

**JDRF** IMPROVING  
LIVES.  
CURING  
TYPE 1  
DIABETES.

Mid-Atlantic Chapter

**SO YOU  
WANT TO BE  
A CHAMPION?**

**LET THE FUNDRAISING BEGIN!**

JDRF MID-ATLANTIC CHAPTER 2022 GALA CHAMPION PROGRAM GUIDE

# WHAT IS IT?

## PROGRAM OVERVIEW

### WHAT IS THE CHAMPIONS PROGRAM?

The JDRF Champions Program gives high school students the opportunity to engage their communities and design fundraising campaigns to support JDRF's vision of a world without type 1 diabetes (T1D.) Students are nominated by JDRF volunteers and community members for their desire to make a difference and help all people with T1D live healthier, safer lives until there is a cure. Students may also apply for the program on their own.

### WHEN DOES IT TAKE PLACE?

The 2022 Champions Program supports the Mid-Atlantic Hope Gala at MGM National Harbor. Students will work alongside JDRF staff and guardians to brainstorm a fundraising campaign in August and September 2022. They will then launch their campaign for a seven-week period preceding the Mid-Atlantic Hope Gala with the program culminating on the night of the Hope Gala (November 5, 2022).

### WHAT DOES A CHAMPION DO?

Champions make a direct impact on T1D research through peer-to-peer fundraising via the JDRF Your Way platform. Students will utilize email, letter writing, and personal fundraising events to achieve an individual minimum fundraising goal of \$5,000. Students can choose to work individually or in a team of 2 or 3 to increase the size and reach of their campaign. Collectively, there is a goal for all JDRF Champions to raise more than \$100,000.

**OK BUT...**

# WHAT DOES A CHAMPION DO EXACTLY?

The goal of the Champions Program is for high school students to raise money for JDRF—a nonprofit dedicated to bettering the lives of those with type one diabetes.

Specifically, Champions are raising money for Fund A Cure—a unique fundraising component of the JDRF Gala that allows donors to directly support type 1 diabetes research with 100 percent tax-deductible donations. The goal of the Champions Program is to directly funnel more donations into the Fund A Cure space.

If accepted into the program, students will:

- Partner with JDRF staff to develop and execute a student-driven fundraising strategy to reach a minimum fundraising goal of \$5,000 per person. Students can choose to work by themselves or in a team of two or three, but the fundraising goal per person remains the same:
  - Individual: \$5,000
  - Team of 2: \$10,000
  - Team of 3: \$15,000
- Attend virtual 1:1 strategy sessions with JDRF staff, student, and guardian(s)
- Participate in orientation/kickoff and post-Gala wrap-up events
- Create a JDRF Your Way campaign page to share your story/why you are raising money for JDRF and collect online donations
- Leverage community presence and relationships to create a significant financial impact on the event

# SURE BUT...

## HOW DO I RAISE \$5,000???

### IT TAKES A VILLAGE!

JDRF will help you! JDRF will provide Champions with as many resources as possible to assure a smooth and impactful campaign. In your 1:1 strategy sessions, Champions will work with JDRF staff to develop a student-driven fundraising strategy that's specific to each Champion. Each Champion will have their own campaign that personally addresses their goals, their story, and is crafted to be the most impactful within their network. Specific forms of assistance include:

- Help crafting the emotional angle of your T1D story—this can be your own diagnosis story, a friend or a family member's, or even why you connected with JDRF outside of any personal connection to type one diabetes
- Assistance in creating a list of potential contacts to solicit with your appeal (friends, family, work colleagues, local businesses, etc.)
- Technical support with the JDRF Your Way online platform to collect donations
- Template materials to utilize in creating messaging, sharing your story, and having conversations
- Educational materials about type 1 diabetes, diabetes research, and latest advancements

# SO...

## WHY SHOULD I JOIN THE PROGRAM?

### PERSONAL AND PROFESSIONAL DEVELOPMENT

- Develop and hone your personal and professional skills including organization, writing, public speaking, fundraising, networking, and project management
- Enhance your resume for college applications, scholarships, and other academic awards/recognition
- Ability to log school volunteering/community service hours
- Potential to network with local businesses, get to know people in your community, and connect with students your age who have an investment in type one diabetes like you
- Satisfaction of knowing you had an impact on improving the lives of those living with T1D and bringing us closer to a world without T1D

<b>BENEFITS</b>	<b>\$0+</b>	<b>\$2,500</b> HALFWAY	<b>\$5,000+</b> GOAL!	<b>TOP FUNDRAISER!</b>
Recommendation letter from JDRF staff	✓	✓	✓	✓
Featured on Mid-Atlantic social media platforms	✓	✓	✓	✓
Inclusion in Gala program materials	✓	✓	✓	✓
Gala seat at the Champions Table		✓	✓	✓
Personalized certificate of completion			✓	✓
Feature in Gala programming			✓	✓
Opportunity to participate in pre-event media				✓
Speaking opportunity at the Hope Gala				✓

# CHAMPIONS TIMELINE



## February - June

Accepting nominations and applications.



