



# Fundraising Toolkit

*Fall 2021*

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**It Takes One Walk to End T1D**

# CONTENTS

**03.04**

JDRF ONE WALK

**05**

GOAL SETTING

**06**

STRAVA - MILES TOWARDS MISSION

**07**

FUNDRAISING INCENTIVES

**08**

TELLING YOUR STORY

**09.11**

ASKING FOR SUPPORT

**12.18**

FUNDRAISING ONLINE

*Fundraising with Facebook*

*Sample Social Media Posts*

*Fundraiser Ideas*

*JDRF App*

*How to Create a Video*

*Customizing your Fundraising Link*

*Creating a QR Code*

**19.20**

MATCHING GIFTS AND THANKING YOUR DONORS

**21**

ADDITIONAL RESOURCES

## It's Your Walk, Your Way!

Show the world that together, we can conquer type 1 diabetes (T1D). If you're living with T1D or you love someone living with T1D, you'll likely do just about anything to make life easier. Now you are part of the largest T1D event in the world, no matter where you are. Your One Walk will power more research, enable more advocacy, and fund more support for the 1.6 million Americans living with T1D. You are a part of the lasting footprint we'll make for the T1D community now, and for generations to come.

## Our Impact

At JDRF, we work tirelessly to accelerate breakthroughs to cure type 1 diabetes (T1D) and improve the lives of those living with the disease. We continually expand our scientific knowledge, our connections and collaborations, our partners and our global presence to unlock the science that will stop T1D. While we fight for cures, together with you, we strive just as hard to develop therapies to help people right now. JDRF and our team of scientists are leading T1D research around the world. No organization is making a bigger impact on advances in this field.



## What Can I Expect?

This year's One Walk will take place in neighborhoods, towns, and cities from coast-to-coast. This is Your Walk, Your Way! You might be asking yourself, what do I do now that I am registered? Here's how it works:

### Spread the word!

Start by personalizing your fundraising page and share your story far and wide. Set your fundraising goal high (and then raise it again when you hit it!). Head to [walk.jdrf.org](https://walk.jdrf.org), log into your Participant Center to get started.

### Invite others to join you!

Make an even bigger impact by asking your friends and family to register, fundraise, and walk with you from anywhere!

### Plan your very own Walk Day!

Make your own Walk Day, your own way. Create a walk route in your local neighborhood, challenge yourself with a long hike, or walk inside on your treadmill. However you choose to walk, this year's One Walk will be a day for our community to celebrate our stories, recognize our accomplishments, and walk to change the future for everyone living with T1D.



# GOAL SETTING

The JDRF One Walk has always been about more than just Walk Day. It's about community, hope, empowerment, and raising the money to impact those living with type 1 diabetes through JDRF's mission. The JDRF One Walk is a community fundraising effort, driven by individuals and teams. Select a goal and activity that is meaningful to you, and leverage your story and experience to inspire support for your T1D community of family and friends. What will your One Walk goal be?

New to the JDRF One Walk is our mile tracker: walk anywhere and log your miles towards mission! There is no limit to the miles you can walk or the creativity of your story. Below are a few ideas that may inspire your donors to support you.

*Additional Tip: Do you know what your T1D Footprint looks like? Consider creating your own T1D Footprint by visiting the JDRF website [here](#).*

## Impactful Goal Setting Ideas

### Use the T1D Footprint

Visit our [I'm the Type](#) page and fill out the T1D Looks Like Me Footprint. Based on diagnosis date and management, it will provide statistics around the impact T1D has on daily life.

*Example: Since diagnosis, Owen has lived with T1D for 4,203 days, so my team will walk 4,203 miles and raise \$4,203 to drive awareness and fund research for a cure!*

### I will walk 500 miles

In the spirit of The Proclaimers - "I will walk 500 miles," commit to walking 500 miles as a team. Consider asking everyone on your team to raise \$500 to match mileage.

### Walk the length or width of your state

Set a team mileage and fundraising goal that is equal to the length or width of your state.

### Number of years since diagnosis

Considering using the number of years you've had T1D to inspire your goals.

