

# Telling Your Story

Did you know that sharing your personal story can be the most powerful way to really connect with potential donors? To help get you started, here are some tips on how to craft and share your story with your network of friends, family and co-workers.

## BEST PRACTICES FOR TELLING YOUR STORY



Be true to your style. Whether it is funny, serious or silly—it's important that people see your personality come through in your message! Your friends and family will want to support you in reaching your goal for a cause that you care about.



Keep your messages short and to the point. Below you will find a list of details to consider including, while keeping in mind that most people prefer shorter messages.



Customize what you are saying based on who you are talking to. For example, if you're asking for support from someone with limited or no knowledge of T1D, give them information on the condition and how it impacts you— but that's likely not necessary if you're talking to someone who is directly impacted by T1D.



Use the right communication vehicle for the right person—if Aunt Sally isn't on Facebook regularly, don't depend on posts to grab her attention. Send her a letter. Everyone loves opening mail! And by doing this you are more likely to get a response from them.



Add a visual—a picture or a video goes a long way. Your personal fundraising page is a great place to add pictures and even a video. But don't limit yourself there! Emails, social media posts, flyers, texts and more allow you to really personalize your message with a visual. Tie it to the cause or your event to really drive home how important your fundraiser is to you.

# WHAT TO INCLUDE IN A COMPELLING FUNDRAISING REQUEST

By taking the time to personalize your messages you will provide information that your potential donors want to know about you and this cause that means so much to you and also what they need to know about your fundraising efforts.

## What you are doing to raise funds?

Whether you're running a race, celebrating a special occasion, or any other fundraiser you may be excited about—let people know how you're raising money for JDRF.

## When are you doing it?

Share your event date! Communicate this with people and let them know some target dates and goals you have for your fundraising.

## What is type 1 diabetes (T1D) and how does it impact YOU?

If you are reaching out to people who do not know what T1D is, give them an overview. There are some great stats and information in the Fact Sheet to pull from but you should still personalize this area. Explain what life with T1D really means. If you don't have a direct connection to T1D, use the Life with T1D or Turning Type One into Type None sections to help get you started.

## Why JDRF?

Check out our Fact Sheet or [JDRF.org](http://JDRF.org) to learn more about our mission and what we do. As the leading global organization funding T1D research, we are accelerating life-changing breakthroughs to cure, prevent and treat T1D and its complications. But what are you most excited about? Is there a clinical trial or a research area that you have read about that keeps you motivated? Has JDRF provided a community that you can go to for information and support? Do our advocacy efforts resonate with you in a completely different way? There are so many reasons to fundraise for JDRF, but what are YOURS? That's what your potential supporters want to hear.

## What's your fundraising goal?

Letting people know about progress toward your goals can be a great way to inspire them to donate!

## What are you asking people to do?

Whether it's to donate, join you in participating, or come to an event—be specific and clear.

## Want to make it easy for them?

Add the link to your fundraising page!

**Don't forget to say thank you!**

## WAYS TO TELL YOUR STORY



**Social media:** There are links in your Participant Center to help make sharing your story and fundraising progress a snap! Facebook is always a great vehicle for quickly getting your story out to your network. And don't forget about Twitter, Instagram and LinkedIn as well.



**Mail:** Who doesn't love getting mail? Write a personal letter to share your story and your fundraising plan. This works especially well with people who are not on social media and/or don't check their email regularly.



**Personal and/or team fundraising pages:** Personalize these pages to tell YOUR story. Don't forget to include photos and make it your own.



**In person:** What could be a better venue to tell your story than face-to-face? Just make sure you are able to give people clear directions on how to make donations.



**Create a video:** If a picture tells 1,000 words, a video tells 10,000! You can upload your video to your fundraising page and to websites like YouTube.



**Call or text:** These days our cell phones are always nearby. Take advantage of that fact!



**Email:** Email is a great way to get your story out to many people at once. And, it's easy to include a link to your fundraising page!



**Be creative!** Don't be afraid to really think outside of the box and come up with new—and fun—ways to connect with your community.

## WHO TO ASK: REACH OUT TO EVERYONE!

- Family
- Friends
- Co-workers
- Roommates
- Team members
- Neighbors
- Club members
- Classmates
- Teachers
- Doctors / Dentists
- Friends of friends
- Hair stylist
- People you have donated to

We really can't thank you enough for everything you're doing to create a world without T1D. Remember, every dollar you raise will make a real impact on the lives of those affected by this disease.

**So get out there and share your story!**