



PARTICIPANT GUIDE

Helping you fundraise
for a world without
type 1 diabetes

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JDRF IMPACT

Doing the greatest good,
for the largest number of people,
in the shortest period of time.



RESEARCH: JDRF IS THE LEADING GLOBAL ORGANIZATION FUNDING TYPE 1 DIABETES (T1D) RESEARCH.

ACCELERATING LIFE-CHANGING BREAKTHROUGHS

CURE

RESTORING INSULIN INDEPENDENCE

PREVENT

PREVENTING SYMPTOMATIC T1D

TREAT

IMPROVING GLUCOSE CONTROL



COMMITTED OVER

\$2B

CUMULATIVE RESEARCH
FUNDING SINCE 1970



AWARDED

177

NEW RESEARCH
GRANTS IN FY2016



CURRENTLY FUNDING

65

T1D THERAPIES IN
CLINICAL TRIALS



FUNDING RESEARCH IN

17

COUNTRIES
ACROSS THE GLOBE

ADVOCACY



SECURED 2-YEAR COMMITMENT OF
\$300 MILLION
IN FEDERAL FUNDING FOR THE
SPECIAL DIABETES PROGRAM IN 2015

GLOBAL REACH



CHAPTERS THROUGHOUT THE U.S.

6 INTERNATIONAL AFFILIATES

AUSTRALIA DENMARK THE NETHERLANDS
CANADA ISRAEL UNITED KINGDOM

COMMUNITY (IN FY2016)



900,000
PARTICIPANTS IN
210 JDRF ONE WALKS



12,000
BAGS OF HOPE AND
3,000 CARE KITS DELIVERED



13,000
ATTENDEES AT **39** TYPEONENATION
SUMMITS ACROSS THE U.S.



1,700
CYCLISTS IN **7** JDRF
RIDES TO CURE DIABETES

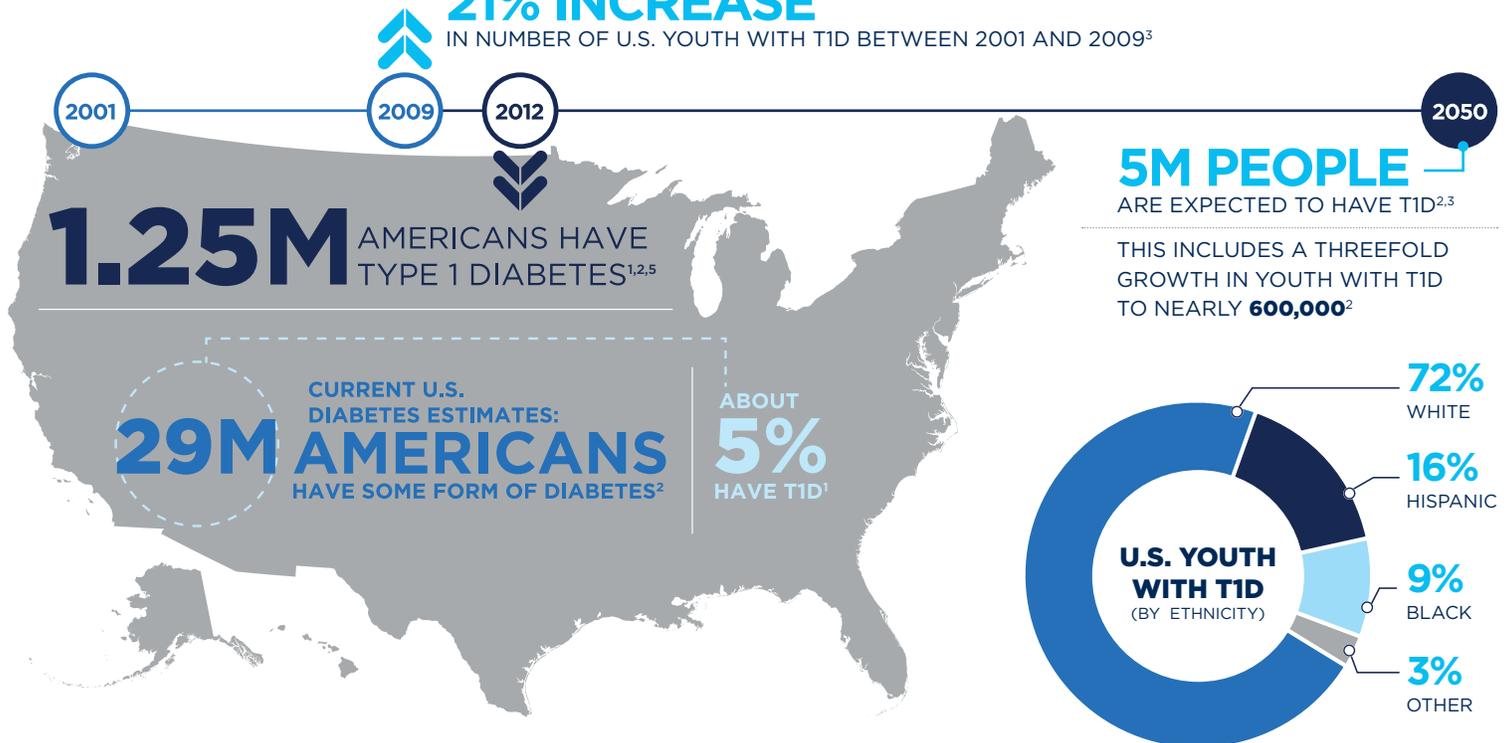
WHAT IS TYPE 1 DIABETES?

