



TOP 10 FUNDRAISING TIPS FOR FAMILY TEAMS



Compiled by JDRF Team Captains Denise Whitehouse (Emily's Enthusiasts)
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1. When **writing a letter** requesting donations, make it **personal**. The more emotionally vulnerable you are when sharing your experiences with type I diabetes, the more responsive your donors will be. Be certain to send your letter not only to family, friends, co-workers, and club, committee and religious organization members; but to those who provide you with services throughout the year and are grateful for your business, such as drycleaners, hair stylists, manicurists, dentists, accountants, lawyers, stock brokers and teachers. Sample letters and more ideas on starting a letter writing campaign can be found in your JDRF Family Team folder.

2. **Widen the reach of your letter writing campaign** by requesting the address books/email lists of your family and friends. You can send a different version of your letter to these lists, introducing yourself and making a new connection, i.e. "I am Mary's sister and you may know that her niece, my daughter, is a type I diabetic..." Or ask your family and close friends, as well as your service providers and business associates with corporate emailing lists, to forward your donation request on to their friends and colleagues, or club, committee and religious organization members, adding their own plea on your behalf.

3. Try **keeping in touch with your donor list throughout the year**, not just during the Walk solicitation season. Send updates and progress reports regarding diabetes research, photos of inspirational experiences such as visiting your Senator or Representative as part of JDRF's *Promise to Remember Me Campaign*, or JDRF's Government Action Alerts notifying your donors of pending legislation that affects type I diabetics. Email and social networking sites, such as Facebook and MySpace, make it easier than ever to keep your donors informed and updated!

4. When contacting individuals who have donated to your team in the past, remember to **thank them profusely**. Offer to send them their previous giving amounts in case they have forgotten. Donors often meet or exceed past donation levels when reminded of their own generosity and of how greatly it was appreciated.

5. Take advantage of **JDRF fundraising tools** at Walk Central (www.jdrf.org) and at www.jdrfdetroit.org, as well as the JDRF paper sneakers and collection containers which can be obtained and used at grocery stores, shops, dry cleaners, hair salons, schools, offices, etc.

6. Utilize existing **fundraising programs in your community** such as designated charitable donation days at Max & Erma's, Big Boys, Border's, Sam's Club, Meijer's and Wal-Mart; or organizations which focus upon charitable giving such as religious organizations, Lion's Clubs, Shriners, etc.; or existing programs in your schools and religious organizations which require students to earn and meet community service requirements or credits.

7. Take advantage of **fundraising kits** such as Little Caesar's Pizza sales kits, Home & Garden Candles' January charity month, or of the multitude of Candy, Beauty Products, Jewelry and Gift Wrap sales kits and home parties available to bolster your team total.

8. **Organize your own fundraising event** such as a bowl-a-thon, spaghetti dinner, car wash, bake sale, black tie event, concert, golf outing, and garage sale; or honor a private event such as a birthday, Bar/Bat Mitzvah, First Communion, Confirmation, wedding, or funeral by accepting donations to JDRF in lieu of gifts or flowers.

9. Make use of the **fundraising techniques utilized by major corporations** in your very own work environment or your child's school including donations made to "jeans/casual days" to "jail" the boss or principal for the day. For more fundraising ideas to organize in a corporate environment, download the "Menu of Fundraising Ideas" document at www.jdrfdetroit.org.

10. **Involve as many people as possible**. Bring a friend to every JDRF Walk-related event (such as the Team Captain Kick-Off Luncheon), and invite everyone you know to join your team by registering at www.jdrf.org. If they are unable to participate on Walk day, ask them to be a "Silent Walker" who joins your team and requests donations on your team's behalf without actually walking the day of the event.

BONUS TIPS: Create team spirit by designing a team t-shirt ... promote a **playful competitive spirit** by rewarding the highest contributing team member ... And, **NEVER** forget to remind your team members, those you ask for donations, and everyone you meet exactly **why you are devoted to finding a cure for type I diabetes!**

NEW: JDRF has teamed up with **Facebook** to provide an application that will allow your social networking pals to become your Walk donors! Reach new (and old) friends like never before! See the enclosed edition of Family Team Talk for more information.