

Young Leadership Committee

The Young Leadership Committee is a group of young professionals dedicated to raising funds for and awareness of JDRF. The committee hosts various fundraising, networking, and social events that attract hundreds of young professionals.



Leslie, diagnosed at age 5

Rebecca, diagnosed at age 6

Table of Contents

- JDRF’s Young Leadership Committee (YLC) 1**

- Getting Started 3**
 - Step 1: Contact the national YLC department..... 3
 - Step 2: Build a YLC 4
 - Step 3: Create an event 5
 - The JDRF Walk to Cure Diabetes 5
 - The Kickoff to Cure Diabetes fundraiser 6
 - Plan your own event 6

- Listing of YLC Events 7**

- Frequently Asked Questions 8**

- A History of the Young Leadership Committee..... 10**

- Sample Walk to Cure Diabetes Planning Timeline..... 12**



Recognizing the value of young professionals, the Young Leadership Committee supports JDRF through events that are dynamic, energetic, fun, and targeted to the entire demographic.

JDRF’s Young Leadership Committee (YLC)

The Young Leadership Committee (YLC) is a group of young professionals dedicated to raising funds for and awareness of JDRF. The committee hosts various fundraising, networking, and social events that attract hundreds of young professionals between the ages of 21 and 40.

Members of the YLC are asked to attend meetings where they are given the opportunity to take part in the inception, planning, and ultimately the success of several social functions throughout the year aimed at benefitting JDRF. Additionally, the committee hosts occasional networking and social gatherings to foster an environment of year-round involvement.

What does a YLC member do?



There are a variety of ways that members can get involved. Whether it's attending an event, or co-chairing one, there are plenty of opportunities within a YLC.

Why should your chapter have a YLC?

The demographic of young professionals is often overlooked and underserved by nonprofit fundraising organizations. Most fundraisers concentrate on categories that omit many young professionals by focusing on industry-specific events (such as publishers’ industry balls), sport-specific events (like golf outings), or high-priced events beyond the means of most young professionals (such as black-tie affairs). What those fundraisers fail to account for is the remarkable value that young professionals bring to nonprofit organizations. Many JDRF volunteers get involved with their families or schools in the Walk program, but their participation often fades after going to college. Before YLC, there were no great JDRF programs for young professionals to be involved in. Not only do young professionals’ donations—even small ones—add up to significant funds, but their support through volunteering and organizing events brings even more added value. Recognizing the value of young professionals, the YLC supports JDRF through events that are dynamic, energetic, fun, and targeted to the entire demographic. Additionally, YLCs build future leaders for both JDRF and the community.

What kind of events does a YLC host?

Events may vary by city, but each committee is encouraged to host two common events:

1. Walk to Cure Diabetes. Each committee should help create a YLC Walk team.
2. Kickoff to Cure Diabetes party. This is a fundraiser held around watching the opening game of the National Football League (NFL) season.

Each chapter's YLC is encouraged to have additional events that fit its needs and demographics. Any themed, low-, or no-cost event held in a bar or restaurant is an easy starting fundraiser for YLC groups. A sample list of events can be found in this manual.

What is the interaction between a local JDRF chapter and its YLC?

The YLC is part of the local chapter. The group coordinates events in conjunction with a JDRF chapter staff member. Each YLC has this local staff support to assist with events and answer common fundraising questions about such issues as tax deductions, logo use, etc.

Where do the funds raised through the YLC events go?

The funds raised through the YLC event go to the local JDRF chapter with which the YLC is affiliated. The YLC volunteers work with local JDRF staff to ensure that the funds raised go directly to JDRF.

Of course, those funds eventually go to support JDRF-funded research aimed at finding better treatments and a cure for people with type 1 diabetes (T1D). To learn more about the kind of cutting-edge advances that YLC support makes possible, please visit www.jdrf.org.

How much involvement is required from the local JDRF chapter?

The local chapter's involvement will vary depending on the event. Local chapters typically manage the logistics of the Walk to Cure Diabetes event and may be involved in the NFL Kickoff for a Cure event.