Type 1 diabetes (T1D) is an autoimmune disease in which a person's pancreas stops producing insulin, a hormone people need to get energy from food. T1D strikes both children and adults, and its onset has nothing to do with diet or lifestyle. There is currently nothing you can do to prevent it, and there is no cure.

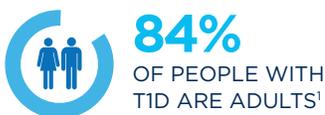
T1D FACTS AND FIGURES

21% INCREASE

IN NUMBER OF U.S. YOUTH WITH T1D BETWEEN 2001 AND 2009³



Less than one-third of people with T1D in the U.S. are achieving target blood glucose control levels⁶



LIFE WITH T1D

Living with T1D is a constant balancing act. People with T1D must regularly monitor their blood-sugar levels, inject or continually infuse insulin through a pump, and carefully regulate insulin doses with eating and activity 24 hours a day.

TURNING TYPE ONE INTO TYPE NONE

T1D is a serious and stressful disease to manage. JDRF funds research to deliver new treatments and therapies that make day-to-day life with T1D easier, safer and healthier until we can prevent and one day cure the disease.

Tools & Resources for Fundraising Success

So you've set up your fundraiser and are excited to get started! What next? Here is a quick list of things you can do—and resources available to you—to jumpstart your efforts. You can find all of the resources listed below, and more, in your Participant Center.



TELL YOUR STORY

People are emotional beings and respond to stories that touch their heart. Personalize your fundraising page, draft compelling emails and social media posts, and be confident in telling your story. As any successful fundraiser will tell you, telling your story is the best way to inspire others to donate.

Need help on crafting your story? Here are some resources to help guide you:

- [Telling Your Story](#)
- [JDRF & T1D Factsheet](#)
- [How to Create Your Own Video](#)



MAKE A LIST

Take a moment to draft a list of everyone that you'd like to reach out to. Decide whether you're asking for donations, recruiting people to participate with you, or trying to gain sponsors for your event. Check out [Telling Your Story](#) for more ideas on who to ask.



CONNECT WITH YOUR COMMUNITY

Sharing your story is a crucial aspect of fundraising but it will only work if people actually hear your story. Using a variety of methods to communicate like email, Facebook, Twitter, texts, letters and in-person conversations, is important. Think about how you typically interact with your potential donors and then start out by reaching out to them in that way. Use the following tools and resources to connect with your community:

- [Telling Your Story](#)
- [Social Media Best Practices](#)
- [10 Ways to \\$500](#)
- [Social share links on your fundraising page\(s\)](#)
- [Suggested messages](#)
- [Social Media Tools](#)



OFFER REGULAR UPDATES

Make all of your supporters aware of your progress. Not only is this a way of showing people what you're doing and what they're supporting, it also acts as a reminder to those who have yet to donate. Don't be afraid to send updates that don't tie directly back to your fundraising progress. It's ok to share your T1D story, JDRF research updates, and information on the event you're hosting or the training you're doing if you are participating in an athletic event.



SAY "THANK YOU"

The final, and crucial, step is thanking your donors. Send a thank you note to everyone who donated. Recognizing people's generosity lets them know how much their support means to you and may increase their chances of supporting you next time, too!

