

FUNDRAISE YOUR WAY TOOLKIT



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JDRF BY THE NUMBERS



JDRF is currently funding more than 500 active grants in 22 countries around the world.



In the last year, JDRF supporters raised \$108 million specifically for type 1 diabetes research.



JDRF Canada is working on promising type 1 diabetes research including encapsulation devices for the successful transplant of insulin-producing cells, new treatments for hypoglycaemia and other type 1 complications, and better ways to deliver insulin.

2x

For every \$1 from JDRF, more than \$2 additional is invested in type 1 diabetes research. This is possible from our corporate and government match programs.

THANK YOU!

Without people like you, JDRF would not be able to move type 1 diabetes research forward. Your passion and fundraising efforts are helping make a difference in the lives of Canadians living with type 1 diabetes.

Whether it's a challenging sporting activity, celebrating a birthday, diaversary, or hosting a games night or dinner, you can start your own fundraising campaign and have friends, family and colleagues support you.

JDRF's research is committed to improving the lives of every person with T1D and to ultimately curing this disease. Your generous support will help us reach this goal.



TYPES OF EVENTS AND CAMPAIGNS

1. Personal Campaigns

Looking for a way to honour a loved one or celebrate a birthday, anniversary or a wedding? Consider creating your own [Fundraise Your Way Personal Campaign](#). They're a great way to turn a celebration into a charitable opportunity.

2. Challenge Events

Looking for an opportunity to change your life and lives of others? Whether you're looking to improve your health, push yourself the extra distance or tick the box on a bucket list item, whatever your goal is you can be proud to know that you have helped to improve the lives of those living with diabetes. Register your Challenge Event today!

3. Community Events

Creating your own Community Event in support of JDRF is a fun way to make a difference in the fight against T1D. Host a walk, or bowl-a-thon, or car wash or whatever inspires you - the sky's the limit

Once you are registered online you can customize your fundraising page:

- Add your story and details about your event and tell your donors why you are raising funds
- Set up a fundraising goal and see your progress via the fundraising thermometer on your page
- Upload a photo of yourself, or your loved one that you are raising funds in honour of
- Send emails and use the social media buttons to share with your social network. Your donors can then resend or share with their networks.

Benefits to using the online tool:

- Fundraising page is easy to set up
- Friends and family can donate at anytime from anywhere in the world
- There is no need to handle cash or cheques
- Tax receipts for your donors are generated automatically and sent to them via email

Want to participate in a challenge event that is happening in your community and fundraise at the same time for JDRF? Contact us and we can help you make that happen.



10 IDEAS TO BOOST YOUR ONLINE FUNDRAISING

- 1. Promote your selfie.** Fundraisers with pictures on their page raise 14% more per photo. A perfect excuse for a #selfie.
- 2. Tell your personal story.** Why do you care? Tell your story about why you are fundraising.
- 3. Shoot for a target.** Pages with a target raise 46% more. Aim high and tell the world.
- 4. Don't be afraid to share.** Sharing on social media will help you raise more and people want to hear about the good things you are doing.
- 5. Don't forget about email.** There are lots of your friends, colleagues and neighbours who are not on social networks but would love to hear about what you are doing.
- 6. Be creative.** Think of interesting ways to get people excited about your fundraising. "If I reach \$1,000, I'll take part in the event wearing a wig."
- 7. Let us know.** By letting JDRF know you have set up a fundraising page we may be able to help spread the word via our social networks or email.
- 8. Let supporters know** how you are doing by updating your page often, they will enjoy following your progress.
- 9. Convince your friends** to take part and raise money as well ...as it makes the experience more fun!
- 10. It's not over 'til it's over.** 20% of donations come in after an event has ended, so make sure you follow up the event with an update about how you did.

RAISE \$500 IN 10 DAYS

The key to success is simple—you just need to ask! Tell your friends, family, and colleagues why you want to help JDRF create a world without type 1 diabetes and inspire them to donate.



Day 1: Set up your fundraising campaign page and explore all the tools available in your Participant Center. Then make your own donation to really kick things off!



Day 2: Ask three family members to donate \$25 or more.



Day 3: Ask five friends to donate \$20 each. Your Participant Center is a great resource for sample fundraising messages that you can use if you need some help asking for support.



