



Fundraising Toolkit

2022

It Takes One Walk to End T1D

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Get Ready To Walk With Us!

Show the world that together, we can conquer type 1 diabetes (T1D). If you're living with T1D or you love someone living with T1D, you'll likely do just about anything to make life easier. Now you are part of the largest T1D event in the world, no matter where you are. Your One Walk will power more research, enable more advocacy, and fund more support for the 1.6 million Americans living with T1D. You are part of the lasting footprint we'll make for the T1D community now, and for generations to come.

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, together with you, 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.



GOAL SETTING

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 individuals and teams. Select a goal and activity that is meaningful to you, and leverage your story and experience to inspire support for your T1D community of family and friends. What will your One Walk goal be?

New to the JDRF One Walk is our mile tracker: walk anywhere and log your miles towards mission! 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.

Additional Tip: Do you know what your T1D Footprint looks like? Consider creating your own T1D Footprint by visiting the JDRF website [here](#).

Impactful Goal Setting Ideas

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 to drive awareness and fund research for a cure!

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. Be sure to connect to Strava by logging into your Participant Center.

Walk the length or width of your state

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

Number of years since diagnosis

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

FUNDRAISING INCENTIVES

Individual Incentives

\$100

JDRF's Official 2022 One Walk Shirt

Once a milestone is met, a shirt will be directly sent to the participant.



\$1,000

Exclusive VIP Rewards: Badge, with lanyard and collectable lapel pin

VIP rewards will be distributed locally on event day.



Fundraising Rewards Catalog

Electronic level based catalogs (\$500 to \$10,000+) featuring a collection of items



Each fundraising level unlocks additional reward prizes to choose from. Limit one reward prize per person. You will receive your certificate code for the fundraising level you achieved approximately 4-6 weeks from the deadline. [See what reward incentives you can earn!](#)

Asking for Support

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.

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. 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

See your Participant Center for templates for sharing your story on social, sending emails, and letters.

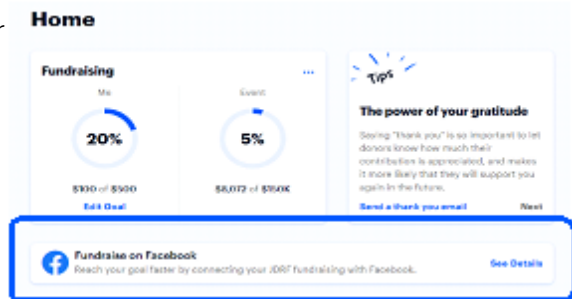
- Thank you to everyone who has donated (tag recent donors)! We are now just \$XXXX away from reaching our goal of \$XXX. [Insert link]
- Type 1 diabetes (T1D) does not stop for anything. No donation is too small. Every dollar you can give will truly make a difference. [insert link]

Don't forget to thank your donors! Whether you give them a shout out on social media or send a handwritten 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!

Fundraising with 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.



Fundraising Ideas

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!

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 to "flock your yard". People would pay to flock someone's yard. Create your own flock your yard!

High Five Challenge

Ask friends and family to send a \$5 donation on walk day as an encouraging high-five for your T1D champion!

Use your miles

Tell your donors for every \$25 donated on a specific day, you will walk 1 mile! Get creative with what you can challenge yourself to do!

Simply Ask

Remind everyone of why JDRF's mission is important to you, and ask that if they can't hey support the event this year and join you to walk together!

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.

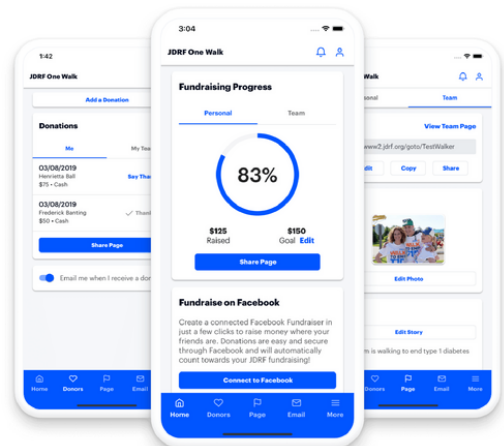
[Download](#) it today at jdrf.org/app and check out all the great features available.

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 hit send!

Text Template

Hey [name]! I am excited to participate in the JDRF One Walk this year and gather with our team again both near and far. We are walking [insert team name/your name]’s way! So this year [insert your plan for event day]. My goal is to raise [insert goal] and I was hoping you would consider supporting me by making a donation. Any amount is greatly appreciated!



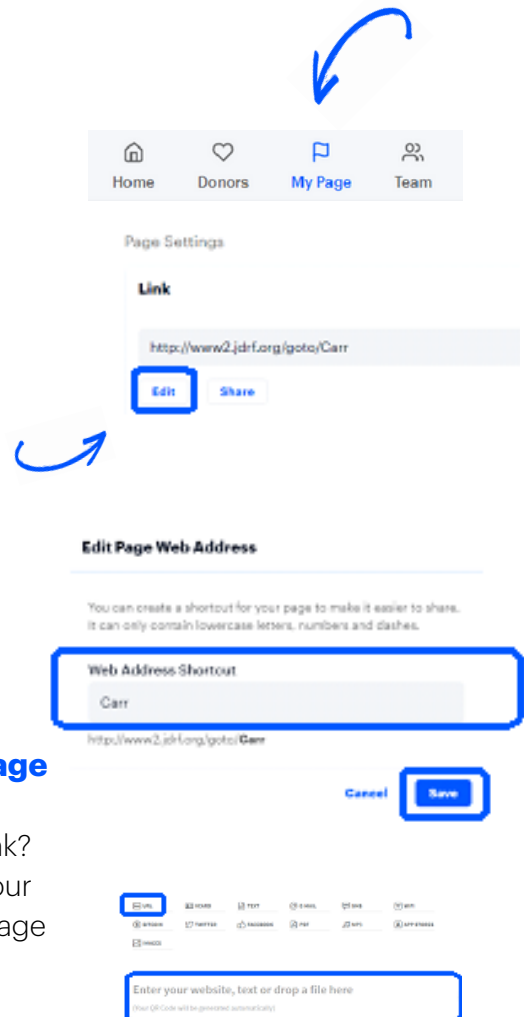
How to Customize Your Fundraising Link

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.
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 donors 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
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.



MATCHING GIFTS

Double the Impact of Your Donation

Many employers offer matching gift programs and match 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.
- 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 fundraising deadlines. 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. Be sure to familiarize yourself with your 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 and your walk site location 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

JDRF's Federal Taxpayer ID is 23-1907729.

If you have any questions about matching gifts please email us or call 212-785-9500.

ADDITIONAL RESOURCES

JDRF Walk Website

walk.jdrf.org

Fundraising Tips and Tools

https://www2.jdrf.org/site/SPageServer?pagename=walk_tips

Research Updates

<https://www.jdrf.org/blog/?topic=research-news>

T1D Resources and Support

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

JDRF Near You

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

If you have any questions, please contact
your local chapter. Thank you!