Telling Your Story

Did you know that sharing your personal story can be the most powerful way to really connect with potential donors? To help get you started, here are some tips on how to craft and share your story with your network of friends, family and co-workers.

BEST PRACTICES FOR TELLING YOUR STORY



Be true to your style. Whether it is funny, serious or silly—it's important that people see your personality come through in your message! Your friends and family will want to support you in reaching your goal for a cause that you care about.



Keep your messages short and to the point. Below you will find a list of details to consider including, while keeping in mind that most people prefer shorter messages.



Customize what you are saying based on who you are talking to. For example, if you're asking for support from someone with limited or no knowledge of T1D, give them information on the condition and how it impacts you— but that's likely not necessary if you're talking to someone who is directly impacted by T1D.



Use the right communication vehicle for the right person—if Aunt Sally isn't on Facebook regularly, don't depend on posts to grab her attention. Send her a letter. Everyone loves opening mail! And by doing this you are more likely to get a response from them.



Add a visual—a picture or a video goes a long way. Your personal fundraising page is a great place to add pictures and even a video. But don't limit yourself there! Emails, social media posts, flyers, texts and more allow you to really personalize your message with a visual. Tie it to the cause or your event to really drive home how important your fundraiser is to you.

WHAT TO INCLUDE IN A COMPELLING FUNDRAISING REQUEST

By taking the time to personalize your messages you will provide information that your potential donors want to know about you and this cause that means so much to you and also what they need to know about your fundraising efforts.

What you are doing to raise funds?

Whether you're running a race, celebrating a special occasion, or any other fundraiser you may be excited about—let people know how you're raising money for JDRF.

When are you doing it?

Share your event date! Communicate this with people and let them know some target dates and goals you have for your fundraising.

What is type 1 diabetes (T1D) and how does it impact YOU?

If you are reaching out to people who do not know what T1D is, give them an overview. There are some great stats and information in the Fact Sheet to pull from but you should still personalize this area. Explain what life with T1D really means. If you don't have a direct connection to T1D, use the Life with T1D or Turning Type One into Type None sections to help get you started.

Why JDRF?

Check out our Fact Sheet or JDRF.org to learn more about our mission and what we do. As the leading global organization funding T1D research, we are accelerating life-changing breakthroughs to cure, prevent and treat T1D and its complications. But what are you most excited about? Is there a clinical trial or a research area that you have read about that keeps you motivated? Has JDRF provided a community that you can go to for information and support? Do our advocacy efforts resonate with you in a completely different way? There are so many reasons to fundraise for JDRF, but what are YOURS? That's what your potential supporters want to hear.

What's your fundraising goal?

Letting people know about progress toward your goals can be a great way to inspire them to donate!

What are you asking people to do?

Whether it's to donate, join you in participating, or come to an event—be specific and clear.

Want to make it easy for them?

Add the link to your fundraising page!

Don't forget to say thank you!

WAYS TO TELL YOUR STORY



Social media: There are links in your Participant Center to help make sharing your story and fundraising progress a snap! Facebook is always a great vehicle for quickly getting your story out to your network. And don't forget about Twitter, Instagram and LinkedIn as well.



Mail: Who doesn't love getting mail? Write a personal letter to share your story and your fundraising plan. This works especially well with people who are not on social media and/or don't check their email regularly.



Personal and/or team fundraising pages: Personalize these pages to tell YOUR story. Don't forget to include photos and make it your own.



In person: What could be a better venue to tell your story than face-to-face? Just make sure you are able to give people clear directions on how to make donations.



Create a video: If a picture tells 1,000 words, a video tells 10,000! You can upload your video to your fundraising page and to websites like YouTube.



Call or text: These days our cell phones are always nearby. Take advantage of that fact!



Email: Email is a great way to get your story out to many people at once. And, it's easy to include a link to your fundraising page!



Be creative! Don't be afraid to really think outside of the box and come up with new—and fun—ways to connect with your community.

WHO TO ASK: REACH OUT TO EVERYONE!

- Family
- Friends
- Co-workers
- Roommates
- Team members
- Neighbors
- Club members
- Classmates
- Teachers
- Doctors / Dentists
- Friends of friends
- Hair stylist
- People you have donated to

We really can't thank you enough for everything you're doing to create a world without T1D. Remember, every dollar you raise will make a real impact on the lives of those affected by this disease.

So get out there and share your story!

Raise \$500 in 10 Days

The key to success is simple—you just need to ask!