Events can either be sponsored by the local JDRF chapters or run as third-party events with the proceeds turned over to JDRF after the event. The Walk to Cure Diabetes is an example of an event sponsored by the local JDRF chapter. It operates as a "turn-key event" for the YLC, since the YLC can set up a team online and participate without requiring any special support from the chapter. Team JDRF is a great tool for YLC members to use for events.

The Kickoff to Cure Diabetes may be run as a third-party event without the support of the local JDRF chapter. In general, most third-party events receive little local JDRF chapter support until they achieve a level of success that merits the allocation of resources. For example, the New York City Chapter's Spring for the Cure is a complex event with over 25 vendors and more than 900 attendees annually that has raised more than \$700,000 over the past four years. This event receives significant support and involvement from the local chapter. In the case of smaller, less complex events, the YLC handles all of the details without chapter support and involvement.

Can people who don't have T1D join the YLC?

Absolutely. In fact, our membership is roughly balanced between people who have T1D—and people without the disease. Our experience shows that there are two types of YLC supporters: people who support a cause, and people who support other people. Both are wonderful reasons to get involved.

Many people support JDRF because they have a close connection to a person living with T1D. Others choose to support JDRF because their friends, coworkers, and colleagues have T1D.

What kinds of support does the YLC need?

You can support the YLC by donating your time, efforts, and ideas to your local YLC. Fundraising events don't just happen—they need to be planned, promoted, and executed. You can assist with coordinating and executing YLC events. Having enough disposable income to be able to donate to charities can be challenging, especially for people new to the workforce, in entry-level positions, and living paycheck to paycheck. This is one of the primary reasons why the YLC demographic unfortunately is often overlooked by fundraising organizations.

Where can I get more information about the YLC?

Visit the YLC website www.jdrf.org/ylc, the YLC Facebook page www.facebook.com/jdrfylic, or email the YLC account at ylc@jdrf.org. Staff members can also look on the intranet, in “Resources” for more YLC info at: www.jdrf.org/intranet/index.cfm?fuseaction=resourcesviewFolder&resourceFolderID=7D7D0E9E-1279-CFD5-A72456F4F1E0BA90.

Getting Started

Starting a YLC is as easy as 1, 2, 3. It's basically a group of individuals coming together to create an event. Just follow these three steps.

STEP 1: Contact the national YLC department

By emailing the YLC account (ylc@jdrf.org), you will be connected with the JDRF National YLC coordinator. The coordinator will guide you through the start-up process.

To simplify the process for you, they will:

- Provide the contact information for your local JDRF chapter
- Introduce you to staff at your local JDRF chapter if needed
- Assist in recruiting local committee members through social networking sites such as Twitter, Facebook, etc.
- Be available to answer additional questions



STEP 2: Build a YLC

Building a leadership team is essential to the long-term success of any YLC. One person could create and run a YLC alone, but the group would falter when that individual leaves. Also, spreading out the work among a number of volunteers can lead to more successful events—and success is always better when shared.

Recruiting new members

Typically, a new YLC starts small. A few friends get together to plan an event. Once established, a group can grow exponentially.

The initial champion volunteer is responsible for building the team and executing the first event. While there are outlets to help this team grow, the success of the first event typically hinges on the ability of the initial volunteer to successfully build a core team and plan the event.

Building a team can be done in a number of ways. Some of the more common ways are:

- Asking your friends and social networks to join
- Using the chapter staff liaison to get referrals from the local JDRF chapter
- Creating a Chapter YLC Facebook page and post announcements on social networking sites (with the help of the national YLC staff person)
- Recruiting local Adult Type 1 Toolkit recipients/downloaders (this monthly list is available through the chapter staff)

Once you have a group of people interested in organizing an event, you have a YLC!

Best Practices

Build a large committee: The size of the committee is directly correlated to the success of the events. Encourage members to bring new friends to the next meeting and post about the group on their social networking websites.

Welcome new members: Extra communication goes a long way in making someone feel welcome and in improving volunteer retention. Send new members a welcome e-mail that provides all the contact information, including phone numbers and website URLs, as appropriate.

