

SPREAD THE WORD

NOVEMBER NATIONAL DIABETES AWARENESS MONTH

To kick off the month, the New England Chapter is inviting you to take the T1D Looks Like Me challenge and help us to raise \$125,000 in honor of the 1.25 million Americans living with type 1 diabetes (T1D).

This challenge is a simple, powerful, and interactive way to highlight how T1D affects millions of people all around the world and right here in our own backyard. If you have T1D or know someone who does, help us raise awareness and funds for JDRF's mission throughout the month of November.

Funds can be raised through your existing JDRF One Walk or Ride Participant Centers, by making an online gift at <http://bit.ly/NDAM2016>, or by sending a check referencing NDAM to JDRF New England Chapter, 60 Walnut Street, Wellesley Hills, MA 02481. For more details on how to make a gift of stock or through a donor advised fund, please contact Lauren Shields at 781-431-0700 or lshields@jdrf.org.

Step 1: Choose one (or more!) of the following challenges— be creative, have fun, and make it your own!



How many days have you or your loved one been living with T1D? Make this your fundraising goal or ask 30 people in your circle to donate that amount.

Example A: John has had T1D for three years. He would set his fundraising goal at \$1,095.

Example B: Sarah was diagnosed just last month. Her mom is going to ask 30 of their friends and family to each donate \$30.



Estimate how many times your loved one or you check your blood sugar level each day. Challenge yourself to ask that many people to make a gift in your honor every day for a week.

*Example: John checks six times per day. He sets a goal of reaching out to six individuals to make a gift in any amount every day for a week, for a total of 30 asks. **Tip: On average it takes three asks to secure a gift—be persistent and don't limit yourself to one week if you haven't received responses!***



Take the number of insulin injections or site changes in a month, and either make it your fundraising goal or ask for donations in that amount.

*Example A: On average, John takes eight insulin shots per day or approximately 240 per month. He hopes that by the end of November he can raise more than \$240. **Tip: Take on the extra challenge of rounding up or increasing the time frame to a full year.***

Example B: Sarah changes her pump site approximately 10 times per month. She sets a goal of reaching out to 10 potential donors per week for the entire month of November.



Bring home the mission of JDRF and highlight your involvement in our cause by setting your goal as the number of hours you spend in a day hoping for a cure.

With 24 hours in a day, 7 days a week there are in infinite number of possibilities for how high you can set your goal.

Step 2: Spread the word to your family, friends, colleagues, and social media followers.

Be outrageous! Get out of your comfort zone and ask for more than you think you should. When you think you've run out of contacts, ask your friends and loved ones for ideas. Get creative on social media to inspire people to donate. And remember—it usually takes three asks to get a donation. People are busy but want to support you, so don't shy away from sending a friendly note to your supporters reminding them why a donation to JDRF is important to you!

Step 3: Thank your donors and celebrate your success!

The last step is to make sure that you thank everyone for their donations and celebrate your part in making this year's NDAM campaign a success! Thank you for not only raising funds but also sharing your personal story—when we all join together our individual voices become one and we look forward to seeing the impact that the T1D community can make to further JDRF's mission.

Check out some sample emails and social media posts below.

Sample Email:

I am kicking off National Diabetes Awareness Month this November by taking on the challenge of raising \$ [fundraising goal]! This number represents [your chosen challenge].

If you have an existing fundraising page from a previous event:

On [date of event] I participated in [name of event]. I have committed to driving further research progress and changing the lives of those impacted by type 1 diabetes (T1D) until we all live in a world without it.

[Insert personal T1D story and photo.]

Simply visit [personal or team page] to make a gift. Any amount, great or small, helps to fund research for new treatments that will make living with T1D easier and healthier—until there is a cure. Thank you for your time and consideration!

If you have not participated in a previous event:

I have committed to driving further research progress and changing the lives of those impacted by type 1 diabetes (T1D) until we all live in a world without it.

[Insert personal T1D story and photo.]

Simply visit bit.ly/NDAM2016 to make a gift. Any amount, great or small, helps to fund research for new treatments that will make living with T1D easier and healthier—until there is a cure. Thank you for your time and consideration!

Sample Social Media Posts:

Facebook Message

I am kicking off National Diabetes Awareness Month this November by taking on the challenge of raising \$ [fundraising goal]! This number represents [your chosen challenge]. I need your help! To make a gift, visit [personal or team page, or bit.ly/NDAM2016]. #T1DLooksLikeMe

TIP: Personalize this post with a picture and a personal story. Photos on Facebook pages receive 53% more likes than the average post. (Source: Wishpond)

Twitter Post

This November I challenge myself to raise \$x for #NDAM. Support my efforts and JDRF at [personal or team page, or bit.ly/NDAM2016]. #T1DLooksLikeMe

TIP: Personalize your post with a picture and create a shortened URL at bitly.com.



Questions or for more information, please contact us at 781-431-0700 or newengland@jdrf.org.