



Creative Fundraising Ideas



Spaghetti Dinner: Hold a Spaghetti Dinner in your neighborhood, community center, church, or temple. Have a grocery store sponsor your event by providing boxes of spaghetti and sauce. Sell tickets to attend the dinner to family, friends, co-workers, neighbors, anyone! Hold a raffle or auction during the event to raise extra funds for your walk team.



Car Wash: Ask a local gas station if you can hold a car wash in their parking area for your JDRF walk team.



Yard Sale: Clean out your attic or basement, while raising money for your walk team. Have your team collect old items from their homes and bring them together for a yard sale where the proceeds benefit your walk team. Advertise in your local newspaper or neighborhood website.



Bake Sale, Bake Off: Have members of your walk team bake treats for a bake sale! Make it fun by having a competition to see whose is the yummiest and who sells the most. This can also be turned into a Chili Cook-Off or BBQ Cook-Off.



Salon Night: Do you and your family frequent a local hair dresser? Ask them to hold a salon night in which a portion of the sales goes towards your walk team.



Happy Hour: Host a Happy Hour during the week at a local bar, pub or restaurant. Work with the management to receive half priced appetizers and drinks. Also ask if you can charge a cover charge or place a collection canister at the door.



Golf Tournament: Host a golf tournament at one of the many Metro DC golf courses. This is labor intensive, but the return is often high. For more information on hosting your own tournament, please contact the JDRF office at 202-371-0044.



Raffle/Auction: Ask local restaurants, hotels and golf clubs for gift certificates or tangible items to use in a raffle or auction. Host an event (dinner, golf tournament, happy hour) where items can be sold.

For additional fundraising ideas, contact the Capitol Chapter at 202-371-0044.

LETTER-WRITING CAMPAIGN TIPS & FREQUENTLY ASKED QUESTIONS

One of the most effective ways to raise money for the **WALK TO CURE DIABETES** is to launch a letter-writing campaign. By simply drafting a “dear family and friends” letter explaining why you and your family are participating in the JDRF Walk, you can reach your largest audience without even leaving the comfort of your home! **And, it can be your ticket to fundraising success (the average JDRF letter raises over \$1,500!).** Below are some frequently asked questions about a letter-writing campaign along with answers that are full of tips and ideas that will help guide you to reaching (and exceeding!) your team fundraising goal. Also in this packet you will find sample letters penned by parents, children, siblings, relatives and adults with a connection to type 1 diabetes. We have also included a sample thank you letter to send to your supporters after the Walk. And please remember that you can also utilize JDRF’s “Walk Central” at www.jdrf.org to tell your personal story and provide your friends and family with the opportunity to make an online donation to JDRF that will support you and your JDRF Walk team! (Details on “Walk Central”, JDRF’s online fundraising and walker recruitment tool is contained in this folder).

FREQUENTLY ASKED QUESTIONS

WHAT ARE THE STEPS TO LAUNCHING A LETTER-WRITING CAMPAIGN?

Step 1: Develop Your Mailing List: The larger your distribution list, the larger your results! List ideas include: address book, rolodex, holiday card list, team/league rosters, church/club directories, vendors, fraternal/alumni groups, classmates, teachers, roommates, neighbors, friends, co-workers, business colleagues, businesses you frequent, and your email address book.

Step 2: Write Your Letter: Keep these tips in mind:

- Include your individual or team fundraising goal
- If possible, enclose a self-addressed, stamped envelope with each letter
- Include a deadline for donations that is before the JDRF Walk
- Explain why it’s important to you and/or your family that a cure for diabetes is found
- State that their donation is tax-deductible and that checks should be made payable to JDRF
- Include the links you received when registering for the Walk via JDRF’s “Walk Central” at www.jdrf.org. Provide potential donors with your link to make an online credit card donation to support you and your Walk team, and the link to join your team. Providing these links is the most direct route to your personal fundraising page, and the quickest and easiest way for people to support you online.

If you have a child with diabetes:

- Print a photo of your child (or your team/family) on the letter

- If he/she has just been diagnosed, describe what your family experienced during that time
- Discuss your child's daily routine and the impact it has on you and your family
- Explain your concerns about potential complications your child may experience during his/her lifetime if a cure for diabetes is not found

If you participated in a JDRF Walk last year and sent out a letter, here are some ideas on what to put in this year's letter:

- Details on research progress (visit the JDRF web site for updates: www.jdrf.org)
- What's happened in the life of the person with diabetes since last year

Step 3: Mail Your Letters: Ideally, your letters should go out six weeks before the Walk. However, successful results have been achieved "in a pinch."