# MILES TOWARDS MISSION

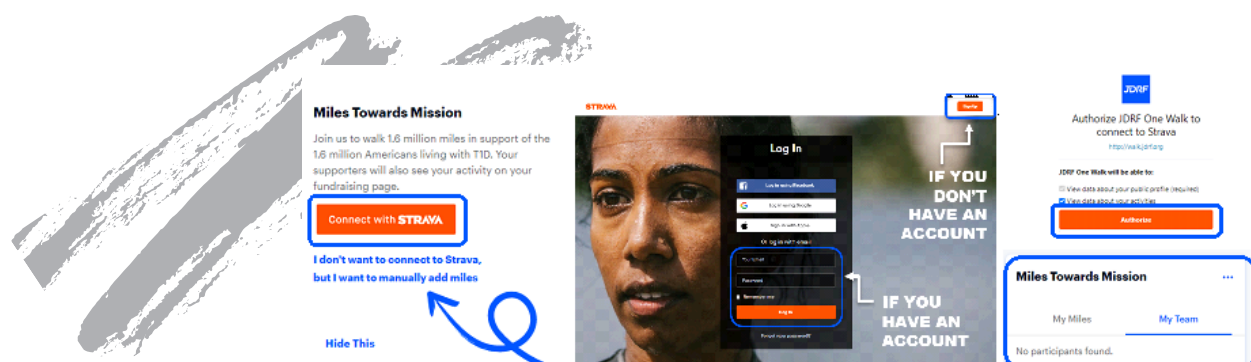
Join walkers from all over the country for an unforgettable nationwide effort that unites us no matter where we are. You set the pace, the place, the number of miles and the dollars you raise with friends, family and colleagues. Together, we can improve lives and change the future for everyone living with this disease.

## How Do I Log My Miles?

Strava, a social-fitness network that tracks walking and running activities, is integrated with your Participant Center so you can see the collective distance we will walk together in pursuit of a world without T1D. In order to connect your Participant Center to Strava, please follow the steps below:

- You will begin by logging into your Participant Center
- Scroll down on your “Home” page till you see “Miles Towards Mission”
- Select the orange box that says, “Connect with STRAVA”
  - *If you are already logged in to your Strava account: You will be prompted to “Authorize JDRF One Walk to connect to Strava”. If you have a Strava account, but are not logged in: You will be asked to to the log in page. If you do not have a Strava account: Select “Sign Up” on the Strava log in page.*
- Once you get to the “Authorize JDRF One Walk to connect to Strava”, make sure both boxes are checked to ensure all Strava activity posts to your fundraising page.
- Once you have connected your Participant Center to Strava, your Miles Towards Mission leaderboard will appear with “My Miles” and “My Team”.

Please note that it may take up to 15 minutes for Strava activity to post to your fundraising page.



## Individual Incentives

### Apparel

**\$100**

JDRF's Official 2021 One Walk Shirt

**\$1,000**

Exclusive VIP Dry Wicking Gray Shirt



### Fundraising Rewards Catalog

Electronic level based catalogs (\$500 to \$10,000+) featuring a collection of items



## Team Incentives



### Team Celebration Kit

Back by popular demand! Get your very own special delivery to help you celebrate in style. You will receive this special kit right to your home. Reach out to your local chapter for more details and qualification level.

*The fundraising deadline to earn reward incentives is varies by chapter. Each fundraising level unlocks additional reward prizes to choose from. Limit one reward prize per person. You will receive your certificate code for the fundraising level you achieved approximately 4-6 weeks from the deadline. [See what reward incentives you can earn!](#)*



## The Basics

### Language

Stories should be written in first and second person - this language pulls the reader “in”. Your story should be personal, clear, urgent, complete, unique, interesting, relatable, and actionable.

### Medium

Below are a handful of the most common and successful ways to share your story.

- Written Story: The written word is exceptionally impactful if it is clear, focused, and comes from the heart.
- Video: Videos are perfect when you wish to express emotionally resonant material that you may not be able to put into words.
- Photos or Artwork: Humans are naturally wired to respond to visual stimuli. After all, we all know that “a picture is worth more than a thousand words.”

### Length

The length of your story will depend on the medium used. Consider:

- Written Story: 175-400 words is best. If your story goes over, just be sure that is purposefully written.
- Video: 1-2 minutes
- Photos or Artwork: 1 impactful picture with or without motivating statistics or quotes

## Blogging and Microblogging

Blogging is a great forum for communicating your fundraising goals, living with T1D, and milestones. It is also a great way to connect donors or potential donors with your fundraising and training.

