



800-242-0566

[ride.jdrf.org](http://ride.jdrf.org), [www.jdrf.org](http://www.jdrf.org)

**RIDE**  **TO CURE DIABETES**

## **FUNDRAISING: Eight Steps to Success**

### **Step 1: Know Your Subject**

Specifically, learn about diabetes and the Juvenile Diabetes Research Foundation International (JDRF). Our [Fact Sheets](#) are a great place to start. You don't have to know all the medical terms, but you should be able to tell people about what it is like to live with type 1 (juvenile) diabetes, the devastating complications that can result, and how successful JDRF has been in funding research to find a cure.

### **Step 2: Be Proud of Your Campaign**

Asking for money to fight type 1 diabetes is something to be proud of, so do not be shy. Ask your contacts for whatever they feel is appropriate. Remember, if you don't, someone else will. It is a proven fact that donors give to people - so make it personal and you'll gain their support.

### **Step 3: Make a List**

Decide that you will ask everyone you know for a donation and make a list of names. Think big! Quantity is important so think in terms of groups of people such as: friends, relatives, schoolmates, past and present work associates and business contacts, clubs and organizations, and families of your children's friends. Remember - you can sponsor yourself! Then go further: identify people you don't know - local businesses, club members, politicians, or patrons of your own business. Almost everyone knows someone with diabetes, and most people will want to help.

### **Step 4: Spread the Word**

Everyone has a favorite communication style. Some people are more comfortable talking face to face. Others prefer using the phone, letters, or email. Keep in mind, however, that people are more likely to remember a call or letter than an email. The less personal your initial contact is, the stronger the need for following up. Your friends should be easy to talk to, but when you have to make your case to people you don't know as well, you might want to use a script or a form letter. In fact, personal letter-writing campaigns are one of our most successful methods of fundraising. Check with your local JDRF chapter for sample letters.

### **Step 5: Draw a Crowd**

You don't have to get donations from one person at a time. Consider holding an event to draw pledges. Bake sales, candy drives, and car washes work for local school drives - why not for funding diabetes research? Or maybe a party is more your style: silent auctions, potlucks, barbecues, food or wine tastings, and theme parties are proven fundraisers.

### **Step 6: Say the Magic Words - 100% Tax Deductible**

Don't forget that these contributions are tax-deductible. (The IRS requires people who give more than \$250 to charity to have written proof, so JDRF will automatically send a letter to all such donors.)

### **Step 7: Send in the Check**

If you start fundraising now, remember to have each of your sponsors address their checks to JDRF, but to send them to you. Each time you get a check, put your name on it - either on the memo line, or along the very top - and then send it immediately to your local chapter office.

### **Step 8: Say Thank You**

It is important to acknowledge each gift with a personal thank you note. Definitely thank them for giving, and ask them to put JDRF in their annual budget. You might want to tell them about your Ride when it's over, and even send pictures. (You'll probably want to do the Ride again, until there is a cure, and these people will be your best prospects.) In fact, you might invite them to join you!