

MOVE WORK ASIDE.

MOVE FOR A CURE.



SUN LIFE RIDE TO DEFEAT DIABETES FOR JDRF FUNDRAISING TIPS:

Fundraising can be fun! With a little planning, some creativity and passion, you will soon be on your way to reaching your goal for this year's **Sun Life Ride to Defeat Diabetes for JDRF!**

1

Make a gift to yourself. The best way to encourage others to give to your efforts is to lead by example and kick-off your fundraising by making a self-donation.

2

Rally your supporters and share stories from the type 1 diabetes (T1D) community and the reason supporting the cause means something to you. Encourage your team members to do the same.

3

Personalize your ask. Share your story and tell others why you are participating in the Ride. The more personal you make your request for a donation; the more people will relate. You would be surprised how many people have been impacted by T1D.

4

Ask, Ask, Ask. You don't get what you want without asking. Ensure that you cast a wide net when asking for donations; you will be surprised where donations will come from. Check out our Fundraising Toolkit in the Fundraising Resource section of the jdrfride.ca website for resources and templates for email and social media asks.

5

Don't forget to get social. You will be surprised at the support you will receive from sharing your fundraising journey on LinkedIn, Facebook, Instagram, and other social channels. Getting social is easy using the social share buttons in your Participant Centre. Our research shows that participants who share their personal fundraising page on social media raise 65% more than those who don't.

6

Don't be afraid to think BIG. Ask for specific amounts from people or organizations that you know can make a bigger donation and consider following up with a phone call.

7

Don't forget to follow up. Most people are willing to give but may need a gentle reminder. Just because someone did not respond initially doesn't mean they don't want to support you. They may just need a reminder.

8

Celebrate special events by supporting JDRF. Whether it's a birthday, anniversary, or any special event, ask people to donate to your fundraising in lieu of a gift.

9

Download and share. Check out the Fundraising Resources on the jdrfride.ca website. You get access to social shareables, virtual meeting backgrounds and more. Using these tools will not only increase your fundraising; it will also create greater awareness about T1D.

10

Show your gratitude. Be sure to say **thank you** after you receive a donation and keep your donors and supporters updated on your progress. Use LinkedIn and other forms of social media to show a personal message of gratitude to your donors.