### Blog

Use your participant center or get a free blog!  
Check out [Wix](#), [Squarespace](#), [Medium](#), or [Ghost](#).

### Microblog

Rather than writing pages of text, a micro blog allows for quick, conversational connections with your donors. Examples of microblogging platforms include Twitter, Instagram, Facebook, and Tumblr. [Learn more about Microblogging](#).

*Don't forget to add a link to your fundraising page! The more traffic you can drive to your fundraising page, the more money you will raise.*



## Asking for Support

What do the most successful JDRF One Walk fundraisers have in common? They ask as many people as possible for support by sharing the story of why they walk and the mission behind their efforts.

Before sending your fundraising request this year, you'll want to plan who you will be reaching out to. Think about including people who have donated to you in the past such as family, friends, and others within your network who have expressed an interest in helping the T1D community. No one knows your donors better than you do! Once you've determined who you will be reaching out to, it's time to update your personal fundraising page.

### **When sharing your story, consider the following questions:**

- What is the JDRF One Walk and where does the money go?
- What are you doing for your JDRF One Walk?
- Describe what you and your family experienced after the diagnosis (when it happened, what you were feeling, etc.).
- Discuss how T1D affects you or your loved on a daily basis
- Include a photo

***So you've got your personalized fundraising messages ready, but how do you share them? See some ways to share listed below:***

### **Social Media**

The Fundraise with Facebook app in your Participant Center makes fundraising on Facebook easy! But don't forget about using Twitter, Instagram and LinkedIn as well. And, of course, include your personal video.

### **Email**

Send emails through the Participant Center and remember to include the link to your personal fundraising page as well as your personal video or a picture.

### **Mail**

Use the provided sample letter template found in your Participant Center to help you fundraise the more traditional way.

### **Meet in Person, Call or Send a Text**

If meeting in person is not possible, you can always make a phone call or even send a text, if appropriate.

### **Host a Fundraising Event**

Consult the Fundraising Library for ideas!

## Email and Letter Templates

### **Ask for a Donation as an Adult with T1D**

Email Subject: Will you help me end T1D?

Dear Friends and Family,

I'm raising money and logging miles for JDRF to help create a world without type 1 diabetes (T1D). Type 1 diabetes is a serious autoimmune disease that has nothing to do with diet or lifestyle. There is nothing we can do to prevent it. And right now, there's no cure.

Because of my T1D, my body stopped producing insulin—the hormone we all need to get energy from food. This means a process my body should be doing naturally and automatically is something that requires my daily attention and manual intervention. I have to constantly monitor my blood-sugar level, give myself insulin and carefully balance my insulin doses with my eating and activity throughout the day and even at night.

That's why I'm fundraising for JDRF, because they're the leading global organization funding type 1 diabetes (T1D) research. If you're able and would like to help me reach my fundraising goal, click "Visit My Fundraising Page" below. [participant link]

Thank you for your support!  
[participant name]

### **Ask for a Donation - General**

Email Subject: Will you help me end T1D?

Dear Friends and Family,

I'm walking and raising money for JDRF because I believe in a world without type 1 diabetes (T1D). Type 1 diabetes is a serious autoimmune disease that impacts millions of people and cannot be prevented or cured – yet. To manage their T1D, people regularly monitor their blood-sugar level, inject or infuse insulin through a pump, and carefully balance those doses with eating and daily activities to prevent uncomfortable, and even dangerous, side effects. Every single day.

JDRF is leading the fight against T1D by funding research, advocating for policies that accelerate access to new therapies, and providing a support network for millions of people around the world impacted by T1D. But they can't do that without our support.

Please help me reach my fundraising goal by clicking the link below to make a donation. [participant link]

Thank you in advance,  
[Participant Name]

## Email and Letter Templates

### Ask for a Donation as a Child with T1D

Email Subject: Will you help me take on T1D?

Dear Friends and Family,

I'm raising money and walking as many miles as I can for JDRF to show the world and other kids like me that you're never too young to make a difference.

With type 1 diabetes, I have to test my blood sugar a lot of times during the day and be careful about what I eat (which can be really annoying!). I also worry about things like keeping a balance between blood sugar lows and highs, so I don't get dizzy, pass out or worse. Basically, I never get a break from this disease. I'm ready for a cure.