## August 1 - 31

1:1 strategy meetings with JDRF staff (students and guardian(s) required to attend)



## September 1 - 10

Development of your fundraising appeal and solicitation list.



## September 11 (tentative)

Champions orientation and kickoff event



## September 17 - November 5

2022 Champions fundraising campaign



## November 5

JDRF Mid-Atlantic Gala Event  
More details TBD



## December TBD

Post-Gala wrap-up and thank you event

# THE GALA

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## THE 2022 JDRF MID-ATLANTIC HOPE GALA

### WHEN AND WHERE IS IT?

The 2022 Mid-Atlantic Hope Gala will be on Saturday, November 5, 2022 at the MGM National Harbor located in Oxon Hill, MD.

### DO I GET TO GO?

Champions who meet half of their fundraising goal will be offered a seat at the Champions Table during our annual Hope Gala. It is our hope that all Champions are able to attend the Hope Gala. Champions will have the opportunity to volunteer for the first half of the gala before being seated for dinner. Some sample volunteer tasks include checking guests in and assisting with the silent auction.

### DO MY PARENTS GET TO GO?

Parents, guardians, friends, and family are all welcome to attend the Hope Gala by purchasing tickets or a table through traditional means.

**#GOBLUEFORJDRF**

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# 50 STATE CHALLENGE

## **WHAT IS THE #GOBLUEFORJDRF CHALLENGE?**

The goal of the 50 State #GoBlueForJDRF Challenge is to flood your colorable state map on the following page with JDRF blue by receiving a donation from each state.

## **HOW DO I DO IT?**

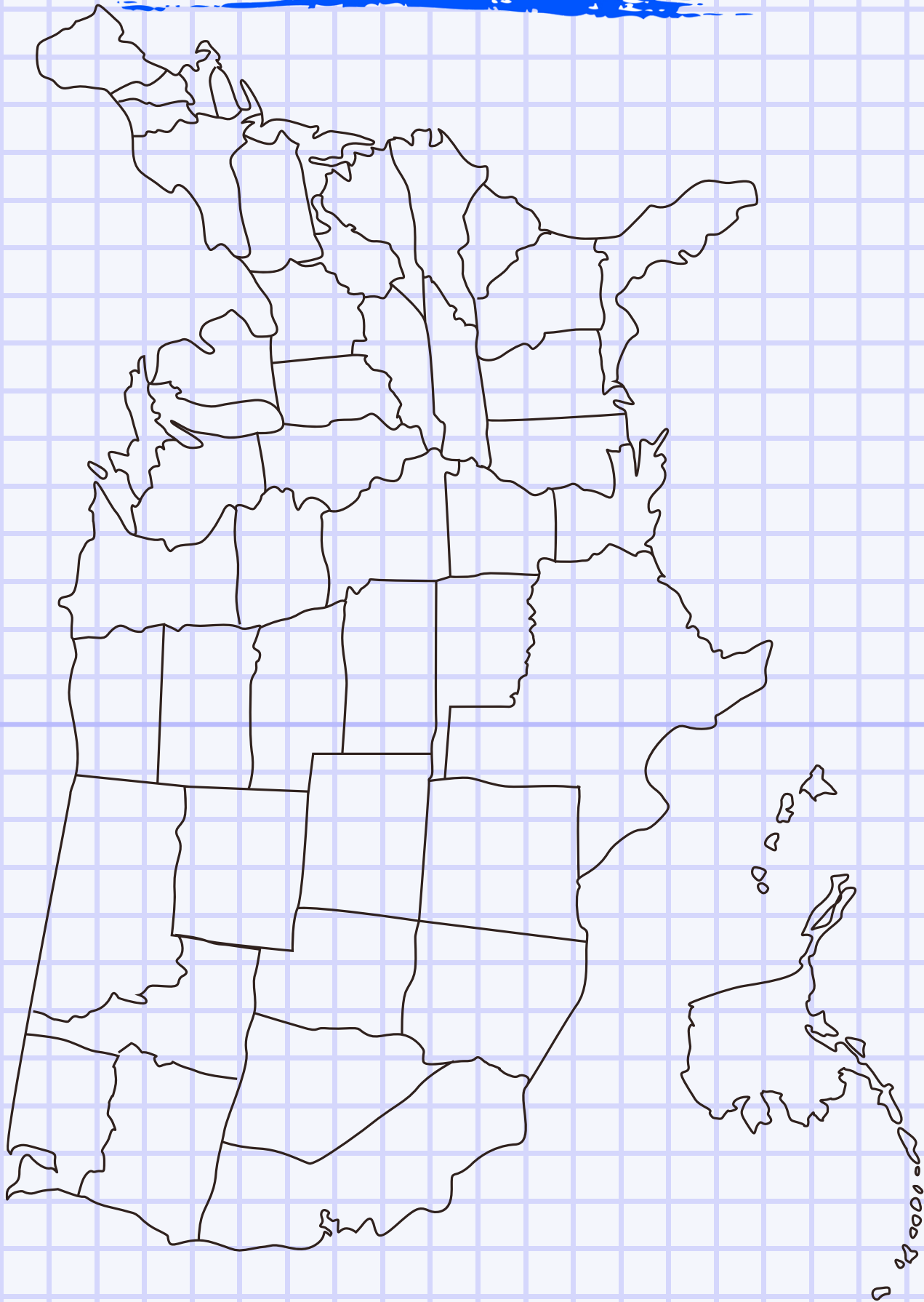
Start with reaching out to friends and family who live far away. It's a great way to reconnect with people across the country and share with them why you're raising funds for JDRF. Use social media like Instagram, TikTok, and Facebook to share your #GoBlueForJDRF challenge with your followers. Let them know you're fundraising for JDRF, share your connection to T1D, and challenge them to help you reach all 50 states. If you're only short a few states, be sure to call out directly which states you're missing. Be sure to link to your Your Way campaign whenever you share a post on social.

