Participant Guide

Breakthrough T1D Walk

Breakthrough T1D® Walk

Welcome!

We're thrilled you've joined the Breakthrough T1D Walk! By participating, you're showing the world that together, we can change life with type 1 diabetes (T1D). The T1D community is the heart and soul of our Walk, fundraising to move our mission forward and accelerate progress.

Invite friends, family, neighbors, and colleagues to join the celebration! A larger team means more fun and greater fundraising success. With your help, the Breakthrough T1D Walk will drive research, advocacy, and support for those living with T1D, leaving a legacy for generations to come. Questions? Email your local Walk staff member or at Walk@BreakthroughT1D.org

Why we walk

At Breakthrough T1D, we fuel breakthroughs that drive toward cures. No organization does more to improve everyday life with T1D-from driving millions of dollars of global investment in therapy development and access, to advancing research, advocacy, and community support.

Celebrate Your Loved Ones	Help Change Lives	Contribute to Cures	Find Your Community
We walk to support everyone facing T1D. Whether or not you're directly connected, everyone can make a difference as we celebrate our loved ones.	Each year, more than 50,000 people in the U.S. are diagnosed with T1D. Less than a third reach target glucose levels, risking complications. Let's change that.	Join the Breakthrough T1D Walk to support breakthroughs that bring us closer to cures and offer hope to the millions of people facing T1D.	Join our committed community at a Breakthrough T1D Walk. Meet others with similar experiences and find support and connection.

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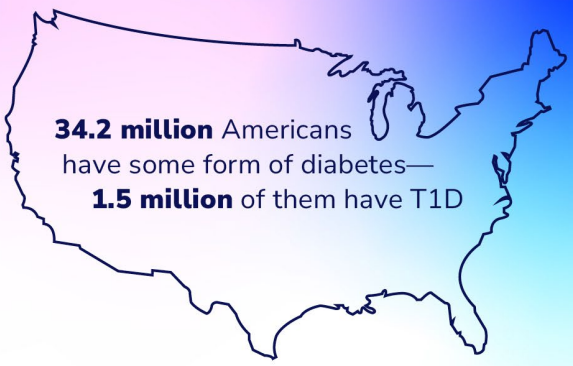
What is type 1 diabetes (T1D)?

Type 1 diabetes (T1D) is a chronic autoimmune disease. This means that it doesn't go away. In T1D, the body's immune system attacks the insulin-producing cells in the pancreas. Insulin is an essential hormone that helps the body turn food into energy.

Anyone can be diagnosed with type 1 diabetes at any age.



Over 2 million people in the U.S. are predicted to have T1D by 2040

Less than one-third of people with T1D in the U.S. are achieving target blood-sugar levels

More than **$16 billion** is spent on T1D-associated direct medical costs in the U.S.

Life with T1D

T1D requires constant management. Insulin doses are carefully calculated and given multiple times daily, accounting for food, exercise, and stress. Blood sugar is monitored frequently through finger pricks or continuous glucose monitors (CGMs). Despite strict management, dangerous fluctuations in blood sugar levels can occur, demanding ongoing, active care.

Walk fundraising paves the way for breakthroughs

- 500+ active projects funded around the globe today
- Over $2.5 billion committed in research grants since our founding in 1970
- 100+ Breakthrough T1D-funded clinical trials currently underway
- Nearly $3.6 billion secured in federal funding through the Special Diabetes Program since it began 25+ years ago
- All 25 of the U.S.'s largest private health insurers offer coverage of automated insulin delivery (AID) systems for people living with T1D
- 1 million+ adults and children with T1D have joined our events to fundraise for T1D research

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Getting started

Build your team

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1	**Set Up Your Team Page** Visit your participant center to create your team page. Include photos and share your story.
2	**Set a Team Goal** Aim for at least ten teammates, each raising a minimum of $100. Your local Breakthrough T1D staff can help you set a realistic goal and create a fundraising plan.
3	**Compile and Invite Your List** Utilize your sphere of influence to create your team member ask list! Don't delay, make team invites today! Remember to keep your list handy. It is never too late to make those invites!
4	**Recruit Your Network** Send emails, texts, and post on social media. Use the recruitment templates available in the participant center or the Breakthrough T1D Fundraising app. Invite people nationwide—even if they can't attend in person.
5	**Follow Up and Register** It often takes 3-5 asks to get a response. Ensure all teammates are registered online to access incentives and Walk day information.
6	**Multiply Your Team Reach** Motivate your team members to invite their own friends and family to join your team. Share tips on crafting their invitation messages, if needed.
7	**Cheer on Your Team** Help members set personal fundraising goals. Consider group fundraisers and share successful strategies. Keep everyone motivated and informed with reminders from your staff partner.