I would be so excited if you were able to make a donation to my fundraiser today. Every dollar really makes a difference and you never know which is going to be the magic dollar that gets us to a cure. Click "Visit My Fundraising Page" below if you'd like to make a donation. [participant link]

Thank you for your support!

[participant name]

### Ask for a Donation as a Parent

Email Subject: Will you help my child end T1D?

Dear Friends and Family,

Our family is fundraising and walking for JDRF this year to create a world without type 1 diabetes (T1D) for my child – and the millions of people and their family members all over the world affected by this disease.

Type 1 diabetes is a serious and stressful disease to manage. My child's blood-sugar level must constantly be tested, and insulin administered every single day. T1D causes a lot of worry because no matter how vigilant we are, my child's blood sugar can still go high or low. And, this can lead to dangerous long-term complications like kidney disease, heart attack or stroke.

That's why I'm walking and fundraising to support JDRF, who is leading the way in scientific breakthroughs that will make it safer and easier to live with this disease, until there is a cure.

Please help us reach our goal by making a donation to my fundraising page [insert link]. It would mean the world to our family.

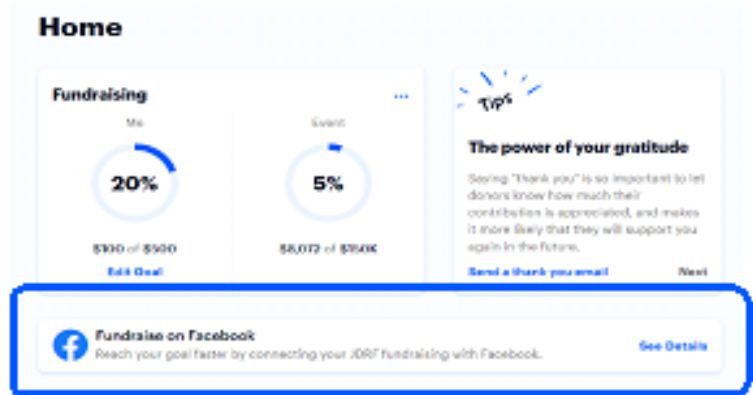
Thank you so much,

[Participant Name]

## Fundraising with Facebook

### Step 1

From your Participant Center dashboard, look for the “Fundraise With Facebook” Section and click “See Details” below your fundraising progress.



### Step 2

- A “Create a Facebook Fundraiser” window will pop up on your screen.
- Click the, “Connect to Facebook” Button and sign into your Facebook account.
- If you are already signed into Facebook, you will not have to sign in again.

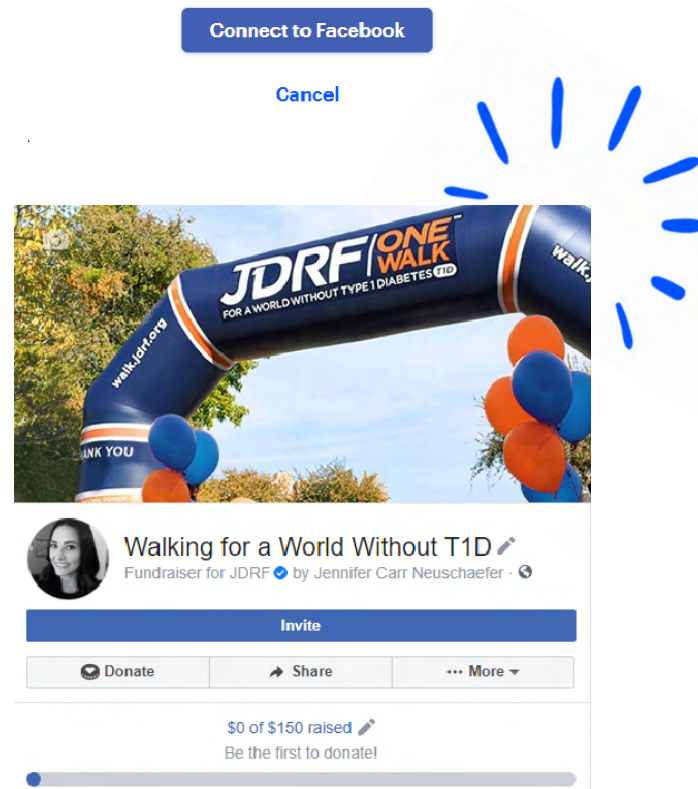
Once the accounts have connected, it will notify you in the bottom left corner of your window and the box will disappear from your participant center.