Day 4: Get social! Share your page on your favorite social media site. Once you get the word out, you'll be surprised at who will support you.



Day 5: Ask a business that you regularly frequent to donate \$25. Whether your favorite restaurant, your hair stylist, your pharmacy—or all of the above—it never hurts to ask!



Day 6: Ask five co-workers to sponsor you for \$20 each. And, see if your company offers a matching gift program to really drive up your donations.



Day 7: Speaking of your employer, why not request a company contribution of \$100?



Day 8: Choose five people from your gym, your child's school, or local community group and ask for a donation of \$10 each.



Day 9: Ask someone whose cause you have supported for \$25 or more. That's the beauty of giving!



Day 10: Send a fun campaign update to everyone you've reached out to who has yet to donate. Showing them the progress you are making will act as an incentive for them to take action.

POLICIES AND GUIDELINES

Offline Funds for Events

You can also collect cash and cheques in person at your event or leading up to it. Please ensure cheques are payable to JDRF. Please make sure you record the donations and donor information accurately. Your JDRF contact can assist you with obtaining a donation form. You will then send these to Finance at JDRF, 235 Yorkland Blvd, Suite 600 Toronto, ON M2J 4Y8.

Promotion

The JDRF name and logo are registered trademarks. Permission must be given in advance by JDRF for the use and context of the JDRF name and logo on any promotional materials and/or advertising associated with the event. JDRF will provide appropriate logos to Community Event organizers with the approval of the event.

All information released to the media must be reviewed and approved by JDRF prior to distribution.

The relationship between the Community Event and JDRF should be made clear – the event is held in support of JDRF. You may use one of the following phrases, or something similar, in order to communicate the relationship:

- Proceeds from this event will support JDRF.
- The event will be in benefit of JDRF.
- Your ticket purchase supports JDRF.
- JDRF reserves the right to withdraw consent to use its name or logo at any time if such use could damage the Foundation's reputation in the community.

Liability

JDRF assumes no financial or legal liability associated with community events and is not responsible for any resulting damage, loss or injury. JDRF does not insure community events. It is the responsibility of the organizer to procure the necessary insurance coverage, licenses, and permits, and that they are compliant with all relevant legal requirements.

Tax Receipts

JDRF is proud to be a leader in fundraising in Canada and is committed to following rules and regulations regarding the issue of official charitable receipts set out by the Canada Revenue Agency (CRA). This is also important to protecting our registered charitable status. It is very important that you understand the rules about tax receipting **BEFORE** you plan your event.

The requirements for tax receipting are extensive and at times, complex. However, JDRF is here to help. Please speak with your JDRF contact about tax receipting in relation to your event before discussing tax receipts with your supporters. It is your responsibility to communicate guidelines surrounding tax receipting to the participants of your event, so please be sure you and your JDRF contact have discussed your event in detail and that you are clear about what you are able to offer. Note: official charitable receipts dated for the year of your event can only be issued if all money and information is received by December 31st of that year.

Continued

Within 30 days of your event, please provide JDRF with a list of supporters, full addresses including postal codes. The receipt amount will be determined by JDRF finance based on the documentation provided. We request the documentation quickly after your event so we can ensure all of your participants/attendees are receipted in a timely manner. The total net proceeds to JDRF must equal or be in excess of the amount to be receipted. We cannot issue receipts for more than the total proceeds. All supporting invoices for the costs, invoices and event accounting spreadsheet must be provided prior to tax receipt issuing.

For full details you can check the CRA [website](#).



SAMPLE THANK YOU EMAIL/LETTER

Hi (First Name),

Thank you so much for your support. You have helped raise \$XXXX in support of JDRF and T1D research!

The support JDRF receives from the community is integral to achieving their goal of improving the life of every person living with T1D and ultimately curing this disease.

(include a personal story)

The event/campaign was a great success because of your support.

(include a sentence or two about the event and mention any highlights)

Once again, thank you for supporting JDRF by participating in my event. I hope to see you next year!

Sincerely,

(Your Name)



**THANK YOU FOR SUPPORTING JDRF
AND OUR SHARED VISION OF CREATING
A WORLD WITHOUT T1D.**



jdrf.ca

JDRF IMPROVING
LIVES.
CURING
TYPE 1
DIABETES.