

# Fundraising Online

## 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 Ride 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.



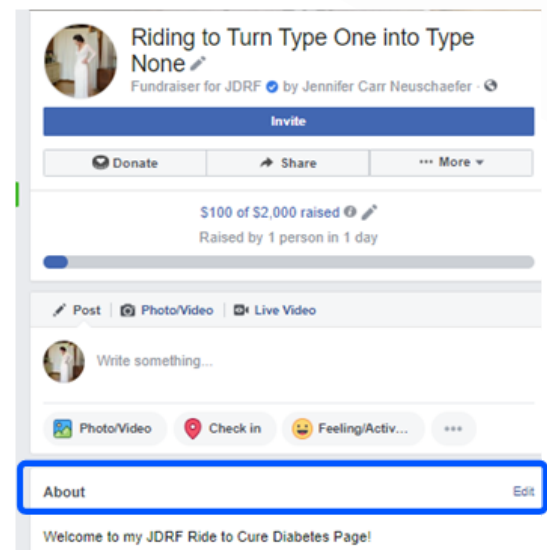
### Create a Facebook Fundraiser

Reach your goal faster by connecting your Ride fundraising with Facebook.

1. Connect your JDRF page to Facebook.
2. Invite friends, share updates and collect donations through your Facebook fundraising page.
3. The money you raise on Facebook will count towards your JDRF fundraiser.

Connect to Facebook

Cancel



# Fundraising Online

## Facebook & Instagram Post Templates

- This year, I'm taking part in the JDRF Ride to fund research to find a cure for type 1 diabetes (T1D). I've begun training for a bike ride that I know will challenge me physically and mentally. But it will be worth every mile I ride to raise money because for the first time in our history, there is a clear path to cures for T1D.

Please consider making a donation to JDRF as I aim to Ride [X] miles in [insert location] to bring us one step closer to a world without type 1 diabetes. Any amount you are able to give is greatly appreciated. [Insert link]

- This year I'm riding and fundraising to support JDRF, who is leading the way in scientific breakthroughs that will make it safer and easier to live with type 1 diabetes (T1D), until there are cures. Please consider donating to my JDRF Ride 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]
- JDRF works every day to change the reality of type 1 diabetes (T1D) for millions of people—and to prevent anyone else from ever knowing it—by funding research, advocating for government support of research and new therapies, ensuring new therapies come to market and connecting and engaging the T1D community. Please visit my page to show your support and help advance even more research to treat, prevent and ultimately cure type 1 diabetes. [Insert link]

## Twitter Post Templates

- 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]

# Fundraising Online

## Fundraising Ideas

### Online Silent Auction

Consider hosting a silent auction online. We have learned more people can join in on the fun through an online auction. Utilize Google Forms to set up a virtual silent auction or pair it with an in-person auction. Don't forget about raffles and 50/50's!

### 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.

### Bake Sale

If you have a love for baking, then a 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] – you will dye your hair BLUE for diabetes!

### 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 or in person 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.

### Fun 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 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
- Babysitting

# Fundraising Online

## Fundraising Ideas

### Front Door Decorating Contest

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

### Electronic Cookbook

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

### High Five Challenges

Ask friends and family to send a virtual high \$5 by making a donation on Facebook, Venmo, etc.

### Flock your Yard

Years ago, there was a family in the San Antonio JDRF Chapter who would use blue painted flamingos to "flock your yard". People would pay to flock someone's yard. Create your own flock your yard!

### 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 Ride 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 Ride and provide details on how readers can support you.

# Fundraising Online

## Fundraising Ideas

### Bring Supporters Along for the Ride

For a \$20 donation, let your donors know you'll write their name on your calf or arm and take their support along for your ride. Or, you can ask for donations to sponsor your wheel spokes!

### Donor's Choice

Ask your supporters to donate an amount that's meaningful to them. Maybe it's the number of years you've known each other or the age you were diagnosed with T1D. Your donors will love getting creative and it'll make them feel more connected to your journey.

### Handwritten Letter

Who doesn't love getting cards in the mail? Keep it simple and personal by sending handwritten letters in the mail to share your story. Include a self-addressed envelope with a stamp to make it even easier for your donors to give.

### Now's the Time

Most people give when there is a sense of urgency. Post your fundraising link on social media the morning of your Ride and share photos of your Ride Day. Let everyone know how far you are from reaching your goal and that you hope to reach it by the end of your Ride. Once you reach it, increase it!

### Facebook Yard Sale

Host a yard sale on Facebook! Post photos of your new items each week and ask your friends if they're willing to donate items as well. Items can be claimed by commenting on the photo and by donating to your fundraising page. You'll be surprised how quickly the donations will add up! One Ride family raised over \$10,000 this way!