Follow up: A follow-up phone call or email to new members to see if they are attending the next meeting helps tremendously. Ask for their feedback after the first meeting; find out what they liked about the structure, etc. They can provide invaluable insights.

Get them busy: Assign new members a task right away. It is critical that any new volunteers be utilized immediately. Find an application for their efforts and ideas as soon as possible.

Assigning new members with tasks will promote engagement in the group and give them a chance to add value. There are a number of ways to utilize a new member immediately. These can include:

- Registering them as captains of the Walk to Cure Diabetes team
- Requesting that they sell raffle tickets
- Requesting assistance on event days for setup, etc.
- Requesting that they recruit a friend to attend the next meeting



The Young Leadership Committee is a great program to help meet the needs of young adult professionals with type 1 and their friends.

- Encourage members to bring new friends to the next meeting and post about the group on their social networking websites
- Request that they bring an event idea to the next meeting

Socialize with new members: You can plan a happy hour after each meeting. By doing this, you will get to know your members in a more casual and laid-back setting. This will lead to forming better relationships and a better vibe for the YLC in general.

STEP 3: Create an event

Form a Walk to Cure Diabetes team

Consult with your local chapter about the timing for the Walk to Cure Diabetes fundraiser. The infrastructure is in place to support this event online. Walk details can be found at walk.jdrf.org.

Best practices

Assign multiple Walk Team Captains: Leverage the YLC volunteers as captains. Encourage all of the committee members to register as Team Captains. More captains bring more walkers, which brings more dollars. It's much easier to find more walkers to raise money than to ask your current team to raise more money.

Make T-shirts for your Walk team: T-shirts improve the Walk teams in numerous ways, including promoting the brand, unifying the team, and, not to be overlooked, helping teammates find each other on the day of the Walk. Additionally, making T-shirts can provide a way to thank sponsors of other events, provide a creative outlet for

committee members, and put a unique stamp on each Walk team. YLC teams are free to create a unique Walk team name; however, the YLC brand should appear prominently on the T-shirt. One T-shirt vendor that can be used is Competitive Edge (www.compet.com/). Not only do they have great customer service, but they also donate a portion of their sales back to JDRF!

Schedule a Walk after-party: Always celebrate your success. You worked hard to organize the team, you executed the day's events, and you had fun. It's time to celebrate. Creating a sustainable committee hinges on the volunteers' continued involvement, and the best way to ensure this is by fostering a social community. In short, make it fun so that committee members want to stay involved!

Some JDRF chapters organize a party for all Walk teams at the end of the Walk, and the YLC team joins in this party. In other cases, YLC teams celebrate at a member's house or apartment; other teams meet in a bar. Whatever suits your team—but do not forget to celebrate and thank everyone for participating. Leave them on a high note. This is also a great opportunity for your team members not currently involved in YLC to see what it's all about. We have often found that building a successful Walk team is helpful in building a successful YLC.

Send thank-yous: Thanking people is important. Be sure to send a thank-you note to everyone who supported the event. This includes the attendees as well as any corporate sponsors, volunteers, or vendors.

Gather feedback: It's a good idea to get feedback about the event to identify strengths or areas for improvement. Remember, the goal of a YLC is to become an ongoing source of fundraising for JDRE, so you will want to know what will make your events better so that you can repeat them successfully in the future. Feedback can be gathered in a number of ways, either informally, through conversation, or more formally, through a survey via an online service (such as [surveymonkey.com](https://www.surveymonkey.com)).

Event success: Schedule a meeting with the YLC to recap the event. This final recap meeting will help to determine, analyze, and disseminate the event information, such as how much money was raised, how many people attended, etc.

Host an NFL Kickoff to Cure Diabetes fundraiser

The Kickoff to Cure Diabetes event raises funds by attracting people to watch the live broadcast of the NFL opening-day game. This game is typically hosted by the current Super Bowl champion and played on the Thursday before the Week one Sunday games.