Step 4: Collect The Money & Turn In Your Donations The Day Of The Walk

Step 5: Send Thank You Notes: Announcing your team's success and acknowledging your contributors' generosity will ensure their future support!

WHAT EXACTLY IS A LETTER-WRITING CAMPAIGN? A JDRF letter-writing campaign is a letter written by a family or person impacted by type 1 diabetes describing their experience with the disease and the importance of raising money for a cure. The letter is mailed to family, friends, neighbors, etc. requesting their support of your Walk team by making a donation to JDRF. A credit card donation can be made online by visiting your personal web page at www.jdrf.org, or they can support your team with a contribution in the form of check or cash. All check and cash contributions are given directly to you to submit to JDRF the day of the Walk.

CAN A LETTER BE WRITTEN BY A GRANDPARENT, AUNT, UNCLE, OR SIBLING OF A CHILD WITH DIABETES? Absolutely! Anyone can describe the impact of having a family member with diabetes. The key is to stress the urgency of finding a cure for the disease, and how a cure will help millions of others in addition to your loved one. In this packet you will find sample letters penned by children and adults impacted by the diseases in various ways.

CAN I STILL WRITE A LETTER IF MY CHILD WITH DIABETES IS A YOUNG ADULT? Yes! Until a cure for diabetes is found, you should continue to write your fundraising letter. When children are no longer school-aged, it may be more difficult because they may not be living with you anymore, and it's more challenging to create stories to share in your letter. However, you are still a concerned parent who wants a cure for your child. You can share in your letter how you worry about long-term complications and the statistical reality of a shorter lifespan. Whatever the age of your child, you won't rest until you know that a cure is found. The people you send your letter to will understand this too.

CAN I WRITE MY LETTER IF I'M NOT GOING TO BE IN TOWN ON WALK DAY? You bet! The Walk is a celebration of our fundraising success and the promise for a cure. Even if you can't attend, you can still help raise funds for a cure. The people who donate to your letter aren't giving because you are going to be at the Walk. They are donating because they care about you and support your need to find a cure for diabetes.

WILL IT REALLY MAKE A DIFFERENCE IF I DON'T WRITE MY LETTER THIS YEAR?

Yes! With the many family and work obligations we all have, it's tempting to say, "I'm not going to write my letter this year." The truth is, regardless of how late you are get your letters mailed, late is definitely better than never. There is no shame in basically using last year's letter with a couple of quick edits, or personalizing one of the letters in this packet. Remember, **your letter makes a difference in helping JDRF get closer to a cure.**

I WROTE A LETTER LAST YEAR. CAN I SEND A LETTER THIS YEAR TO THE SAME PEOPLE? Absolutely! Many of your past supporters are expecting your letter and have planned on being asked again this year to support you and your quest to help JDRF find a cure for diabetes.

HOW DO I DISCUSS DIABETES RESEARCH IN MY LETTER? You don't have to be an expert on diabetes research to tell others that a cure is close. You can simply say that you are hopeful that a cure will happen soon due to all of the recent success stories you have read about. You can mention that JDRF is the largest charitable funder of diabetes research worldwide and has directed more than \$900 million to research since its founding in 1970. It's important to remember that most of your readers won't be research experts. They want to hear about you and to know that you feel confident their contribution will get JDRF closer to a cure.

WHAT DO I DO IF I'M HAVING TROUBLE WRITING MY LETTER? JDRF has included sample letters in this packet to help you get your creative juices flowing. Please feel free to borrow as much, or as little, as you would like from these letters. If you're still at a loss, please contact JDRF at (202) 465-4123 or mtrzcinski@jdrf.org. JDRF will put you in touch with one of our Family Team Committee members who will gladly help you with your letter.

SHOULD I ENCLOSE A STAMPED, SELF-ADDRESSED RETURN ENVELOPE WITH MY LETTER? Yes, if possible. If you have a child with diabetes, put their name on the return envelope so your supporters mail their contribution directly to your child. He/she will enjoy receiving these contributions in their honor and benefit from experiencing the outpouring of support.