Keep your team engaged

Plan a Kickoff Event

Get everyone excited, share fundraising tips, and allow team members to connect and have fun. It's also an opportunity to educate those unfamiliar with T1D.

Create Friendly Competition

Recognize members for achievements like most funds raised, best recruiter, most donors, or greatest team spirit.

Share Progress Updates

Regularly update your team on fundraising progress. Celebrate milestones and recognize new members. Share these updates with those who haven't registered yet as a friendly reminder.

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Getting started

Make Walk Day more exciting by inviting your network to join your team! Rally friends, family, neighbors, and colleagues to raise money to help advance T1D research. The most successful teams unite their professional, personal, and community networks. Aim for 10+ members working together to raise life-changing funds for Breakthrough T1D. Ensure all team members are registered for Walk Day.

Walk fundraising paves the way for breakthroughs

Friends and Family Parents, siblings, in-laws, cousins, grandparents, friends

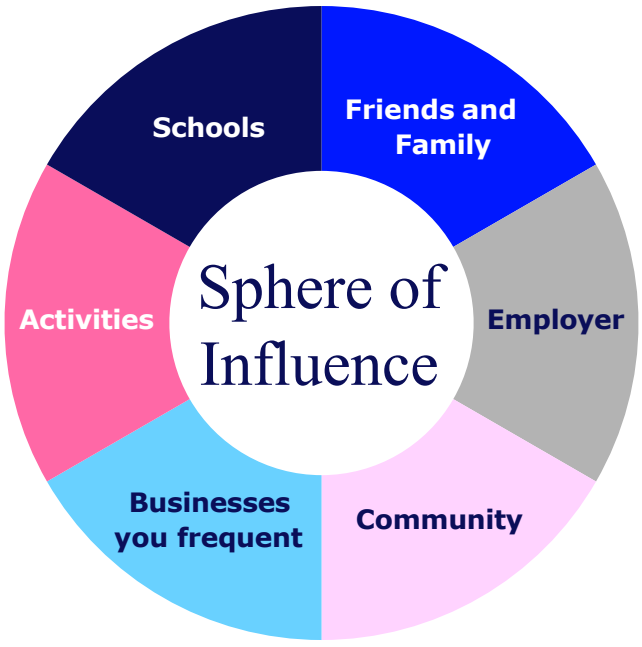
Employer Co-workers, clients, vendors, other departments or branches

Community Neighbors, HOA, civic clubs, networking groups

Businesses you frequent Salon, doctor (ex. endocrinologist, general physician, etc.), mechanic, restaurants, dry cleaner, dentist, maintenance, cleaning

Activities Gym, book club, sports, places of worship, alumni groups

Schools PTA, teachers, classmates, alumni, children's parents, Greek life



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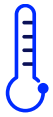
Fundraising roadmap to success

Fundraising for Breakthrough T1D is simple and rewarding. We're here to support you every step of the way and cheer on your success as you ask your professional, personal, and community network to support your team's fundraising goal.



Set a goal A clear goal motivates you and encourages others to support you. Use numbers meaningful to your T1D story, like your diagnosis date, age, or days living with T1D. For example: "Owen has lived with T1D for 4,203 days, so my team will walk 4,203 miles and raise $4,203 to fund cures." Your local Breakthrough T1D staff can help you set a team goal. They're your coach cheering you on to fundraising success.

Donate Lead by example with a personal donation. This sets a strong precedent and shows your commitment. Challenge your network to match your gift. On average, Walk participants who make a self-donation raise $472.

Personalize your fundraising page Inspire others by sharing your story. Add photos and explain why raising money for T1D research is so important to you. Don't forget to create a memorable short link to make your page easy to find.

Use the Breakthrough T1D Fundraising app Enhance your fundraising with the new app. Extend your fundraising reach and promotion by creating a QR code or sending updates through Facebook, email, SMS, or LinkedIn. Personalize your experience by adding pictures or videos easily from your camera roll. Deposit checks and immediately see your fundraising total soar. Integrate Apple Health, Google Fit, Fitbit, Garmin, and Strava to easily track your walking activity. On average, fundraisers who are utilizing the Breakthrough T1D Fundraising app raise $1,146.

Build your donor list Start with a broad list of people who might connect with your story—family, friends, colleagues, and social media contacts. The more people you reach out to, the better your results will be.

Share your story Spread the word using your preferred method—social media, video, phone calls, emails, texts, in-person conversations, mail, or the mobile app. If you need help crafting your message, we've got tips to guide you. On average, Walk participants who tell their story and fundraise on Facebook raise $841.