Tell your friends, family, and colleagues why you want to help JDRF create a world without type 1 diabetes and inspire them donate.



DAY 1

Set up your fundraising campaign page and explore all the tools available in your Participant Center. Then make your own donation to really kick things off!



DAY 2

Ask three family members to donate \$25 or more.



DAY 3

Hit up 5 friends to donate \$20 each. Your Participant Center is a great resource for sample fundraising messages that you can use if you need some help asking for support.



DAY 4

Get social! Share your page on your favorite social media site. Once you get the word out, you'll be surprised at who will support you—a high school friend, a college roommate, or a former co-worker.



DAY 5

Ask a business that you regularly frequent to donate \$25. Whether it's your favorite restaurant, your hair stylist, your pharmacy—or all of the above—it never hurts to ask!



DAY 6

Ask five co-workers to sponsor you for \$20 each. And, see if your company offers a matching gift program to really drive up your donations.



DAY 7

Speaking of your employer, why not request a company contribution of \$100?



DAY 8

Choose five people from your gym, your child's school, or local community group and ask for a donation of \$10 each.



DAY 9

Ask someone whose cause you have supported for \$25 or more. That's the beauty of giving!



DAY 10

Send a fun campaign update to everyone you've reached out to who has yet to donate. Showing them the progress you are making will act as a friendly reminder to show their support.

How to Create Your Own Video

Telling your story can be a great way to motivate your friends, loved ones—and community—to rally around your cause. Did you know that visuals are one of the most powerful storytelling tools you can use? With some family photos, our sample script, and your computer's basic video editing program, you can create an inspiring fundraising video in 9 easy steps!

STEP 1

Watch other fundraising videos made by people just like you! Visit YouTube and search “JDRF” to get some inspiration!

STEP 2

If you have T1D yourself, review the suggested script below and craft the message to best tell your story. For example, if you're not on a pump, replace that sentence with one that talks about your insulin injections. If you want to talk about a friend or love one who is affected by T1D, consult the talking points below and customize them to best fit your situation.

STEP 3

Gather the photos listed in the left hand column of the video script. Make sure they are saved in an easily identifiable folder that will be quick to find while you are editing your movie.

STEP 4

Photos and video clips can be uploaded to your computer through your camera's memory card, a CD, or scanned through your home printer/scanner. If you don't have a scanner, your local photo processing retailer can scan them for a small fee.

STEP 5

Locate your computer's video editing program. Windows Movie Maker is pre-installed on most Windows computers and iMovie is pre-installed on most Macs. You can also purchase programs like Final Cut Pro (Mac), Adobe Premiere (PC), and Avid (PC). Once you're finished editing your video, make sure it is saved as one of the following file formats: .WMV, .AVI, .MOV or .MPG.

STEP 6

If you have questions, there are dozens of Windows Movie Maker and iMovie how-to videos on YouTube. You can also visit the Microsoft and Apple websites for helpful tips and tricks.

STEP 7

Once you're happy with your finished product, you're ready to show the world! If it's your first time uploading a video to YouTube you'll need to take a few minutes to confirm your email address before proceeding.

STEP 8

Be sure to create a title and then provide a description for the video, such as “Why a Cure is Important to Me” and include a link to your fundraising campaign page. Next, in the box tags, include any words that are related to the video. Examples are diabetes, type 1 diabetes, T1D or JDRF. Under “Video Category” select “People and Blogs.” Lastly, click “Upload Video” on the bottom!

STEP 9

Now that your video has been uploaded it's time to copy the URL, add it to your fundraising campaign page, and share it with everyone you know. Ask them to pass it along to too!

Sample Script for People with T1D

Remember, this sample script is not written in stone—it's more of a guide to help get your creative wheels turning. Feel free to really customize it and make it your own. The more of your personality that shines through, the better!

