



HOW TO TELL YOUR STORY

You can make the Walk to Cure Diabetes even more exciting for you and your family by being creative with your fundraising methods and by building a large team. The most successful teams tell their personal story in a variety of ways—letters, emails, social media, personal websites and blogs, and face-to-face! Here are some tips to help you get started!

1. Write Your Personal Story

Share what it's like for you or your loved one to live with T1D. Write about you or your loved one's daily routine, your concerns about potential T1D complications, and why JDRF is important to you and your family. Include recent family pictures, your team's fundraising goal, and the ways in which your friends and family can support JDRF whether they make a donation or join your team and fundraise on your behalf. Let your friends and family know how their support makes a difference to your family so they can see how important their contribution is, each and every year!

2. Keep It Fresh!

Just like everything that goes along with T1D, sometimes we grow tired of fundraising. Families who have participated in JDRF Walk to Cure Diabetes for several years may feel that they have said all there is to say. We hear you. But consider this: If we don't ask, we don't receive donations. Our family and friends put us in their annual giving plans, and even when we get tired of asking, we have to give them the opportunity to donate so that they can continue to be part of JDRF's mission to cure, treat and prevent T1D. Here are some tips from JDRF fundraising pros to help keep it fresh:

- Include recent developments in you or your loved one's life, from a treatment development like a new pump or a new insulin, or a life development like making a new sports team, going off to college, or a pregnancy. Hope is always appropriate!
- Get a new perspective. Tell the story from the child or adult with diabetes, a sibling, a close friend, or a grandparent.
- Make a video letter. A picture is worth a thousand words and a personal video helps friend and family see what life is like with T1D. Share your video as part of your JDRF Walk to Cure Diabetes fundraising campaign. [View the How to make a Video guide](#) to get started.

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WALK.JDRF.ORG

3. Set Up Your JDRF Walk to Cure Diabetes Participant Center

Be sure you have officially registered at walk.jdrf.org so you have access to great online fundraising resources. Your online Participant Center allows you to create your personal and team web pages and personalize it with photos and your personal story. You can also send recruitment and fundraising emails to donors and team members, access sample letters and appeals, view fundraising tips and tools, and use our Fundraise with Facebook application.

4. Create Your Contact List

Start developing your personal contact list. Use your email address/address book, holiday card list, team rosters, the directory from your place of worship, and your business contacts. Consider sending a letter via postal mail to special people in your life such as grandparents, aunts, uncles, cousins, close family friends, or those who have been significant contributors to you in the past. Then enter or upload the rest of your contacts into your Walk Participant Center to send emails, track donations, and track responses.

5. Share Your Story

By combining email, postal mail, and social networking, you can share your story with more people than ever before and have greater fundraising success! Once you personalize your Walk fundraising webpage, write your story, and gather your contacts, you are ready to share your story! Start by sending your postal mail letters and emails, and then share your story on your social networking sites like Facebook and Twitter, or on your personal blog. Use the [Fundraise with Facebook application](#) to ask for donations, share information about the Walk, and to ask others to join you in your efforts.

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