

# Fundraising Tips

30  
YEARS OF  
PROGRESS

Fundraising can be fun! With a little planning, some creativity and passion, you will soon be on your way to reaching your goal for this year's **Sun Life Walk to Cure Diabetes for JDRF!**

## 1 RALLY YOUR SUPPORTERS AND TEAM

Create an email group or Facebook page to share stories, encouragement, key fundraising learnings and tips. Encourage your team members to do the same start your fundraising by making a \$50 to your own campaign. Watch as others follow your lead.

## 2 TAKE THE LEAD AND MAKE A GIFT TO YOURSELF

The best way to encourage others to give to your Walk fundraising is to lead by example and kick-off your fundraising by making a personal donation.

## 3 PERSONALIZE YOUR ASK

Share your story and tell others why you are participating in the Walk. The more personal you make your story; the more people will relate. You might be surprised by how many other people have also been impacted by type 1 diabetes (T1D).

## 4 ASK, ASK, ASK

It never hurts to ask. Ensure that you cast a wide net and make each ask personal. Donations can come from unexpected places. Check out your Participant Centre for templates and resources to help get you started.

## 5 GET SOCIAL

Participants who share their fundraising efforts on social media raise 65% more than those who do not, and a lot of support can come from Facebook, Twitter, and other social media posts. Getting social is easy, simply use the Facebook, Twitter, and email share buttons available on your Participant Centre. Bonus tip: Don't forget to personalize your fundraising page to demonstrate your personal connection to the cause.

## 6 DON'T BE AFRAID TO THINK BIG

Ask for specific amounts from people or organizations that you know can make a bigger donation and follow up with a phone call to make the connection to your big ask personal.

## 7 DON'T FORGET TO FOLLOW UP

Most people are willing to give but may need a gentle reminder. Just because someone did not respond initially to your request doesn't mean they don't want to support you. They just need a reminder. Send a follow up email with an update on your progress and don't forget to include a link to your fundraising page.

## 8 CELEBRATE SPECIAL EVENTS BY SUPPORTING JDRF

Whether it's a birthday, anniversary, or any special event, ask people to donate to your fundraising campaign in lieu of a gift.

## 9 DOWNLOAD AND SHARE

Check out the Fundraising Resources on our website and within the Participant Centre. Using these tools will not only help bolster your fundraising; it also raises greater awareness about T1D.

## 10 SHOW YOUR GRATITUDE

The most important thing you can do as a fundraiser is say thank you to everyone who supported your efforts. Our Participant Centre offers easy ways to track donors and includes message templates to make saying Thank You a breeze.

Still looking for more tips and tricks to achieve fundraising success? Connect with our Walk Support Team by calling 1.877.505.5373 or via email at [walk@jdrf.ca](mailto:walk@jdrf.ca)

**TOGETHER  
WE WALK**  
to cure T1D