The Kickoff to Cure Diabetes is a signature event for many of JDRF's YLCs in the United States. The event has the unique aspect of being held simultaneously in multiple cities, which fosters a great sense of unity. Additionally, JDRF can leverage its existing relationships with the NFL to help promote the event.

The Kickoff to Cure Diabetes event is flexible to accommodate many venues and fundraising opportunities.

The Venue

The event can take place in a restaurant, bar, home, apartment, etc. The only requirement is a working television.

While a sports bar is an ideal match for the Kickoff to Cure Diabetes, our experience has shown that sports bars are reluctant to partner with fundraisers on days they receive significant business. Most venues look for events to bring in customers on slow business days. You may want to hold the event in a bar with multiple televisions that usually does not attract as many customers as a typical sports bar.

Fundraising

The event can raise funds through ticket prices, cover charges, raffles, and/or silent auctions.

Plan Your Own Event

The structure of the YLC provides the flexibility for each group to establish its own events. Each group is encouraged to host additional events tailored to its members. See the next page for a sample of events held by YLCs nationwide.

Listing of YLC Events

Rock the Cure (Georgia YLC) — Rock the Cure is an annual Brews and Blues event featuring the best of Atlanta including live music, local beer, great food, and exciting raffle prizes. The event raises between \$35,000 and \$50,000 annually.

Spring for a Cure

(New York City YLC) — Spring for a Cure is a culinary, wine, and spirits tasting event featuring fine cuisine and signature products from New York's hottest restaurants and vendors. Attended by over 1,000 guests, the event includes an impressive silent auction, art exhibit, sweepstakes, and DJ. Spring for a Cure raises between \$135,000 and \$225,000 annually and has become one of the hottest events of the year for young professionals in New York City.

Wine on Wednesdays (Triangle/

Eastern NC YLC) — A quarterly event sponsored by local bars and restaurants. Wine on Wednesdays provides networking opportunities for the YLC and averages 50 to 70 attendees. Appetizers are donated from the venue, and wine is sold by the glass with 100% of the proceeds going to JDRF YLC.

Red Carpet Party (Illinois YLC)

— The Red Carpet Party features a live viewing of the Academy Awards and a silent auction benefiting JDRF. The event features delicious hors d'oeuvres and drinks. Special guest John Digles, an award-winning filmmaker and movie producer, helped select the winners of the evening's best dressed contest one year. The event has been held at Luxbar and Quay Restaurants in Chicago and has been emceed by NBC 5 meteorologist Ginger Zee. More than \$9,000 is raised annually for JDRF through ticket purchases, silent auction, and a balloting game!



Themes for Every Month - YLC Bar Events

January

- Winter Wonderland
- Winter Luau

February

- Valentine's Day
- Sueprbowl
- Acadamy Awards
- Mardi Gras

March

- St. Patrick's Day (Irish)
- St. Joseph's Day (Italian)
- March Madness

April

- Spring Fling
- Easter
- April Fool's Day

May

- Cinco de Mayo
- Kentucky Derby
- Memorial Day

June

- Beach Party
- Outdoor live music event

July

- "America" Red, White and Blue
- Forth of July event

August

- Nautical
- Picnic/Cookout

September

- Kickoff for a Cure
- Outdoor live music event

October

- Halloween

November

- Thanksgiving
- TiD Month/Day

December

- Christmas
- Gingerbread house event/
Christmas Dessert event

Frequently Asked Questions

How do I communicate with the committee members?

Any way you can. The YLC needs a multifaceted communications strategy that incorporates channels like Facebook, Twitter, LinkedIn, email distributions, “snail mail,” and any number of existing event-planning websites.

You need to know your target audiences’ and committee members’ preferred methods for communicating. Each group will gravitate to and rely on the most effective tool for their constituency. There is no single, magic channel for achieving the goal. It may be best to have different committee members responsible for different channels.

How do I collect money for an event?

There are three ways to collect money:

1. Cash
2. Check (made out to JDRF)
3. Team JDRF (<http://jdrfevents.donordrive.com/>)

The Team JDRF website can funnel donations directly to a JDRF account; alternatively, they can send a check either to the volunteer or directly to the local JDRF office.