### Step 3

Check out the Facebook Fundraiser you just created! All donations received on your Facebook Fundraiser will automatically show up on your JDRF One Walk participant page .

- If you haven’t already customized your page, you can do so in the “My Page” tab in your participant center.
- Then copy your story, scroll down to “About” on your Facebook Fundraiser page and click the “edit” button.
- If you have customized your page, your Facebook Fundraiser will automatically copy that information.



## Facebook and Instagram Post Samples

- Please consider making a donation to JDRF as I aim to walk [X] miles to bring us one step closer to a world without type 1 diabetes. I recognize we are all facing our own constraints in these times and strongly encourage you to focus on the cause(s) closest to your heart first. Any amount you have left over for JDRF is greatly appreciated. [Insert link]
- Thank you to everyone who has donated (tag recent donors)! We are now just \$XXXX away from reaching our goal of \$XXX. [Insert link]
- Type 1 diabetes (T1D) does not stop for anything. No donation is too small. Every dollar you can give will truly make a difference. If you cannot make a full donation today, please consider making a reoccurring gift to help fund integral T1D research. [Insert link]
- Now, more than ever, we need to stand together and find cures for type 1 diabetes. With news headlines like “More people being diagnosed with type 1 diabetes” it is critical to take action. Will you please join me in the fight against T1D and help fund life-saving research? [Insert link]

## Twitter Post Samples

- Type 1 diabetes (T1D) does not stop for anything. In fact, T1D treatment & management becomes more difficult because of insulin availability/cost. Please join me in the fight against T1D and help fund life-saving research: [Insert link]
- Now, more than ever, we need to stand together. With news headlines like “More people being diagnosed with type 1 diabetes” it is critical to take action. Will you join me in the fight against T1D and help fund life-saving research? [Insert link]
- Thank you to everyone who has donated (tag recent donors)! We are now just \$XXXX away from reaching our goal of \$XXX. [Insert link]

*280 character limit - including spaces*

## Fundraiser Ideas

### Online Silent Auction

Consider hosting a silent auction online. Over the last year we have learned more people can join in the fun through an online auction. Utilize Google Forms to set up a virtual silent auction or pair it with an in-person auction. Don't forget about raffles and 50/50's!

### Bingo Squares

Creating a bingo board is a fun way to promote fundraising through Instagram Stories or other social channels. In summary, people purchase different squares and once there's a BINGO or the whole board is filled then the fundraiser has to do something.

### Bake Sale

If you have a love for baking, then a bake sale is a great option for fundraising. Offer people different incentives for donating to your fundraising goal. People love the personal touch and baked goods, like cookies or candy, are easy to send in the mail.

### Coloring Your Hair

If [\$X] is raised by [date] – you will dye your hair BLUE for diabetes!

### Let your child do your makeup/paint your nails/style your hair for the day

If [\$X] is raised by [date] – this is also a great way to get coworkers involved if you are able to have this done on a day you have a team web conference or in person meeting!

### Lip Sync Karaoke / Dance Revolution

For each donation, you will record yourself lip syncing to that donor's song of choice or performing a dance style of their choice.

### Fun Lessons

Are there any skills you can teach or is there someone you know who is an expert in their field and willing to teach? Ask for a minimum donation to your fundraising page and send information they need ahead of time as well as the link to the webinar platform. Here are a few ideas to get you started:

- Music/Singing
- Baking/Cake Decorating
- Cooking
- Mixology
- Wine Tasting
- Makeovers
- Workout Class
- Meditation Sessions
- Tarot Card/Horoscope Readings
- Card Game
- Babysitting



## Fundraiser Ideas

### Electronic Cookbook

Ask friends and family or co-workers to submit their best recipes. Then, you can put them all together and sell them (digital versions) for a \$20 donation.

### Thirty Dollar Thursdays

On Thursday, ask your social media friends, family and network to donate \$30 toward your walk team.

### Flock your Yard

Years ago, there was a family in the San Antonio JDRF Chapter who would use blue painted flamingos to "flock your yard". People would pay to flock someone's yard. Create your own flock your yard!

