



## STRATEGIES FOR A SUCCESSFUL CAMPAIGN



### Step 1: Identify your JDRF Team Captain

The Team Captain's role is to lead your Chapter's fundraising efforts, communicate progress throughout the campaign and register your team.



### Step 2: Set a goal

JDRF Walkers raise an average of \$100. Add a letter writing/email campaign, use Facebook, or hold a fun Team JDRF event and you will be sure to meet your goal!



### Step 3: Plan

How will you reach your fundraising goal? How many Walkers will you need to recruit? What type of Team JDRF event would you like to hold? Also determine your timeline and delegate tasks – the more people you have involved, the more successful your event will be!



### Step 4: Contact your local JDRF office

Local JDRF staff can provide Walk brochures and promotional materials to help you spread the word! Invite them to conduct a kick-off at your school where they can share information about Walk Day and provide valuable fundraising tips.



### Step 5: Register

Each HOSA Chapter that chooses to participate in a local Walk or a Team JDRF event will need to **register their team or event**. After your team/event is set up, HOSA members, classmates, friends and family members can easily sign up to participate on your team! ***It is very important to register your team following the attached instructions so that JDRF can provide accurate results and that your team members and Chapter can be recognized appropriately! For all team registration purposes use the following format: HOSA – (Chapter #) - i.e HOSA-12345***



### Step 6: Spread the word!

Tell everyone why you're participating with JDRF! Do you know someone who is affected by type 1 diabetes? If not, you can use the enclosed letter from JDRF's Youth Ambassador to share her story. Create and hang posters around your school! Always carry a JDRF Walk to Cure Diabetes brochure or your Team JDRF event flyer wherever you go. You never know when you will run into a potential supporter!



### Step 7: Fundraise

Any size donation is great, but if you ask for too small of an amount, people will limit their giving. Try saying, "I am asking 10 of my friends for \$10 – can you make a donation to fund diabetes research?" Or if you are fundraising online, ask someone who you think will make a larger donation to let you list it on your fundraising webpage – people will see that example and follow suit!



### Step 8: Celebrate your success and say THANK YOU

Be sure to send thank you notes to all of your donors. Let them know how much you raised, as well as how much your local Walk to Cure Diabetes or Team JDRF event raised. You can also share some great research highlights.