Checks should be payable to JDRF. Cash and checks should be delivered to the local JDRF office.

How do I provide a tax receipt for the donation?

If a tax receipt is needed, work with your JDRF Staff liaison and the local JDRF chapter to obtain one. If you use an online registration website, the tax confirmation can be included in the final email confirmation.

The following example is the email confirmation language used for the 2010 Spring for a Cure event in New York City.

Thank you for registering for the 2010 Spring for a Cure event on Thursday, May 13, 2010, at the Metropolitan Pavilion to benefit JDRF.

Please print and bring this ticket to the event entrance. Your name will also be on a registration list at the door in case you lose or forget your ticket(s).

This confirmation will serve as your acknowledgment and tax receipt for your donation.

For each \$100 ticket purchased, the value of goods and services being provided is \$25 per ticket, leaving a tax-deductible amount of \$75 per ticket.

We look forward to seeing you.

How should I create my Chapter YLC Facebook?

Make sure you create your Chapter YLC Facebook as a Page and not a Group. Use the YLC Logo as your profile picture and banner picture of your Chapter YLC events. Entice new members by posting photos that show how fun and popular your events were. Give them a taste of what they can get involved in. Use the YLC description located on the YLC web page to guide your Facebook “about” section.

A History of the Young Leadership Committee

The Professionals to Cure Diabetes was formed in 1994 as part of JDRF's Long Island (NY) Chapter. The founders, Darren Port and Sara Siskind, had been active in the chapter for many years. They formed the group to plan an event that would target their friends and offer an opportunity to network.

Applying their knowledge and passion, Darren and Sara created a committee of young professionals dedicated to the cause. First, they reached out to friends and family to get involved. Eventually it was their friends, and friends of friends, who helped to form the committee. The first event, held in spring 1995, was a wine tasting at a New York City art gallery. Despite low expectations and uncertainty about the concept, the event was an outstanding success, attracting over 300 people.

They planned the following year's fundraising event, a beer bash with numerous vendors set up for tasting. That day, an ice storm hit, but still more than 800 people attended, and the event raised more than \$10,000.

Thanks to Darren's contacts as a promoter and the committee's impressive growth, the event grew from 1997 through 2002 to attract over 1,200 attendees as well as corporate sponsorship. To accommodate the growth, the venues moved to some of the most heralded clubs in New York City, including Club Roxy, Webster Hall, and the Palladium. In 2000, the Professionals to Cure Diabetes officially joined the New York City Chapter, raising \$64,000 the first year and quickly surpassing the \$100,000 mark in 2001.

As the founders matured, the event grew up with them, evolving from beer tasting to a slightly more sophisticated food and wine tasting. In 2003, the Professionals to Cure Diabetes re-branded to become the Young Leadership Committee (YLC) and included a full Board of Directors with a strong committee that would ensure a sustainable model. The event had many names over the years; however, it became Spring for a Cure in 2004 and found a home at the Puck Building for the next five years. From its start, Spring for a Cure included over 20 food and beverage sponsors, raising money through ticket sales, corporate sponsors, raffle tickets, and silent auctions.

The YLC formed the Absolute Cure team for the Manhattan Walk to Cure Diabetes and was soon raising \$40,000 annually from over 80 walkers, making it one of the largest Walk teams for the event.

After 10 years, Darren and Sara stepped aside from the YLC, and Chris DeNoia took the lead. From 2005 through 2008, the Spring for a Cure continued to grow. The major breakthrough came in 2007 when, for the first time, the committee chose to honor Darren and Sara. That year, Spring for a Cure raised over \$225,000. Nationally, JDRF took notice.

Mark Bernstein became the new YLC president in 2008. Under Mark's leadership, the Spring for a Cure continues to grow, achieving record levels of committee membership. The event moved to the Metropolitan Pavilion in 2009 to accommodate the growing ranks of vendors and attendees. The YLC Walk team has grown as well, with over 120 walkers raising more than \$60,000 in 2009. The year 2009 also saw the addition of a new event, the Kickoff to Cure Diabetes, which raised over \$10,000 in its inception year. With its potential evident, the Kickoff to Cure Diabetes was added to the JDRF New York City Chapter's event calendar.