### Deliver for Donations

Have a bike or a car? Use it to set up a delivery service. Offer to transport mail or small packages for your friends, family and co-workers—or partner with local restaurants to deliver food and donate your tips to T1D.

### Get into the PR Game

Change your voicemail greeting and email signature or add a line to your business card announcing your Walk and asking for support. Wear a bracelet or pin that invites others to ask about T1D and how they can support you. Contact the editor of your local paper or company newsletter and ask them to interview you about the Walk and provide details on how readers can support you.

## What does your Walk look like this year?





## JDRF Fundraising App

### Fundraising on the Go

Now it's even easier to ask your family and friends to support your passion of creating a world without type 1 diabetes (T1D) – all from the palm of your hand. Not only does the app make it easy to track your fundraising on the go, it also offers these great benefits:

- Easily access the contacts you have in your phone
- Text your fundraising page to friends and family
- Add and edit the perfect photo to your fundraising page right from your phone
- Track when new donations come in with push notifications

This app supports participants of JDRF One Walk, JDRF Ride to Cure Diabetes, Team JDRF and JDRF Your Way.

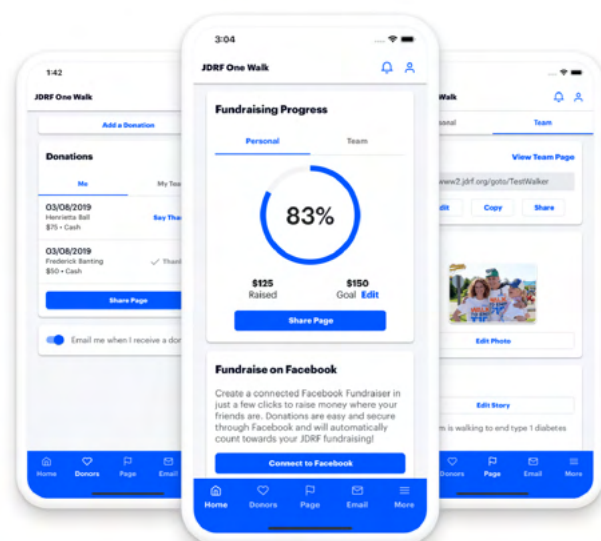
[Download](https://jdrf.org/app) it today at [jdrf.org/app](https://jdrf.org/app) and check out all the great features available.

### How to Send a text from the App

- Login to your JDRF Fundraising App and select the “JDRF One Walk”
- Click on “Share Page” under “Fundraising Progress” on the app’s homepage
- Select “Message” and it will automatically grab the link to your fundraising page and place it in the message.
- Select your contact, write your donation message, and hit send!

### Text Template

Hey [name]! I am excited to participate in the JDRF One Walk this year and gather with our team again both near and far. We are walking [insert team name/your name]’s way! So this year [insert your plan for event day]. My goal is to raise [insert goal] and I was hoping you would consider supporting me by making a donation. Any amount is greatly appreciated!



# How to Create Your Own Video

## How to Create Your Own Video

Looking for a new and fun way to give your JDRF One Walk fundraising efforts a boost? Create your own JDRF One Walk fundraising video to share with family, friends, and colleagues. It is pretty simple by using photos and your computer's own video editing program. Here are 9 easy steps to help you make your fundraising video today!

### Step 1

View other JDRF One Walk videos made by people just like you! Visit YouTube and search "JDRF One Walk" to get some inspiration or click on these links:

[Why I Walk: Team Goodenough](#)

[Why I Walk: Team Howe About a Cure](#)

[Why I Walk: Team E](#)

### Step 2

Craft your message to most effectively tell your story of why you Walk. Share your personal experience living with T1D, what it is like to watch a family member or friend manage the disease, and if you don't have a personal connection to T1D share what drives you to participate.

### Step 3

Gather the photos and music you want to include in your video and make sure the photos are saved in an easily identifiable folder that will be quick to find while you are editing the movie.

### Step 4

Photos can be uploaded to your computer through your phone, camera, or physically scanned through your home printer/scanner. If you don't have a scanner, you can use the app [Scannable](#) by Evernote.

### Step 5

Locate your computer's video editing program. Windows Movie Maker is on most Windows computers and iMovie is on most MACS. You can also download video editors from the app store like [Filmmaker Pro](#) or [one of these listed here](#). Once you're finished editing your video, make sure it is saved as a MP4 or MOV file as those are formats accepted on all social platforms.