## **WHAT DO I GET FOR MEETING THE #GOBLUEFORJDRF CHALLENGE?**

The point of the #GoBlueForJDRF Challenge is to help you reach your fundraising goals in a fun and exciting way! However, anyone who floods their map blue will be recognized in the Champion materials for doing so.



# 50 STATE CHALLENGE

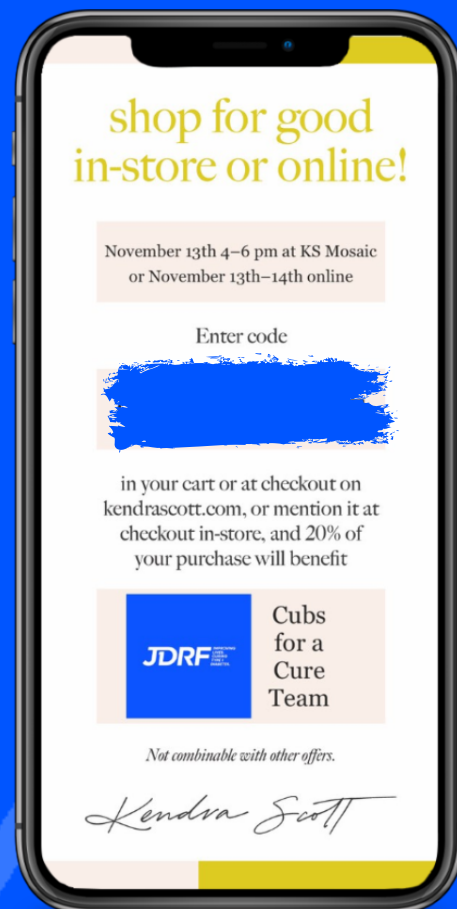


# FUNDRAISING IDEAS

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- Email/letter campaign – Champions write a personal message and then send it to their list of potential donors
- Host a virtual or in-person fundraising event – fitness class, trivia night, movie night, bake sale, etc.
- Use your hobby to promote the campaign (for example selling your art and donating the funds)
- Partner with a local store or company for a give back – Kendra Scott, Chipotle, etc.
- Link your Your Way page to your Social Media
- Do a presentation about T1D at your school or your parent's work



## RETAIL PARTNERSHIP



## SCHOOL RAFFLE

## DINNER EVENT



## TACO FUNDRAISER

# YOUR STORY

## FINDING YOUR VOICE

Begin your story with an introduction. Fill in the blanks below or create 2-3 sentences to introduce yourself. Include your name, age, school year, and connection to T1D.

My name is \_\_\_\_\_. I'm \_\_\_\_\_ years old and I'm in \_\_\_\_\_ grade. I like to \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. And I have type 1 diabetes/my (person) has type 1 diabetes/my connection to JDRF is \_\_\_\_\_.