The value of the YLC as a sustainable and lucrative fundraising model has been confirmed over 16 years and four leadership changes in New York City. With the rise of social networking and the transient workforce in the younger generation, the evolution of the YLC to a national brand was the next clear goal.

As it turned out, NYC was not alone in employing this model. Other similar groups existed in Albany, Atlanta, Chicago, Colorado Springs, St. Louis, Virginia Beach, and Washington, D.C. New groups were gathering momentum. Interest rose in Los Angeles, San Francisco, Jacksonville, Boston, and London.

Under the direction of JDRF Outreach, representatives from all of these groups met for the first time in the summer of 2009. It was quickly agreed that existing groups would unite under the YLC brand. By 2010, a common strategy was created for all groups operating under the YLC banner. The first official new YLC fundraiser was hosted by San Francisco's committee on April 22, 2010, at the Thirsty Bear. Other new YLCs connected with chapters across the nation—and JDRF affiliates around the world—would soon follow.



Sample Walk to Cure Diabetes Planning Timeline

Dates	Comments
Six to Eight Weeks Prior	<p>Organizational Meeting</p> <ul style="list-style-type: none"> • Review prior year Walk team results (if applicable) • Assign responsibilities <ul style="list-style-type: none"> • Identify Walk Chairman • Identify Team Captain(s) • Identify person responsible for T-shirts • Ideas for recruiting non-YLC walkers • Review fundraising strategies • Collect email distribution lists <p>Objectives</p> <ul style="list-style-type: none"> • Identify post-Walk meeting place • Team Chair/s <ul style="list-style-type: none"> • Forward Walk link to committee for distribution to friends, families, and colleagues • Send out reminder email covering: online page setup, fundraising ideas, progress update
Three to Four Weeks Prior	<p>Objectives</p> <ul style="list-style-type: none"> • Order T-shirts • Confirm location of post-Walk party • Send out progress emails to committee <ul style="list-style-type: none"> • Update with number of registered walkers and money raised • Review progress of recruiting non-YLC walkers for the team • Continue to send out weekly reminder e-mails
One to Two Weeks Prior	<p>Objectives</p> <ul style="list-style-type: none"> • Send final reminders to all YLC members and encourage them to recruit others—friends, family, coworkers—to join Walk team • Recruit volunteers for day of Walk • Send out reminder email about day-of-Walk directions, post-Walk meeting place, instructions, and responsibilities
Day of Walk	<p>Objectives</p> <ul style="list-style-type: none"> • Set up table • Sign in walkers • Distribute T-shirts • Keep list of walkers in attendance and funds raised (this will be helpful in cross-checking the final fundraising total) • Remind team about after-party
Post-Walk	<p>Wrap-up</p> <ul style="list-style-type: none"> • Host wrap-up meeting/party • Update team with final Walk numbers (walkers and funds raised) • Discuss best practices for next Walk

For more resources, contact the National JDRF YLC at
www.jdrf.org/ylc
ylc@jdrf.org
www.facebook.com/JDRFYLC
or find the JDRF Chapter nearest to you by calling
(888) 533-9255.

About JDRF

JDRF is the leading global organization focused on type 1 diabetes (T1D) research. Driven by passionate, grassroots volunteers connected to children, adolescents, and adults with this disease, JDRF is now the largest charitable supporter of T1D research. The goal of JDRF research is to improve the lives of all people affected by T1D by accelerating progress on the most promising opportunities for curing, better treating, and preventing T1D. JDRF collaborates with a wide spectrum of partners who share this goal.

Since its founding in 1970, JDRF has awarded more than \$1.6 billion to diabetes research. Past JDRF efforts have helped to significantly advance the care of people with this disease and have expanded the critical scientific understanding of T1D. JDRF will not rest until T1D is fully conquered. More than 80 percent of JDRF's expenditures directly support research and research-related education.

For more information, please visit www.jdrf.org.

