



Top Ten Steps for Walk Fundraising



Step One

Online Fundraising is Oh So Easy

Visit www.jdrf.org and create your own personal page that prospective donors can view. Set your goal, upload your e-mail list, add a personal photo, and send out your customized letters inviting your contacts to make an online credit card contribution. Sit back and watch the dollars grow on your own personal website!



Step Two

Face-to Face Conversations Seal the Deal

Asking people in person is a fast and effective way to collect donations. Ask 10 friends for \$10 each and you will raise enough to earn the JDRF Walk t-shirt! Use JDRF and diabetes information available in your Walk brochure or online to inform them about how contributions raised through the Walk to Cure Diabetes will be used and why your personal participation is important to you.



Step Three

Letter Writing Makes an Impact

Sometimes a personalized and stamped letter can work magic. Remember, not everyone has email, so you may have some great potential donors who need to receive your formal solicitation letter.



Step Four

Follow up is Key

Be considerate, but remember that people are busy and may need a little nudge. Share a reminder on why you are raising money for diabetes research. Tell everyone how the fundraising is going and how close you are to your goal, and remind them that it's not too late to contribute. This little reminder can clinch your success!



Step Five

Matching Gifts Double Your Efforts

Find out if your company has a matching gift program. Always remember to ask your sponsors whether or not their companies will match their donations. See if your company offers a match program at www.matchinggifts.com/jdrf.



Step Six

Walk Brochure—Never Leave Home Without It

Always carry a JDRF Walk to Cure Diabetes brochure wherever you go. You never know when you will run into a potential supporter!



Step Seven

Ask Where You Shop, 'Til You Drop

Ask the businesses you frequent for a donation—such as your grocer, hair stylist, dry cleaner, doctor, gym, coffee shop, and favorite restaurant.



Step Eight

Grab Peoples' Attention

Promote your efforts for the cause by wearing your favorite Walk to Cure Diabetes T-shirt. You will be more "official" and get more attention promoting your upcoming Walk. Also bring along a personal story to share—if you don't have a diabetes connection, ask your local JDRF Chapter for a Child Ambassador's story.



Step Nine

Donor Amounts—Think Big, Get Big Results

Don't undersell your cause and your efforts! Any size donation is great, but if you ask for too small of an amount, people will limit their giving. Try saying "I am asking 10 of my friends for \$10 – can you make a donation to fund diabetes research?" Or if you are fundraising online, ask someone who you think will make a larger donation to let you list it on your fundraising webpage – people will see that example and follow suit!



Step Ten

Always Be Thankful

Be sure to send thank you notes to all your donors. Let them know how much you raised, as well as how much your local Walk to Cure Diabetes raised. You can also share some great research funding highlights.