

## FUNDRAISING TIPS FOR WALK TEAMS

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When writing a letter requesting Walk donations, make it personal. The more emotionally vulnerable you are when sharing your experiences with type I diabetes, the more responsive your donors will be. Be certain to send your letter not only to family, friends, co-workers, and club, committee and religious Organization members; but to those who provide you with services throughout the year and are grateful for your business. When mailing your letters, don't forget to include a self addressed stamped envelope. Or, conduct your letter writing campaign online by using Walk Central (<http://walk.jdrf.org/>). Teams have found their fundraising increase dramatically just by using the JDRF online tools. Sample letters are in your folder.



Widen the reach of your letter writing campaign by requesting family and friends to mail or email your letters. You can create a different version of your for these lists, introducing yourself and making a new connection, i.e. "I am Mary's sister and you may know that her niece, my daughter, is a type I diabetic..." Or ask your family and close friends, as well as your service providers and business associates with corporate emailing lists, to forward your donation request on to their friends and colleagues.



Try keeping in touch with your donor list throughout the year, not just during the Walk solicitation season. Send updates and progress reports regarding type I diabetes research, photos of inspirational experiences, or JDRF's Government Action

Alerts notifying your donors of pending legislation that affects type I diabetics. To sign up to receive these alerts from JDRF, please visit [www.jdrf.org](http://www.jdrf.org).



When contacting individuals who have donated to your team in the past, remember to thank them profusely. Offer to send them their previous giving amounts in case they have forgotten. Donors often meet or exceed past donation levels when reminded of their own generosity and of how greatly it was appreciated.



Take advantage of existing JDRF fundraising tools at JDRF's National web site and Walk Central (<http://walk.jdrf.org/>). JDRF's Walk Central offers Team Leads, Captains and Walkers a personalized, fun, easy, and effective way to recruit walkers, register, and fundraise online. Be sure to also check the Capital Chapter's web site [www.jdrfcapitol.org](http://www.jdrfcapitol.org) for current fundraisers and fundraising ideas.



Utilize existing fundraising programs in your community such as the restaurant that you visit frequently! Some local restaurants will donate a portion of a night's proceeds to a non-profit organization. Here's a list of some of the restaurants that have supported the Walk in the past with events like these: Chicken Out, California Tortilla, Fuddruckers, Hard Times Café, Baja Fresh, Glory Days Grill, Silver Diner, and Austin Grill.

## MORE FUNDRAISING TIPS FOR FAMILY WALK TEAMS

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Take advantage of fundraising kits or the multitude sales kits and home parties available to bolster your team total. Some such fundraisers are already set-up through the Capitol Chapter and can be found listed at [www.jdrfcapitol.org](http://www.jdrfcapitol.org) under third party events.



Organize your own fundraising event such as a bowl-a-thon, spaghetti dinner, car wash, bake sale, black tie event, concert, golf outing, and garage sale; or honor a private event such as a birthday, Bar/Bat Mitzvah, First Communion, Confirmation or Wedding by accepting donations to JDRF in lieu of gifts or flowers.



Make use of the fundraising techniques utilized by major corporations in your very own work environment including donations made to "dress down/jeans days", dimes for diabetes or coins for a cure. JDRF has collection canisters waiting to be used.



Involve as many people as possible. Bring a friend to every JDRF Walk- related event (such as the Kick-Off Luncheon), and invite everyone you know to join your team by registering at [www.jdrf.org](http://www.jdrf.org). If they are unable to participate on Walk day, ask them to be a "Virtual Walker" who joins your team and requests donations on your team's behalf without actually walking the day of the event.



Sell sneakers. The colorful JDRF Walk sneakers are sold annually at local retail stores such as Marshalls, Walgreens, WaWa, and Advance Auto Parts prior to the Walk. You can also sell these sneakers to raise money for your team. Sell them at local events or meetings that you attend, school sporting events, or board meetings. You can even ask local businesses such as your hairdresser, dry cleaner, or corner store if they will sell the sneakers to their customers. You can sell them for \$1 each, or choose to sell each of the 4 colors for a different amount, say \$1, \$5, \$10, & \$20.



A good number of companies offer matching gifts to their employees. Check with your company to see if they have a matching gift program. If they do, you can instantly raise additional funds for your team - with no work on your part. Some companies match 100% of what you raise!



Organize a Walk or fundraising effort at your Childs School. There is an educational component that can go along with the fundraising, plus, the school will receive 10% of the amount raised.



Create team spirit by designing a team t-shirt and promote a playful competitive spirit by rewarding the highest contributing team member. Remember to tell everyone you meet exactly why you are so devoted to finding a cure for type I diabetes!

