

CANADIAN ROCKIES CHALLENGE

FUNDRAISING: Eight Steps to Success

Step 1: Know Your Subject

Specifically, learn about diabetes and the Juvenile Diabetes Research Foundation International (JDRF). You don't have to know all the medical terms, but you should be able to tell people about what it is like to live with juvenile diabetes, the devastating complications that can result, and how successful JDRF has been in funding research to find a cure. A lot of good information can be found on the JDRF website: www.jdrf.org.

Step 2: Be Proud of Your Campaign

Asking for money to fight juvenile diabetes is something to be proud of, so do not be shy. Ask your contacts for whatever they feel is appropriate. Remember, if you don't, you are saying no for them.

Step 3: Make a List

Decide that you will ask everyone you know for a donation and make a list of names. Include everyone: friends, relatives, schoolmates, colleagues, and people you do business with (dentist, insurance agent, accountant, even the person who cuts your hair). Remember – you can sponsor yourself! Then go further: identify people you don't know – local businesses, club members, politicians, or patrons of your own business. Almost everyone knows someone with diabetes, and most people will want to help.

Step 4: Spread the Word

Everyone has a favorite communication style. Some people are more comfortable talking face to face. Others prefer using the phone, letters, or email. Keep in mind, however, that people are more likely to remember a call or letter than an email. The less personal your initial contact is, the stronger the need for following up. Your friends should be easy to talk to, but when you have to make your case to people you don't know as well, you might want to use a script or a form letter. In fact, personal letter-writing campaigns are one of our most successful methods of fundraising. Check with the JDRF chapter for sample letters.

Step 5: Draw a Crowd

You don't have to get donations from one person at a time. Consider holding an event to draw pledges. Bake sales, candy drives, and car washes work for local school drives – why not for funding diabetes research? Or maybe a party is more your style: silent auctions, potlucks, barbeques, food tastings, and theme parties are proven fundraisers.

Step 6: Say the Magic Words – 100% Tax Deductible

Don't forget that these contributions are tax-deductible. (We are grateful for your participation and support of the Canadian Rockies Challenge. Wheel and Sprocket will be happy to send out a thank you to any donor who gives \$250 or more to this charitable event.)

Step 7: Send in the Check

If you start fundraising now, remember to have each of your sponsors address their checks to Canadian Rockies Challenge (or CRC), but to send them to you. Each time you get a check, put your name on it – either on the memo line, or along the very top – and then send it immediately to the JDRF office.

Step 8: Say Thank You

Don't forget to send a letter to each of your donors. Definitely thank them for giving, and ask them to put JDRF in their annual budget. You might want to tell them about your ride when it's over, and even send pictures. (You'll probably want to do the Ride again, until there is a cure, and these people will be your best prospects.)