Follow up Your friends and family are busy, so they may need a reminder or two to donate. Don't get discouraged if they don't give right away—aim for at least three follow-ups.

Met your goal? Raise your goal! Once you've met your team goal, keep the momentum going. Our most successful fundraising teams aren't afraid to raise their goal once they've hit their initial fundraising goal.

Thank your donors A simple "thank you" goes a long way. Gratitude not only makes donors feel appreciated but also increases the chances they'll support future fundraisers.

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Sharing your story

Be Clear in Your Ask Specify how each person can support you—whether it's by donating a suggested amount or joining your team to fundraise.

Use Visuals Add pictures or videos to your fundraising page, emails, social media posts, or texts. Visuals make your message more personal and impactful.

Show Your Personality Whether your tone is funny, serious, or lighthearted, let your personality shine through. It helps connect your message to the cause you care about.

Keep It Short Aim for brief, focused messages. Include key details but remember that most people prefer concise communication.

Tailor Your Message Adjust your content based on who you're reaching out to. Provide context about T1D for those unfamiliar but skip it for those already knowledgeable.

Choose the Right Medium Use the communication method that best suits the person—send a letter to someone who prefers mail, rather than relying on social media posts.

Provide Regular Updates Keep your supporters informed about your progress. This not only shows them what they're supporting but also serves as a reminder for those who haven't donated yet. Feel free to share updates beyond just fundraising—your T1D story, Breakthrough T1D research news, or event details are all great to include.

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Maximize your fundraising

Breakthrough T1D fundraising app

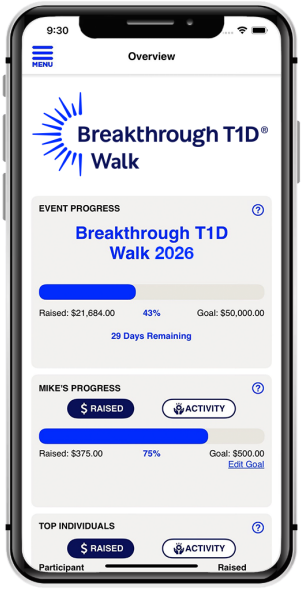
Boost your fundraising with the new Breakthrough T1D Fundraising app. Available on Apple App Store and Google Play, it lets you:

Personalize your page from the app, with the ability to add photos and videos direct from your camera roll.

Mobile check deposit for those check donations you may receive from your fundraising asks.

Access a personal QR code to help grow your team and generate donations.

Use Facebook, email, SMS, LinkedIn, and more to ask for donations through the mobile app.



Facebook: Expand your reach and amplify your impact by linking your Breakthrough T1D Walk page to Facebook. Participants who use Facebook Fundraisers raise five times more on average. Here's how to get started:

1. Share Your Story on Facebook Whether it is a post, story or reel, share with your friends and family on social media that you are fundraising for Breakthrough T1D by participating in your local Walk event. Post your personal fundraising link found in your participant center when you share your story so your community can donate directly to your fundraising page.

2. Engage Your Network Share updates, invite friends, and collect donations through your Facebook fundraiser. All funds raised will count toward your Breakthrough T1D goal.

Pro tips for Facebook Fundraising

- **Challenge Your Network:** Set goals like, "Help me raise $100 by the end of the day" or "I'm aiming to raise [amount] in 5 days. Will you help?"
- **Use Video:** Post a heartfelt video explaining why you're fundraising. Share your T1D story—honest and open dialogue resonates and encourages donations.
- **Publicly Thank Donors:** Tag and thank those who donate, and ask, "Who's next to help me reach [goal]?"

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Maximize your fundraising

LinkedIn: Tap into your personal and professional networks on LinkedIn to boost your fundraising:

1. Post Regularly Share updates on your fundraising journey or T1D research. Avoid asking for donations every time; instead, engage your audience with inspiring content. Aim to post when your contacts are most active, typically Friday through Sunday, but adjust based on your network's activity.

2. Use Scheduled Messages Utilize the Breakthrough T1D Fundraising App to schedule LinkedIn posts. Plan your messages to go out weeks, days, or even months before your Walk.

Bonfire Breakthrough T1D Walk has partnered with Bonfire to offer a simple, free fundraising tool. Create your own t-shirt design or use our templates, and Bonfire will handle printing and shipping. 100% of the proceeds go directly to Breakthrough T1D. Start your t-shirt fun by clicking the Bonfire banner in your participant center.

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Thank you for helping the world see T1D. Together, we're fueling progress toward life-changing cures.

Breakthrough T1D®
Walk