



Sun Life Walk to Cure Diabetes for JDRF Fundraising Tips:

- 1. Rally your supporters and team** – create an email or Facebook page to share stories, encouragement, key fundraising learnings and tips and encourage your team members to do the same.
- 2. Make a gift to yourself** – the best way to encourage others to give to your efforts is to lead by example and kick-off your fundraising by making a donation to yourself.
- 3. Personalize your ask** – share your story and tell others why you are participating in the Sun Life Walk to Cure Diabetes for JDRF. The more personal you make it, the more people will relate. You would be surprised how many people have been impacted by diabetes.
- 4. Ask, Ask, Ask** – You don't get what you want without asking. Ensure that you cast a wide net and make each ask personal; you will be surprised where donations will come from. There are templates and resources in the Participant Centre to help you.
- 5. Don't forget to get Social** – You will be surprised at the support you will receive from Facebook, Twitter, and other social posts. Getting social is easy, by using the Facebook, Twitter, and email share buttons on your personal fundraising page. Participants that shared on social media raised 65% more than those who did not.
- 6. Don't be afraid to think BIG** – ask for specific amounts from people or organizations that you know can make a bigger donation. Don't be afraid to follow up with a phone call.
- 7. Don't forget to follow up** – Most people are willing to give but may need a gentle reminder. Just because they did not respond initially doesn't mean they don't want to support you. They just need a reminder.
- 8. Celebrate special events by supporting JDRF** – Whether it's a birthday, anniversary or any special event, ask people to make a donation to your fundraising in lieu of a gift.
- 9. Download and share** – Check out the resources on our site. You get access to email signatures, Facebook cover photos, Twitter headers, event pictures and more. Using these tools will not only increase your fundraising; it will also create greater awareness about type 1 diabetes (T1D).
- 10. Show your gratitude** – Be sure to say thank you after you receive a donation and keep your donors and supporters updated on your progress. Use Facebook and other forms of social media to show your gratitude to your donors. Refer to thank you templates in your Participant Centre.