



2024 FUNDRAISING TOOLKIT

JDRF NORTHEAST WI ONE WALK

MAY 18, 2024
RIVERSIDE PARK, NEENAH, WI



walk.jdrf.org



IT TAKES ONE WALK TO END T1D

MEET ASHLEIGH SAND



Hi, I'm Ashleigh Sand! I am the Walk Manager for the JDRF Wisconsin Chapter and proud Team Captain of Charlie's Checkers!

My son, Charlie, was diagnosed with T1D in 2013 at the age of 22 months so we know first hand how T1D affects the whole family! I was first introduced to JDRF when Charlie received a Bag of Hope in the hospital and then a few years later we decided to create a team and walk. We had recently moved to Wisconsin from Indiana and were looking to find other families like ours. The One Walk provided us with a sense of connection and community I am forever thankful for. Shortly after discovering the One Walk, I applied for a position with JDRF and have been working here since 2017. I am so fortunate to get to work with such amazing and dedicated individuals and families like yours every day.

Join me this year on May 18th at Riverside Park in Neenah to make the 2024 JDRF One Walk the best yet!

CONTACT ME!
ASAND@JDRF.ORG | 219-689-3538



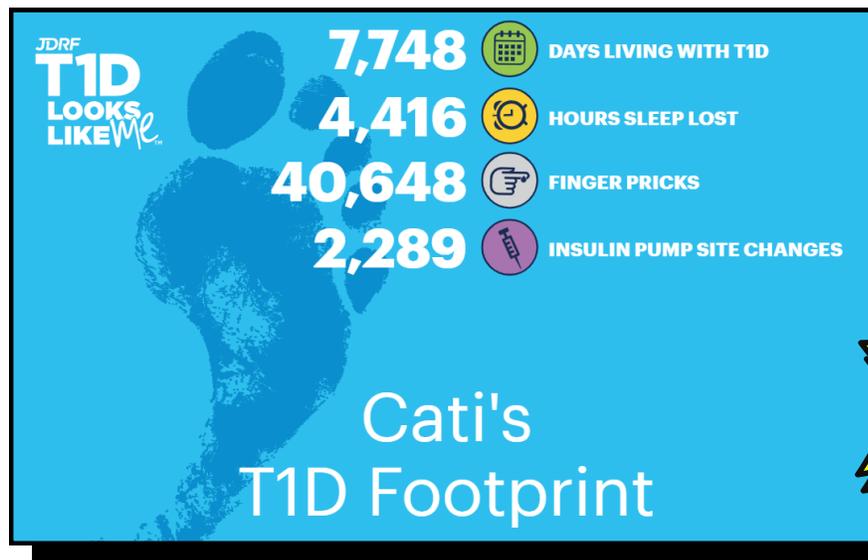
IMPACTFUL GOAL SETTING

The JDRF One Walk is a community fundraising effort, driven by individuals and teams. Select a goal that is meaningful to you and leverage your story to inspire support for your T1D community of family and friends.

USE YOUR T1D FOOTPRINT:

Based on diagnosis date and management, the [I'm The Type page](#) will provide statistics around the impact T1D has on daily life. Use your Days Living With T1D as a starting goal!

E.g., Cati has lived with T1D for 7,748 days so her goal could be \$7,748!



CHOOSE A NUMBER THAT IS MEANINGFUL TO YOU:

Year of Diagnosis, birth year, the hours of sleep you've lost to T1D, your favorite number repeated several times, etc.