1. Single photo of person with type 1 diabetes (T1D): **Hi, I'm (NAME).**
2. Photo of person with T1D: **I'm your typical adult/kid/teen: ...trying to live a typical life!**
3. Photo of person with T1D around the time of diagnosis: **However...on (DATE OF DIAGNOSIS) I didn't have such a typical day.**
4. Single photo of person with T1D: **I was diagnosed with type 1 diabetes (T1D) and my life was changed forever.**
5. Single photo of person with T1D: **It is a disease that children and adults never outgrow and can never forget about.**
6. Photo of person with T1D checking his/her blood sugar: **I have to check my blood sugar [FILL IN NUMBER] times a day.**
7. Photo of pump/pump site: **I also have to wear an insulin pump which serves as my life support. OR I have to give myself [FILL IN NUMBER] insulin injections a day just to stay alive.**
8. Photo of person with T1D checking his/her blood sugar with food next to the meter on the table: **Before I can even think about eating, I have to check my blood sugar.**
9. A photo of the person with T1D balancing (standing on a swim raft, standing on one foot, skateboarding): **It's a constant balancing act.**
10. Photo of person with T1D happy and smiling: **Sometimes you win and your vigilance pays off.**
11. Photo of person with T1D sad, frustrated, or not feeling well: **Other times you don't...despite all that hard work. There are no guarantees.**
12. Photo of person with T1D sleeping with meter in the picture or taking a finger prick while sleeping: **Type 1 diabetes never sleeps.**
13. Photo of person with T1D on vacation or playing while testing his/her blood sugar or with pump visible: **Type 1 diabetes never takes a vacation.**
14. Photo of person with T1D treating low blood sugar or photo of diabetic's supplies: **Every day is a battle with a disease you can treat, but never completely control.**
15. Single photo of person with T1D: **The road ahead for people living with T1D is long and uncertain... but you can help!**
16. Single photo of person with T1D: **JDRF is the leading global organization focused on T1D research. I'm raising money to help make living with T1D safer and easier, until there is a cure.**
17. Photo of person with diabetes with friends and family: **To donate or participate, go to [PERSONAL FUNDRAISING WEBSITE]**
18. Final photo—person with T1D during a life-defining moment—marriage, graduation, pregnancy, or a childhood-defining moment: **Please join me—and JDRF—in the global movement to cure, better treat, and prevent this disease. We won't stop until we create a world without T1D.**

Talking Points for People affected by T1D

Here are some talking points to help you explain what type 1 diabetes (T1D) is, why finding a cure is important, and how others can help. We realize that everyone's story is different so feel free to pull from these, add your touch and personalize them, and really have fun with it!

ABOUT TYPE 1 DIABETES (T1D)

- Type 1 diabetes (T1D) is an autoimmune disease where a person's pancreas stops producing insulin, a hormone needed to get energy from food. It affects children and adults suddenly, at any age. The onset of T1D has nothing to do with diet or lifestyle. There's nothing you can do to prevent it—and there is no cure.
- Type 1 diabetes (T1D) is serious and stressful to manage. People living with the disease must regularly monitor their blood sugar level, inject or infuse insulin, and carefully balance their doses with their eating and activities. There are literally no days off.
- Although people with type 1 diabetes (T1D) control their blood sugar through insulin therapy, it isn't a cure and doesn't stop the possibility of serious side effects from this disease. Management is not an exact science, which means high or low blood-sugar levels can place people with T1D at risk for dangerous complications like stroke, heart attack, blindness, kidney disease and amputation.

WHY FINDING A CURE IS IMPORTANT TO ME

- My [INSERT RELATIONSHIP] was diagnosed with type 1 diabetes (T1D) on [INSERT DATE]. Making living with type 1 diabetes safer and easier is important to me because I've seen firsthand the burden of living with this disease. That's why I'm committed to helping JDRF make living with T1D easier until we find a cure.
- I want my [INSERT RELATIONSHIP] to live in a world where [HE/SHE] doesn't have to deal with sleepless nights, constant carb-counting, fluctuating blood sugar levels or devastating complications. I want to make sure that type 1 diabetes is preventable, so it never affects anybody else again.
- Stopping type 1 diabetes (T1D) means so much to me because of the many ways it affects my [INSERT RELATIONSHIP]. The stress of managing the disease, the worry over complications, and the fact that there's no break from T1D make it very important that we find a cure.

WHAT I'M DOING AND HOW YOU CAN HELP

- I'm raising money for research to help JDRF create a world without type 1 diabetes. Will you show your support by joining my campaign or making a donation today?
- I'm fundraising for JDRF to support life-changing research to find a cure for type 1 diabetes. Please help me make a difference by donating today.
- Will you join my campaign to help JDRF fund new treatments to end type 1 diabetes? I can't do it without your support.

Using Social Media

Did you know that the average person checks Facebook a whopping 14 times a day? A recent Pew poll found that 70% of people engaged with Facebook on a daily basis, with 45% engaging several times a day. With numbers like that, it's clear that social media is a great way to connect with potential donors, recruit for your team fundraiser, or garner interest for your upcoming community event. Use the tips and tricks below to get the most out of Twitter, Instagram, Facebook, LinkedIn and more!



