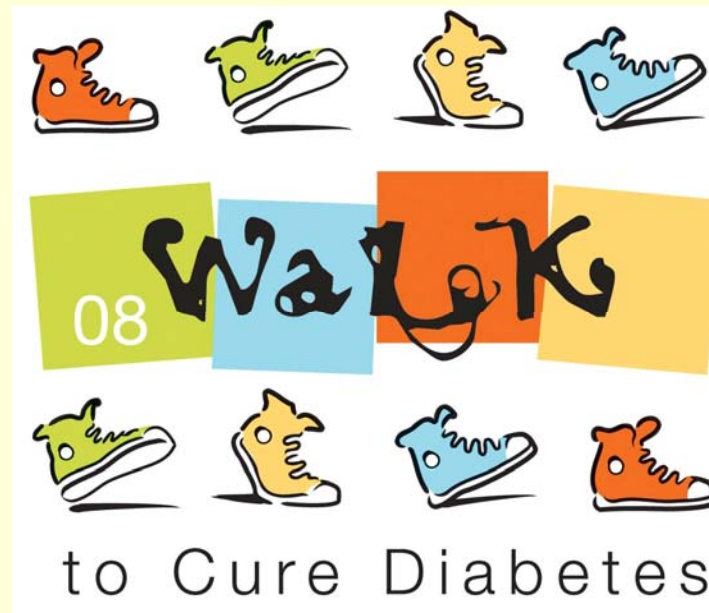


Fundraising Ideas that Really Work



Letter Writing

- Conducting a letter writing campaign is one of the most cost effective and easiest ways to raise money
- Can be conducted via email or postal mail – know your audience
- Average letter writing campaign raises \$1,500!
- Sample letters can be found in the packets

Tips for all fundraisers

- Create incentive prizes to encourage participation
- Be sure to put a face with the event
- Follow-up
- Participate



Restaurant Days

- Most restaurants will allow you to pick a pre arranged day where a percentage of proceeds will benefit your Walk Team
 - You would need to discuss exact details with restaurant management
- Some past supporters include:
Chicken Out, California Tortilla, Fuddruckers, Hard Times Café, Baja Fresh, Glory Days Grill, Silver Diner, and Austin Grill

Sneaker Sales

- JD RF already participates in sneakers sales in the Fall with Advanced Auto Parts, Walgreens, Marshalls, and WaWa
- Consider asking a restaurant, retail store you frequent to hold a sneaker sale for you
- There is no set dates for when you should hold the sales
- Sell sneakers for \$1 each OR each color for a different denomination – example: \$1, \$5, \$10, \$20
- Create incentive prizes to encourage employees to sell sneakers

Marketing at local stores

- Consider taking a day, or a few hours to promote the Walk in front of a store. While you do this, you can collect donations for your team.
- Stores such as Giant and Wal-Mart allow you to arrange such days with the Managers or Community Coordinator
- Budget permitting, Wal-Mart will even match the donations you receive in front of their store

Jeans Day or Dress Down Day

- Do you work for a company where casual Friday doesn't happen?
- Does your child attend a school where uniforms are a must?
- Consider coordinating a day where a set donation will allow you to wear those jeans or your children to pick out something different to wear for the day.

Coins for a Cure

Dimes for Diabetes

- Another great idea for schools, work, or that local business who would rather not do a sneaker sale.
- Collection canisters can be requested from the JDRF office at anytime or picked up at the Kick-off Luncheon.



Car Wash

- Many area gas stations will participate.
- Hold the carwash close to the Walk date, so you have warmer weather and lots of participants!
- Make it a party- play music, get pizza, etc!
- Again, put a “face” to the cause.
- Bring walk brochures for last minute registration.
- Make the carwash “free” but accept donations (people generally will give more this way).
- Engage your customers in conversation about Juvenile Diabetes and the Walk.

Ongoing JDRF Fundraisers

- Be sure to check out the JDRF Capitol Chapter website for ongoing fundraising ideas www.jdrfcapitol.org
- JDRF Night at the Washington Capitals - \$5 from every ticket purchased through the designated site will go to your team
 - Sunday, February 24th at 3:00pm