SET YOUR SIGHTS HIGHER:

You may think people won't donate because your goal is too high, but it's the exact opposite! People want to help you reach your goal when they see you haven't met it yet, so **aim high!**

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 **easy steps**:

1 Sign in to your JDRF One Walk Participant Center by visiting walk.jdrf.org

2 Once you are signed in, click on the “**Team**” button at the top of the navigation bar.



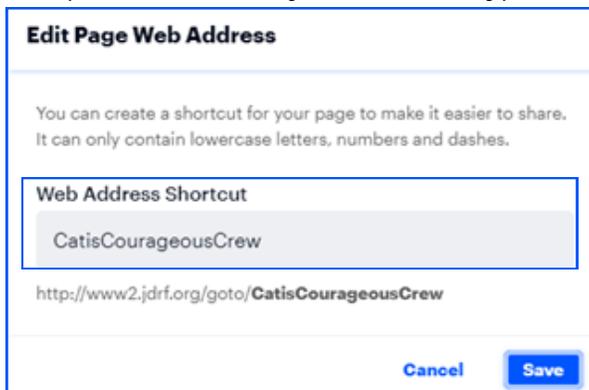
3 Scroll down the page until you see “**Page Settings**” and “**Link**”

4 Click “**Edit**” and a box will pop up that says “**Edit Page Web Address**”



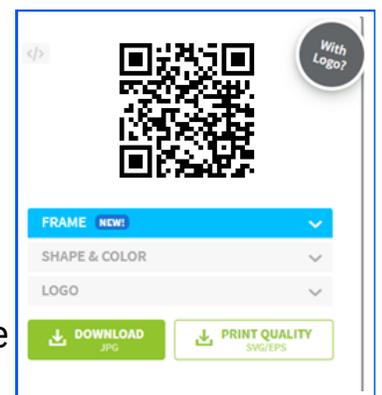
5 Type in your customization and select “**Save.**”

Keep it short and easy for others to type!



YOU CAN ALSO CREATE A CUSTOM QR CODE TO SHARE!

- 1** Visit qr-code-generator.com
- 2** Paste your customized fundraising link
- 3** Select the “**download JPG**” button.
- 4** Save your new QR code to your desktop.
- 5** Insert your QR code into a mailing, flyer, or social post along with your customized link to make sure everyone can reach your team page!

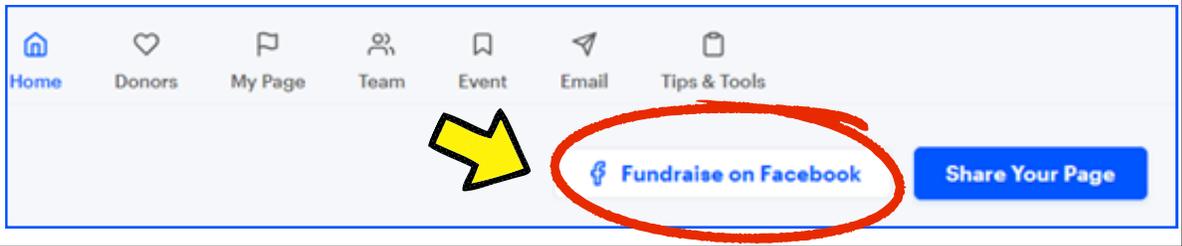


GET SOCIAL: FUNDRAISING ONLINE

CONNECT YOUR PARTICIPANT CENTER TO FACEBOOK



From your Participant Center dashboard, find the “Fundraise on Facebook” section at the top and click the button



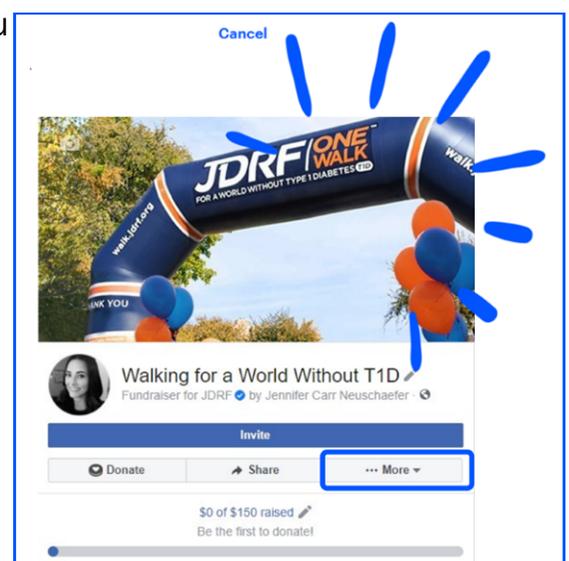
A “Create a Facebook Fundraiser” window will pop up on your screen. Click the “Connect to Facebook” Button and sign into your Facebook account. If you are already signed

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.



