter. However, each have size/time limits:

- YouTube: 128GB | 12 hours (if account is verified)
- Facebook: 10 GB | 240 minutes
- Instagram (IGTV): 3.6GB | 60 minutes
- Twitter: 512 MB | 2 minutes and 20 seconds

### Step 8

If you are able to tag the video, be sure to include any words that are related to the video. Ex. Diabetes, type 1 diabetes, T1D, Ride, JDRF, etc.

### Step 9

Now that your video has been uploaded it's time to copy the URL (YouTube) and send/share it with your friends, family and other supporters! Then ask them to share it with everyone they know!

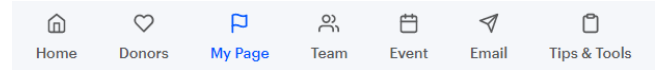
# Fundraising Online

## How to Customize your Fundraising Link

Creating a custom link can make it easier for donors to locate your JDRF One Walk fundraising page when you post online, send an email, or mail a letter.

To change your link, follow these steps:

1. Sign in to your JDRF One Walk Participant Center by visiting [walk.jdrf.org](http://walk.jdrf.org)
2. Once you are signed in, click on the “My Page” button at the top of the navigation bar.
3. Scroll down the page until you see “Page Settings” and “Link”.
4. Click “edit” and a box will pop up that says, “Edit Page Web Address”. Type in your customization and select “Save”.

A screenshot of the 'Page Settings' section. It shows a 'Link' field with the text 'http://www2.jdrf.org/goto/Carr'. Below it are 'Edit' and 'Share' buttons. Further down is the 'Edit Page Web Address' dialog box, which has a 'Web Address Shortcut' field containing 'Carr' and a 'Save' button. A blue box highlights the 'Edit' button and the 'Web Address Shortcut' field.

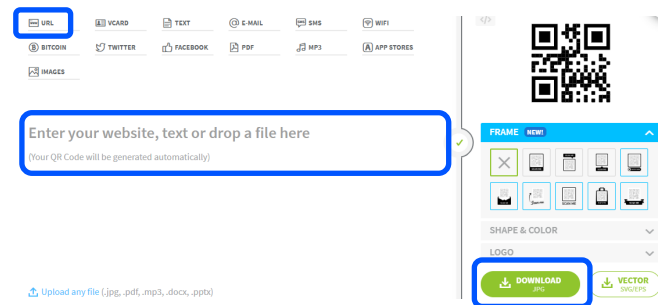
Note: Be sure to keep it short and easy for others to type if you include it in a mailed letter.

## How to Create a QR Code for your Fundraising Page

Are you sending a mailed letter and worried about your donor making an error when typing in your fundraising link? Include a custom QR code in your letter or postcard to your donor and they will be able to access your fundraising page faster than ever before!

To create a custom QR code, follow these steps:

1. Visit [qr-code-generator.com](http://qr-code-generator.com)
2. Paste your customized fundraising page link into the generator.
3. There are a few options to customize your frame and shape without starting an account. Once you are ready, select the “download JPG” button.
4. Save your new QR code to your desktop.
5. Insert your QR code into your mailed letter along with your customized link in case your donor does not know how or does not have the capability to scan a QR code with their phone.



# Matching Gifts



Double the impact of your donation. Many employers offer matching gift programs and will match the charitable contributions or volunteer hours made by their employees. Some companies match gifts made by retirees and/or spouses and will give you up to one year after your donation to request a match.

- We offer a fantastic tool that you can use to find out whether an employer matches charitable contributions, guidelines, and how to contact their matching gift coordinator. This can be located at [jdrf.org/matchinggifts](http://jdrf.org/matchinggifts).
- We encourage you to apply for your matching gift as soon as possible to ensure your funds have the best chance of arriving into your account before the fundraising deadline. It can take up to a year for a check to arrive in your account after you submit the initial request with a company.
- Each company controls the schedule on which it issues matching gift checks. Many companies issue matching gift checks on a quarterly basis, while others may issue checks on a semi-annual or even annual basis. Thus, it is very important for you to familiarize yourself with a company's matching gift policy.
- While the JDRF One Walk team highly encourages the use of matching gifts in fundraising, we have no control over the timing, distribution, and receipt of your matching gift. For this reason, we encourage you to supplement your fundraising efforts with matching gifts instead of relying on them.

## Submission Instructions

If your company is eligible you may need to complete the gift matching process online via your company's donation portal—or request a matching gift form from your employer and send it with your gift.

Send your completed matching gift forms with your JDRF Chapter's name noted or agency online verification requests to:

JDRF International  
Matching Gifts Department  
200 Vesey Street, 28th Floor  
New York, NY 10281  
Email: [matchinggifts@jdrf.org](mailto:matchinggifts@jdrf.org)

**JDRF's Federal Taxpayer ID is 23-1907729.**

If you have any questions about matching gifts please [email us](#) or call 212-785-9500.

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# Thanking Your Donors

Nothing is more important than saying thank you. Whether you give them a shout out on social media or send a hand written note in the mail, always take the time to thank those who have supported you. Remember, you can keep track of your donors right from your Participant Center!

## Sample messages you can use when thanking your donors:

### Template Message 1

Dear *[personalized name]*,

Thank you so much for donating to support my JDRF One Walk this year! The need to fund type 1 diabetes (T1D) research is more urgent than ever before, and your donation will make a lasting impact. I'm excited to participate in the JDRF One Walk to support all those living with T1D and to help change the future of this disease.

To date, the JDRF One Walk has raised more than \$1 billion for T1D research and I have raised *[\$X]* towards my goal of *[\$X]*. While there is no in-person walk this year, we will walk *[X]* miles as a team in honor of *[insert your reason for riding or the reason you chose that # of miles]*. I'm proud that I am able to contribute in this way.

Sometimes I feel like quitting, but quitting is not an option because T1D doesn't stop, so neither can I. Thank you again for your continued support.

Sincerely,  
*[signature]*

### Template Message 2

Dear *[personalized name]*,

Thanks so much for donating to my JDRF One Walk. Your generosity will fund scientific breakthroughs to make living with type 1 diabetes (T1D) easier to manage until there is a cure. For the first time in our history, there is a clear path to cures for T1D, and your donation will drive as many of these therapies to the market as quickly as we can.

Your support means a lot. Not just to me, but to everyone affected by T1D.

Thank you, again, for your donation.

With gratitude,  
*[signature]*



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# Additional Resources

## JDRF Walk Website

[walk.jdrf.org](http://walk.jdrf.org)

## Fundraising Tips and Tools

[https://www2.jdrf.org/site/SPageServer?pagename=walk\\_tips](https://www2.jdrf.org/site/SPageServer?pagename=walk_tips)

## Coronavirus and T1D Resources

COVID-19 and similar viral illnesses—such as the flu—can pose a serious risk for people with T1D.

JDRF has published a guide with everything you need to know about T1D and COVID-19 that will be updated as we continue to learn more. Visit [jdrf.org/coronavirus](http://jdrf.org/coronavirus) for the latest information and recommendations from the experts.

## T1D Resources and Support

<https://www.jdrf.org/t1d-resources/personal-support/>

## JDRF Near You

<https://www.jdrf.org/chapters/>