### Step 6

A word of caution about music rights: Recently, a number of JDRF fundraising videos were pulled from, or had the music removed from, YouTube. Others have been allowed to remain, in exchange for allowing an ad for a download of the song to be superimposed over the video.

### Step 7

Once you're happy with your finished product, you're ready to show the world! You can also easily upload to YouTube, Facebook, Instagram, and Twitter. However, each have size/time limits:

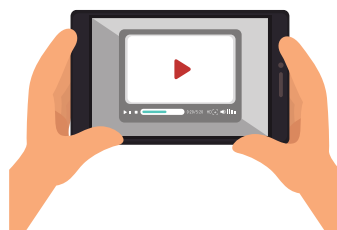
- YouTube: 128GB | 12 hours (if account is verified)
- Facebook: 10 GB | 240 minutes
- Instagram (IGTV): 3.6GB | 60 minutes
- Twitter: 512 MB | 2 minutes and 20 seconds

### Step 8

If you are able to tag the video, be sure to include any words that are related to the video. Ex. Diabetes, type 1 diabetes, T1D, Walk, JDRF, etc.

### Step 9

Now that your video has been uploaded it's time to copy the URL (YouTube) and send/share it with your friends, family and other supporters! Then ask them to share it with everyone they know!

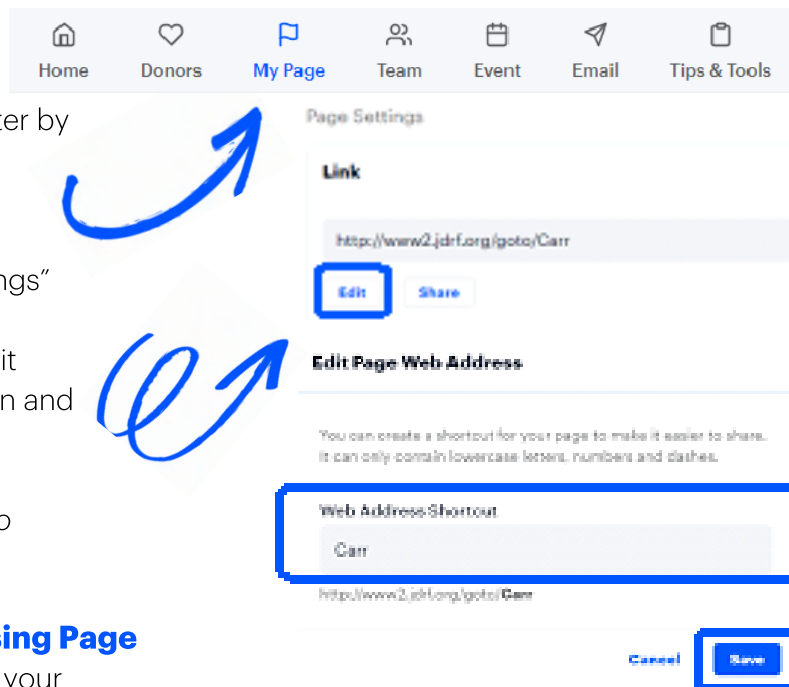


## How to Customize Your Fundraising Link

Creating a custom link can make it easier for donors to locate your JDRF One Walk fundraising page when you post online, send an email, or mail a letter.

To change your link, follow these steps:

1. Sign in to your JDRF One Walk Participant Center by visiting [walk.jdrf.org](http://walk.jdrf.org)
2. Once you are signed in, click on the "My Page" button at the top of the navigation bar.
3. Scroll down the page until you see "Page Settings" and "Link".
4. Click "edit" and a box will pop up that says, "Edit Page Web Address". Type in your customization and select "Save".



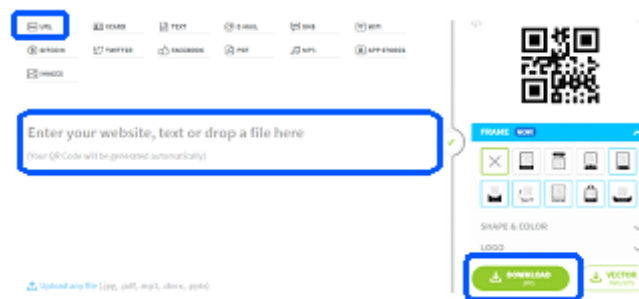
*Note: Be sure to keep it short and easy for others to type if you include it in a mailed letter.*

### How to Create a QR Code for your Fundraising Page

Are you sending a mailed letter and worried about your donor making an error when typing in your fundraising link? Include a custom QR code in your letter or postcard to your donors and they will be able to access your fundraising page faster than ever before!