### Give a Gift Card

Ask for a donation or purchase a gift card from a local restaurant or business in your community. For each donation, donors earn a chance to win that fun prize! Not only are you making it fun for your donors, you're supporting your community at the same time. Record you picking the lucky recipient and post on social media.

# 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 in 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 and JDRF Your Way.

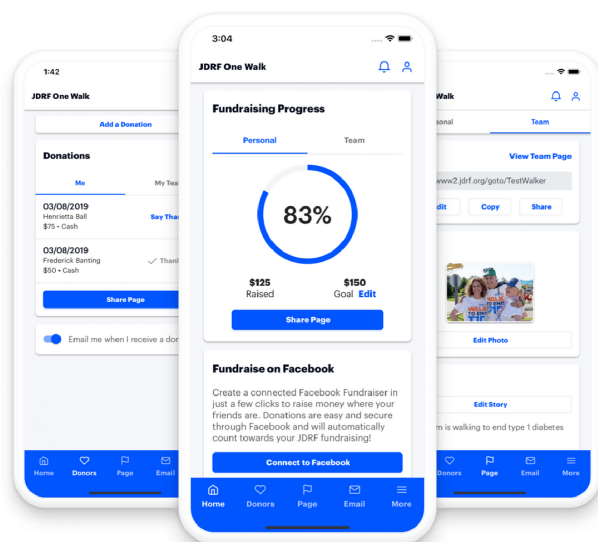
[Download](#) it today at [jdrf.org/app](http://jdrf.org/app) and check out all the great features available.

### How to Send a text from the App

- Login to your JDRF Fundraising App and select the “JDRF Ride”
- 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 hit send!

### Text Template

Hey [name]! I am excited to participate in the JDRF Ride this year and gather with riders from across the country. My goal is to raise [insert goal] and ride [insert miles] and I was hoping you would consider supporting me by making a donation. Any amount is greatly appreciated!



# Fundraising Online

## Creating Your Own Video

### How to Create Your Own Video

Looking for a new and fun way to give your JDRF Ride fundraising efforts a boost? Create your own JDRF Ride fundraising video to share with family, friends, and colleagues. It is pretty simple by using 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 Ride videos made by people just like you! Visit YouTube and search "JDRF Ride to Cure Diabetes" to get some inspiration or click on these links:

[Why I Ride: Jewels Story](#)

[Why I Ride: Tim's Story](#)

[Why I Ride: Baylor's Story](#)

#### Step 2

Craft your message to most effectively tell your story of why you Ride. 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 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!



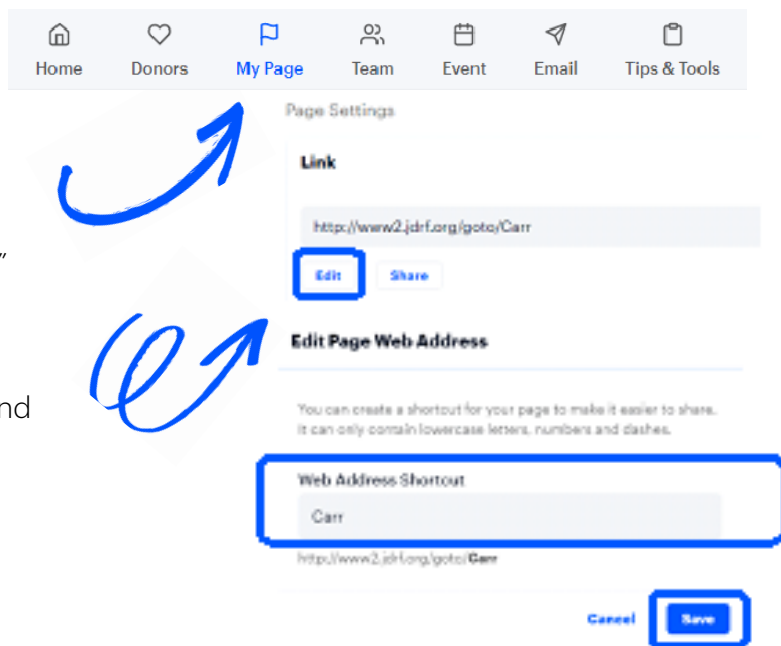
# Fundraising Online

## How to Customize Your Fundraising Link

Creating a custom link can make it easier for donors to locate your JDRF Ride 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 Ride Participant Center by visiting [ride.jdrf.org](http://ride.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”.



*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 donors do not know how or do not have the capability to scan a QR code with their phone.