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 “Team” tab in your participant center. Then copy your story, scroll down to “...More” button on your Facebook Fundraiser page and click the “edit fundraiser” button.
- If you have customized your page, your Facebook Fundraiser will automatically copy that information.



GET THE WORD OUT!

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. Use email and social media in **4 easy steps** to ask friends, family, colleagues, and others to support your Walk team!

#1 INTRODUCE YOURSELF

Hi friend! Saturday, May 18 is the JDRF One Walk at Riverside Park in Neenah! I would love for you to be part of my team, {TEAM NAME HERE}, because we have big goals this year. I walk because I was diagnosed with type 1 diabetes (T1D) when I was {AGE}. This means a process your body does naturally and automatically becomes something that now requires daily attention and manual intervention. Currently, there is no cure. But JDRF is funding the most promising, cutting-edge science to end T1D and that's why I'm passionate about supporting the JDRF One Walk with the biggest and best team we can have. Walk with me and let's celebrate - It's that easy! Click here to sign up for our team: <http://www2.jdrf.org/goto/YourLinkHere>

Don't Forget—I'm walking and raising money for JDRF because I believe in a world without type 1 diabetes (T1D)! I've set my fundraising goal high and would love for you to help me get there by Walk Day. No donation is too small, and every dollar truly makes a difference. Making a donation is easy! Simply click on the link below to donate any amount you'd like. Thank you in advance!
<http://www2.jdrf.org/goto/YourLinkHere>

#2 SEND A REMINDER

Guess what?! I'm only {\$300} away from reaching my fundraising goal for this year's JDRF One Walk and would be so grateful if you could help me cross the finish line by making a donation towards my fundraising efforts! JDRF works every day to change the reality of type 1 diabetes (T1D) for millions of people by funding research, advocating for government support, ensuring new therapies come to market and connecting and engaging the T1D community. Please visit my page to show your support and help advance even more research for a world without T1D. Thank you!

#4 THANK YOU

Thank you so much for your support! 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 a lot! Not just to me, but to everyone affected by T1D. With Gratitude, {YOUR NAME}

JDRF ONE WALK FUNDRAISING REWARDS



Walk with us to find out where you can pick up this year's exclusive Walk rewards. The more you fundraise, the more perks you'll earn and the closer you'll get us to our shared goal: a world without T1D.

INDIVIDUAL REWARDS

\$100



**OFFICIAL JDRF
WALK T-SHIRT**

TEAM REWARDS

\$1,000



**MILE OF HOPE
SIGN
QUALIFY BY
MAY 3RD**

\$500



**FUNDRAISING
REWARDS
CATALOG**

\$5,000



**TEAM TENT
QUALIFY BY
MAY 10TH**

\$1,000



**EXCLUSIVE
V1P BADGE
AND PIN**

NEED HELP? GIVE US A CALL!

JDRF WALK WEBSITE

walk.jdrf.org

FUNDRAISING TIPS AND TOOLS

https://www2.jdrf.org/site/SPageServer?pagename=walk_tips

RESEARCH UPDATES

<https://www.jdrf.org/blog/?topic=research-news>

T1D RESOURCES AND SUPPORT

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

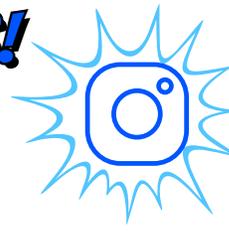


GET SOCIAL WITH US!

JDRF Wisconsin Chapter

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jdrf.org/wisconsin



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