TELL YOUR STORY AND MAKE IT PERSONAL

Use the power of storytelling to share your message. Take people on a journey with images, heart-felt stories and videos. Talk about the impact type 1 diabetes (T1D) has had on your life—or the life of your loved one. Don't be afraid to share the good, the bad and the ugly. People tend to engage with honest, open dialogue; so let them feel your passion. Let people know the difference their donation or participation will make in the lives of everyone affected by T1D. Check out [Telling your Story](#) for more information on how to talk about T1D and your fundraiser.



LEVERAGE YOUR NETWORKS

You can use YouTube, Vine, Twitter, Facebook, Instagram, LinkedIn and even Snapchat to share your story far and wide. Did you know that the average person has 250 followers on Twitter and 338 friends on Facebook? Tap into those networks for fundraising or recruiting! You'd be surprised by how many people may be interested in supporting you.



POST WHERE YOUR NETWORK IS

Look at who you think is most likely going to donate to you—and pay attention to the platforms they use. Most people likely frequent Facebook and one or two other platforms (it's worth noting that in 2016, 93% of social donations were made on Facebook). Always keep in mind that it's not just about where YOU are, it's where your potential donors are.



MAKE YOUR MESSAGES SHAREABLE

Use hashtags (like #JDRF & #T1D) and create your own hashtag on platforms like Twitter and Instagram to get more eyes on your content. This can help you engage people who have similar interests. Have a relatable message with a clear request and be sure to share the link to your fundraising page.



POST OFTEN & AT THE RIGHT TIME

Post regularly on your social channels—and at the right times to maximize reach. When is the right time? Whenever your contacts are active online! For many people that will be Friday through Sunday, but nothing is set in stone. It's also important not to make an “ask” every time. Provide updates on your fundraising efforts or share some inspiring news related to T1D research. Did you know that 42% of donors don't give on their first visit to a fundraising page? These messages will act as gentle reminder for those who have yet to make a donation.



LET US MAKE IT EASY FOR YOU

JDRF gives you the tools to make fundraising simple—and successful! You can easily share your story, your fundraising progress, and your fundraising page directly from your Participant Center. Have fun with it!

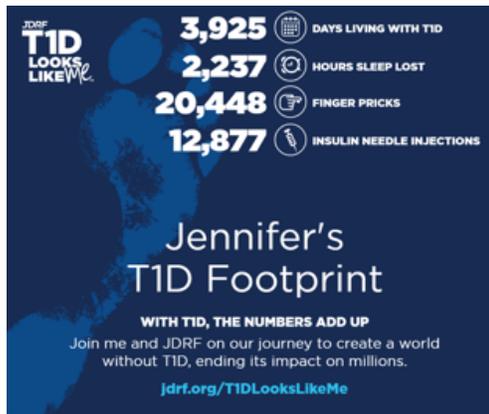
There are so many great posts out there and you don't have to be a social media strategist to write them! Below are some examples of posts and also why we like them.

Remember to always include the link to your fundraising page!

Ready to have some fun?! I am hosting a pizza party fundraiser on Saturday Oct. 14th to raise money and awareness for JDRF. I am asking for donations of \$25 to attend — but feel free to donate more! Your generosity can help improve lives and one day find a cure for type 1 diabetes! <<link to fundraising page>>

What we like:

Grabs your attention in the beginning, provides event details in the middle and ends on why you are doing it. It has so many great things included while still being quick and easy to read!



This is just a fraction of what Jennifer has gone through since she was diagnosed 10 years ago with type 1 diabetes. It's her normal, but we believe in a world without T1D. That's why we are fundraising for JDRF in celebration of her high school graduation! Check out our fundraising page <<link to fundraising page>>

Image: Created and downloaded from JDRF.org

What we like:

It's a very personal message that truly shows the impact T1D has on someone and why it's so important to find a cure. Using an image is also a great way to grab people's attention.

Thank you to everyone who has helped me get so close to my fundraising goal of \$1,500!! My marathon is THIS WEEKEND and there is still time to help me reach my goal and support creating a world without type 1 diabetes. Thanks for your support! <<link to fundraising page>>

What we like:

You can ask for support without it feeling like a direct request. By thanking people and / or giving a progress update, you can show people that others are supporting you and that you still need help to reach your goal.

