



NDAM T1D Champion Challenge Toolkit

Thank you for taking on the **T1D Champion Challenge** during National Diabetes Awareness Month (NDAM) to help raise \$1,250 in honor of 1.25 MM Americans living with T1D.

For many, the impact of T1D can be measured by way in which it interrupts their lives. However, the invisible disease doesn't keep people from achieving great things; it just makes every step of the way harder and their accomplishments, even more impressive.

This challenge is a simple, powerful and interactive way to highlight how T1D affects millions of people all around the world, including right here in our own backyard.

Below is a guide to help you successfully fundraise during the month of November.

- ➔ **Share your story!** Sharing your personal story can be the most powerful and educational way to really connect with your potential supporters.
 - When were you diagnosed with T1D?
 - What do you think is important for people to know about you?
 - Why JDRF? Why T1D Champion Challenge? Why during November?

- ➔ **Create your own T1D footprint at jdrf.org/NDAM.** Show your potential supporters how the numbers add up with T1D and how it impacts their day-to-day life.

- ➔ **Fundraise on Facebook.** Post on social media and send emails (examples below) to your network on key dates in November to inspire them to give to your T1D Champion Challenge
 - November 1: T1Day
 - November 14: World Diabetes Day
 - November 30: Last effort to raise funds and awareness during November/NDAM

- ➔ **Lead by example!** By making a self-donation you are taking the first step toward reaching your fundraising goal. It's easier to ask others to give if they can see that you have donated, too.

- ➔ **Persistence is important!** It usually takes three asks to get a donation. People are busy but want to support you, so don't shy away from sending a friendly note to your supporters reminding them why a donation to your T1D Champion Challenge is important to you!

- ➔ **Challenge & educate your supporters.** It's so easy to set up a small challenge and your donors will have fun participating. Some challenges can be:
 - How many days have you or your loved one been living with T1D? Ask 30 people in your circle to donate that amount
 - How many times have your loved one or you checked your blood sugar level each day? Ask that many people to make a gift in your honor every day for a week.

- ➔ **Thank your donors & celebrate your success!** The last step is to make sure that you thank everyone for their donations and celebrate your part in making this year's NDAM campaign a success! Thank you for not only raising funds but also sharing your personal story — when we all join together our individual voices become one and we look forward to seeing the impact that the T1D community can make to further JDRF's mission.

Check out some sample emails and social media posts below!

Sample Email

I am kicking off National Diabetes Awareness Month this November by taking on the challenge of raising \$1,250! This number represents the 1.25 million Americans living with type 1 diabetes (T1D).

I have committed to driving further research progress and changing the lives of those impacted T1D until we all live in a world without it.

[Insert photo/video and personal T1D story: What has your T1D journey been like so far? Why don't you let T1D hold you back?]

Simply visit [add link to personal T1D Champion Challenge page] to make a gift. Any amount, great or small, helps to fund research for new treatments that will make living with T1D easier and healthier — until there is a cure. Thank you for your time and consideration!

Sample Social Media Posts:

Facebook

I am kicking off National Diabetes Awareness Month this November by taking on the T1D Champion Challenge of raising \$1,250! This number represents the 1.25 Million Americans living with T1D. I need your help!

To make a gift, visit [add link to personal T1D Champion Challenge page]. #T1DLooksLikeMe #T1DChampion

TIP: Personalize this post with a picture or video and a personal story. Photos on Facebook pages receive 53% more likes than the average post. (Source: Wishpond)

Twitter

This November I challenge myself to raise \$x for #NDAM. Support my efforts and JDRF at [personal fundraising page]. #T1DLooksLikeMe

TIP: Personalize your post with a picture and create a shortened URL at bitly.com.