### To create a custom QR code, follow these steps:

1. Visit [qr-code-generator.com](http://qr-code-generator.com)
2. Paste your customized fundraising page link into the generator.
3. There are a few options to customize your frame and shape without starting an account. Once you are ready, select the "download JPG" button.
4. Save your new QR code to your desktop.
5. Insert your QR code into your mailed letter along with your customized link in case your donors do not know how or do not have the capability to scan a QR code with their phone.



## MATCHING GIFTS

### Double the Impact of Your Donation

Many employers offer matching gift programs and match charitable contributions or volunteer hours made by their employees. Some companies match gifts made by retirees and/or spouses and will give you up to one year after your donation to request a match.

- We offer a fantastic tool that you can use to find out whether an employer matches charitable contributions, guidelines, and how to contact their matching gift coordinator. This can be located at [jdrf.org/matchinggifts](https://jdrf.org/matchinggifts).
- We encourage you to apply for your matching gift as soon as possible to ensure your funds have the best chance of arriving into your account before fundraising deadlines. It can take up to a year for a check to arrive in your account after you submit the initial request with a company.
- Each company controls the schedule on which it issues matching gift checks. Many companies issue matching gift checks on a quarterly basis, while others may issue checks on a semi-annual or even annual basis. Be sure to familiarize yourself with your company's matching gift policy!
- While the JDRF One Walk team highly encourages the use of matching gifts in fundraising, we have no control over the timing, distribution, and receipt of your matching gift. For this reason, we encourage you to supplement your fundraising efforts with matching gifts instead of relying on them.

#### Submission Instructions

If your company is eligible you may need to complete the gift matching process online via your company's donation portal—or request a matching gift form from your employer and send it with your gift.

Send your completed matching gift forms with your JDRF Chapter's name and your walk site location noted or agency online verification requests to:

#### JDRF International

Matching Gifts Department  
200 Vesey Street, 28th Floor  
New York, NY 10281  
Email: [matchinggifts@jdrf.org](mailto:matchinggifts@jdrf.org)

*JDRF's Federal Taxpayer ID is 23-1907729.*

If you have any questions about matching gifts please email us or call 212-785-9500.

## THANKING YOUR DONORS

### **Nothing is more important than saying thank you.**

Whether you give them a shout out on social media or send a handwritten note in the mail, always take the time to thank those who have supported you. Remember, you can keep track of your donors right from your Participant Center!

### **Sample message you can use when thanking your donors:**

Dear [personalized name],

Thanks so much for donating to my JDRF One Walk. Your generosity will fund scientific breakthroughs to make living with type 1 diabetes (T1D) easier to manage until there is a cure. For the first time in our history, there is a clear path to cures for T1D, and your donation will drive as many of these therapies to the market as quickly as we can.

Your support means so much. Not just to me, but to everyone affected by T1D. Because of you, we are one step closer to a world without T1D.

Thank you for your donation.

Sincerely,  
[signature]



**ALL for (Type) One**

Working Together to Accelerate Life-Changing Research for Type 1 Diabetes

## ADDITIONAL RESOURCES

### **JDRF Walk Website**

[walk.jdrf.org](http://walk.jdrf.org)

### **Fundraising Tips and Tools**

[https://www2.jdrf.org/site/SPageServer?pagename=walk\\_tips](https://www2.jdrf.org/site/SPageServer?pagename=walk_tips)

### **Coronavirus and T1D Resources**

COVID-19 and similar viral illnesses—such as the flu—can pose a serious risk for people with T1D.

JDRF has published a guide with everything you need to know about T1D and COVID-19 that will be updated as we continue to learn more. Visit [jdrf.org/coronavirus](http://jdrf.org/coronavirus) for the latest information and recommendations from the experts.

### **T1D Resources and Support**

<https://www.jdrf.org/t1d-resources/personal-support/>

### **JDRF Near You**

<https://www.jdrf.org/chapters/>

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# It Takes One Walk to End T1D