Now it's time to create your fundraising plan...

While social media is undeniably powerful, it's also important to use multiple communications as part of your fundraising plan. So use the social media tips above, vary your methods, and you'll see success!

Tips for Getting Sponsors

Reach out to local organizations and ask them to support your fundraiser. A great way to do this is to initiate communication via a letter or an email, followed by an in-person meeting.

HERE ARE SOME THINGS TO INCLUDE IN YOUR INITIAL COMMUNICATION



Tell them about your fundraiser—include what you're doing and your fundraising goal.



Tell them why you are raising money for T1D research by supporting JDRF. If you are mailing a letter, you may want to include the JDRF and T1D Factsheet.



Offer to give a mention on your fundraising page if they choose to make a contribution and highlight how their business would be recognized in a positive light in the community.



Let them know what you are requesting—a flat donation, acting as a sponsor or providing an in-kind donation to help support your event. Be clear about what you are requesting and if applicable, provide levels and benefits they will receive if they support your fundraiser (examples below).

SPONSORSHIP LEVELS

Presenting Sponsor: Company name/logo used in all event communications, name/logo on fundraising event page, a special email sent to all event participants highlighting company's sponsorship and their service/product(s) provided, and logo printed on event t-shirts.

Diamond Sponsor: Name/logo on fundraising event page and logo printed on event t-shirts.

Gold Sponsor: Name/logo on fundraising event page and logo/name posted on sign at event.



Ask them to kindly respond by a specific date and/or let them know when you will be reaching out to discuss by phone or in person.



Thank them in advance for their support.

Thank you for everything you're doing to help JDRF create a world without T1D.

Program Policies & Guidelines

JDRF is extremely grateful to the many individuals and organizations who wish to organize events and campaigns to support research and programs to help find a cure for type 1 diabetes (T1D).

DEFINITION OF A VOLUNTEER FUNDRAISING EVENT/CAMPAIGN

A Volunteer Fundraising Event/Campaign (“Fundraiser”) is an event or promotion organized, developed and executed by a non-affiliated individual, business or organization (“Organizer”) for the purpose of raising money to advance JDRF’s mission, where JDRF has no fiduciary responsibility and little or no staff involvement; the net proceeds of which shall be delivered to the JDRF chapter for the benefit of JDRF. Subject to Organizer’s acceptance of (and compliance with) these Program Policies & Guidelines, the Organizer of a Fundraiser may utilize the JDRF Your Way™ online fundraising tools for Fundraiser promotion and related online fundraising, and use the JDRF name and “To Benefit JDRF” logo in connection with the Fundraiser.

EVENT NAMES

All promotional materials and public communications must clearly state that JDRF is the beneficiary of the Fundraiser, and may not state or imply that the Organizer is an employee, agent, subsidiary, or affiliate of JDRF, nor may such materials or communications state or imply that the Fundraiser is organized, hosted or sponsored by JDRF or that JDRF is other than the beneficiary of the Fundraiser. For example, rather than “The JDRF [Fundraiser Name]”, the Fundraiser should be identified as “The [Fundraiser Name] To Benefit JDRF.”

CONDUCT & DECORUM

Each Fundraiser shall be administered in a manner that reflects positively on the image of JDRF. No conduct which is unlawful or deemed offensive by JDRF shall be associated with any Fundraiser. JDRF reserves the right to revoke the Organizer’s permission to use the JDRF name, the To Benefit JDRF Logo, and the JDRF Your Way™ online fundraising tools for any Fundraiser it deems offensive or in violation of these Program Policies & Guidelines.

ACCOUNTING & BANKING

Organizer shall donate to JDRF and/or cause individual donors to donate to JDRF all proceeds from the Fundraiser, net of direct costs.

Under no circumstances can a Fundraiser’s expenses flow through JDRF’s accounting books. Only the net revenue (revenue less expenses) will be accepted by JDRF. The Organizer may not use JDRF’s taxpayer identification number or assert exemption from state sales and use taxes under JDRF’s name. All donations submitted through JDRF’s online fundraising page or mailed directly to JDRF will be acknowledged by JDRF with a tax-deductible receipt, assuming donor information is supplied.

CAUSE RELATED MARKETING & PRODUCT ENDORSEMENT

For-profit entities or individuals that wish to fundraise for JDRF through their trade or business, by offering JDRF a percent of sales or revenue from products or services must first secure JDRF's written approval before proceeding.

