



### Tap Your Social Network

Start your fundraising with an email to your network, including links to donate and follow you on social media. Use Facebook, Twitter, Instagram, YouTube and other channels to tell your type 1 diabetes (T1D) story and promote your Walk. Post team pictures and motivational thoughts in frequent updates—make it fun and personal. Go even bigger and create your own fundraising video that tells your story. If your friends and family spend a lot of time on Facebook, you can quickly and easily connect your Walk fundraising to Facebook in your Participant Center. Raising money where your network is has never been easier! Always include a link to your fundraising page as well as your fundraising goal. Check out your Participant Center for social media tools, tips, images and to connect your fundraiser to Facebook today.



### Take The Walk To Work

Secure a \$500 donation from your employer. Ask your employer to allow people to wear jeans one day in return for a \$5 donation. Promote your Walk on LinkedIn, share news about your team's progress and a link to donate. Check out the Vendor Letter in your Participant Center to help get a vendor campaign started. Many employers offer matching gift programs and will match the charitable contributions of employees, retirees and/or spouses.



### Flex Your Fundraising Muscles

Organize a socially-distant garage sale or car wash to encourage your community to safely donate. Offer to mow lawns, clean pools, put up Christmas lights, walk the dog or run errands for neighbors. Swap any special talent or skill you have for a donation: graphic design, computer support, photography, home repair, hair and makeup styling or sewing.



### “Donate” Your Big Day To T1D

In lieu of gifts, ask family and friends to donate to JDRF for your birthday, wedding or retirement.



### Ask The Pros

Ask your doctors, dentist, lawyer, veterinarian, real estate agent, insurance broker, mechanic, personal trainer or other professional service provider for a donation.



### Partner With Local Businesses

Get one business to sponsor you for a large donation in exchange for wearing its logo on your Walk shirt. Ask your hair stylist, fitness teacher or massage therapist to donate a day of services or a portion of their fees. Organize a restaurant night where a percentage of sales goes toward your team's goal.



### Get Into The PR Game

Change your voice mail greeting and email signature or add a line to your business card or mailing label 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. Be your own publicist on social media, frequently sending updates.



### Don't Forget The Small Change

Small change adds up! Ask your friends, family and co-workers to put aside their spare change for your Walk. Ask your favorite restaurant, bar or other business to put out a jar. Find out what your shopping center does with coins in the fountains.

**Have fun and thank you for going the extra mile to creatively engage your friends, family and co-workers to help end T1D.**