Include the sentence below in your story:

Type 1 diabetes – or T1D - is an autoimmune disease that makes it impossible for the body to produce insulin, the hormone your body needs to get energy from food.

Circle two of the sentences below to add more details about T1D to your story. Or, create your own sentences to describe T1D.

- T1D comes on suddenly, has no cure and impacts every minute of every day for the rest of your life.
- T1D effects anyone at any age at any stage in their life, despite diet or lifestyle choices.
- T1D is a 24/7 disease that requires constant management.
- T1D means a life-long dependency on insulin and requires multiple finger pricks a day.
- There is nothing anyone can do to prevent T1D. Currently, there is no known cure.

# YOUR STORY

## IF YOU HAVE T1D PLEASE SHARE...

### YOUR DIAGNOSIS STORY

Create 2-3 sentences to share your T1D diagnosis story. Include the year you were diagnosed.

I was diagnosed with T1D in \_\_\_\_\_.

Ask yourself these questions to get started: Do you remember how you felt? Were you in the hospital? Did you know what T1D was before you were diagnosed?

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### LIFE WITH T1D

Create 2-3 sentences to share what life with T1D is like now.

I've been living with T1D for \_\_\_\_\_ years.

How has your life changed with T1D? Does T1D ever get in your way? What do you wish others knew about T1D?

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# YOUR STORY

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## IF YOU DON'T HAVE T1D PLEASE SHARE...

### YOUR JDRF STORY

In the first section of this activity you shared the below sentence:

I have type 1 diabetes/my (person) has type 1 diabetes/my connection to JDRF is \_\_\_\_\_.

Now, please create 2-3 sentences to expand on your JDRF story. If you shared that your (person) has type 1 diabetes, write a little about what they mean to you and how their diabetes affects them on the day-to-day. Maybe share your hopes for the future for them and how new diabetes technology could change their management.

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If you shared what your connection to JDRF is beyond a figure in your life, please write a little about your volunteer journey with JDRF. Share how you found JDRF. Tell donors why you're passionate about JDRF, volunteering, and raising funds for type one diabetes.

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# YOUR STORY

## THE CHAMPIONS PROGRAM

Include the below sentence in your story.

As a JDRF Champion, I work hard to raise critical awareness about T1D and am determined to find a cure for this disease.

Circle two of the sentences below to add more details about JDRF to your story. Or, create your own sentences to describe JDRF's vision and mission.

- JDRF is the leading international nonprofit fighting to cure T1D while also improving the lives of those living with T1D today.
- Our mission is to improve lives today and tomorrow by accelerating life-changing breakthroughs to cure, prevent, and treat T1D and its complications.
- JDRF raises, invests and drives more funds to T1D research than any organization in the world.
- JDRF has played a key role in major T1D advances –drug, device, cell research –in the last 50 years.
- JDRF has invested more than \$2.2 billion in research to find cures for T1D, while improving lives today through advocacy and community engagement.

## FINALLY, ASK FOR SUPPORT!

Use the below action prompt or craft your own:

Your generosity will help JDRF fund life-changing breakthroughs to remove the incredible daily burden of this disease—until it no longer exists.

Please support my fundraiser by making a donation today.

## FREQUENTLY ASKED QUESTIONS

[WHERE DO I FIND INFO ON JDRF'S TAX ID, EIN, AND/OR W9?](#)

[WHAT IF I DON'T MEET MY GOAL?](#)

[WILL I GET CREDIT FOR MATCHING GIFTS?](#)

[WHAT IF SOMEONE ASKS ABOUT SPONSORSHIP?](#)

[WHERE CAN I LEARN MORE ABOUT DONATING AN AUCTION ITEM?](#)

## HELPFUL LINKS

[YOUR WAY GUIDE](#)

[YOUR WAY FUNDRAISING PAGE \(NOT YET LIVE\)](#)

[JDRF MID-ATLANTIC CHAPTER PAGE](#)

[GALA WEBSITE \(NOT YET LIVE\)](#)

[MEET THE TEAM \(NOT YET LINKED\)](#)

[FILMING TIPS](#)

[JDRF WEBSITE](#)

[FIND YOUR VOICE WORKSHEET](#)

YOU WILL ONLY BE ABLE TO ACCESS THESE FILES  
AFTER ACCEPTANCE INTO THE PROGRAM

# THANKS TO OUR CHAMPIONS!

**IF YOU HAVE ANY QUESTIONS ABOUT THE CHAMPIONS CAMPAIGN  
OR THE MID-ATLANTIC HOPE GALA, PLEASE CONTACT:**

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