Organizer shall not use the JDRF name and/or the To Benefit JDRF Logo in connection with any the sale or promotion of any products or services or for any commercial purposes unless pre-authorized by JDRF in writing. Organizer will not represent or imply that JDRF endorses or sanctions any product or service of Organizer or of any third party.

USAGE OF JDRF NAME AND TO BENEFIT JDRF™ LOGO

JDRF grants to the Organizer, a non-exclusive, non-transferable permission to use and display the JDRF name and the To Benefit JDRF™ logo (the "Benefit Logo") in connection with Fundraisers authorized hereunder, subject to the following terms and conditions:

- Licensee will use the JDRF name and the Benefit Logo solely to organize, promote, host and present the Fundraiser in accordance with these Program Policies & Guidelines. The Benefit Logo may be reproduced solely in accordance with the To Benefit JDRF logo Brand Guidelines and as otherwise provided herein.
- The words "To Benefit JDRF" and the Benefit Logo may be used in connection with publicizing the Fundraiser. No other use of the JDRF name of any other JDRF, trademarks, slogans, logos or design may be used in connection with the Fundraiser unless JDRF makes them available to Organizer specifically for use in connection with the Fundraiser.
- Licensee shall not make any alterations to the Benefit Logo, or adapt the Benefit Logo as part of another symbol or mark. Organizer agrees not to do, omit to do, or permit to be done, any act which will or may dilute or tarnish or bring into disrepute the reputation of or goodwill associated with the JDRF name or the Benefit Logo.
- The Organizer is responsible for the costs, logistics and liability associated with organizing, promoting and producing the Fundraiser.
- Organizer shall not grant permission to any other person to use the JDRF name and/or the Benefit Logo.
- Licensee agrees to comply with all laws in connection with organizing, promoting and hosting/presenting any Fundraiser where the JDRF name and/or Benefit Logo will be displayed or used by Licensee.
- JDRF reserves the right to terminate Licensee's right to use of the JDRF name and Benefit Logo immediately and without prior notice if JDRF determines in its sole discretion that Licensee has violated any of these Program Policies & Guidelines.

JDRF STAFF & VOLUNTEERS

JDRF staff and volunteers are fully deployed on strategic programs to raise funds to support the mission of "accelerating life-changing breakthroughs to cure, prevent and treat T1D and its complications." As a result, JDRF is unable to provide staff or volunteer in-person support for volunteer fundraising events.

IN-KIND SPONSORSHIP

In-kind sponsorship is defined as a donation of a product or service such as printing of materials or providing custom t-shirts. JDRF cannot solicit in-kind sponsors for Volunteer Fundraising Events/Campaigns. Additionally, the value of in-kind sponsor's products or services can be recognized as part of the total event revenue, but obviously not in their cash donation to JDRF. Please contact JDRF for additional information.

SAFETY OF PARTICIPANTS IN EVENTS

All in-person fundraising events should be conducted with the safety of the participants in mind, and special attention must be paid to the safety of any minor participating in the event. JDRF is not responsible for the safety of participants in Volunteer Fundraising Events. If any event poses any potential risk to the health or safety of a participant, e.g., walkathon, marathon, triathlon, the organizer shall obtain a written and signed waiver of liability from each participant as a condition of participating in the event. The waiver must release JDRF from any claim for liability resulting from the individual's participation in the event. Sample waiver language provided upon request.

LIABILITY INSURANCE

JDRF insurance cannot extend to, or cover, Volunteer Fundraising Events/Campaigns. We recommend that you seek independent insurance advice, if appropriate.

INDEMNITY

The Organizer of the Fundraiser agrees to indemnify and hold harmless JDRF, its affiliates, officers, employees, agents, representatives, contractors and licensees from and against all claims, losses, damages, liabilities and expenses, including reasonable attorney's fees, arising out of or occasioned by any act or omission of Organizer, or his/her/its officers, partners, employees, agents, volunteers, contractors, the licensees, guests, invitees, or attendees, in connection with the Fundraiser.

LEGAL REQUIREMENTS

Volunteer Fundraising Events must comply with all applicable federal, state and local laws.

Thank you for
supporting JDRF
and our shared
vision of creating a
world without T1D!

 @teamJDRF

 @JDRF

 @jdrfhq

Need help?

Reach out to us at teamjdrf@jdrf.org

TEAM JDRF
FOR A WORLD WITHOUT TYPE 1 DIABETES 

team.jdrf.org