





## DIABETES IS LIKE THE WEATHER ... UNPREDICTABLE

 Although Saturday's Walk was met by grey skies and heavy rain, numerous walkers and volunteers still came out to join JDRF at this year's **Walk to Cure Diabetes**. JDRF extends its thanks to all who joined us including Walk Chairmen **Bill Kahl, Doug Kahl, Bruce Caltrider, Jackie Bobb, Mark Dantonio, Sheri Jones**, along with Presenting Sponsors, **Ron and Carol Dooley** with **Tri-State Hospital Supply Corporation** and **Scott Weaver** with **Douglas J.** JDRF also extends its thanks to MSU football player, **Brandon Denson**, who spoke to the crowd before JDRF sent walkers home due to strong storms making their way towards the MSU campus.

Although the weather kept people home, we're pleased to announce that an impressive \$230,000 was still raised! JDRF projects this figure will increase as walkers absent on Saturday send their money to JDRF, moving us closer to reaching our \$276,000 fundraising goal!

 **HELP JDRF REACH ITS GOAL OF RAISING \$276,000** by sending post-Walk funds to JDRF today, and/or continuing to fundraise until the September 8 pledge deadline. Funds received by September 8 will be credited towards your final individual and team totals, and be applied toward prize and award eligibility! And don't forget that you can raise funds online at Walk Central until September 8!

Since the rain prevented people from attending this year's event, **preliminary team results** will not be generated this year. JDRF will wait until the September 8 pledge deadline to release team results in order to provide all teams with the opportunity to submit their funds to JDRF. Final team results will be posted to [www.jdrflansing.org](http://www.jdrflansing.org) after September 8.

Again, BRAVO to all who joined JDRF on Saturday! Although the weather was far from ideal (and we didn't technically "walk for a cure"), everyone who joined us was full of smiles, enthusiasm and hope for a cure!

## NEXT STEPS

Please help JDRF reach its goal of raising \$276,000! Between now and September 8:

- ✓ Submit your Walk funds to JDRF
- ✓ Collect any outstanding pledges and send to JDRF
- ✓ Make a final appeal for donations in person, in a letter, or by utilizing Walk Central at [www.jdrf.org](http://www.jdrf.org). Additional fundraising ideas can be found on page 2.

**If you were unable to attend the Walk and have donations to turn in**, funds can be mailed to JDRF in a completed pledge collection envelope or by using the form below. If you raised \$100+ and would like to receive your JDRF Walk t-shirt, contact Deb Wallace at (248) 355-1133 or [dwallace@jdrf.org](mailto:dwallace@jdrf.org). Walkers who did not attend the event are still eligible to receive awards and prizes. Prize selections can be made at [www.jdrf.org](http://www.jdrf.org) or on your pledge collection envelope.

**If you joined JDRF at the Walk and have post-Walk monies to submit**, please send to JDRF with the completed form below.

**If you were unable to participate in the Walk this year**, please consider making a donation to JDRF in support of this year's Walk! Your donation will be used to fuel research vital to finding a cure for diabetes and its complications.

On behalf of JDRF, thank you for your support! Raising \$230,000 during these tough economic times is cause for celebration. Your generosity and dedication to JDRF's mission to find a cure for diabetes is greatly appreciated.

### POST-WALK PLEDGE SUBMISSION FORM

**TO RECEIVE CREDIT FOR POST-WALK FUNDS, PLEASE COMPLETE & SUBMIT THIS FORM TO JDRF WITH YOUR PLEDGES.**

**PLEDGE DEADLINE: SEPTEMBER 8, 2009**

Walk Site:  East Lansing

Walker's First Name \_\_\_\_\_

Walker's Last Name \_\_\_\_\_

Daytime Phone \_\_\_\_\_ Amount Enclosed \$ \_\_\_\_\_

Team Name \_\_\_\_\_ Please send funds to:

Juvenile Diabetes Research Foundation  
 24359 Northwestern Highway · Suite 225 · Southfield · Michigan · 48075

### FOR JDRF OFFICE USE ONLY

AMOUNT TURNED IN \_\_\_\_\_

VERIFIED BY \_\_\_\_\_



## RECOGNITION FOR FAMILY TEAMS!

All Family Teams raising \$5,000+ by September 8 will be inducted into JDRF's 2010 *Family Team Walk of Fame*. These teams will be honored with signage at next year's Walk-related events and on Walk day. 2010 *Walk of Fame* inductees will be announced after the pledge deadline.

In collaboration with LifeScan, JDRF is proud to bring all Family Teams the **Circle of Excellence** program. This program will recognize all Family Teams raising \$10,000+ with a pin ranging from the Sapphire Level, beginning at \$10,000, to the Diamond Level, recognizing teams raising \$75,000+.



## PRIZES & AWARDS

Awards to be presented this year in the Family and Corporate Team category include:

- ✓ JDRF's "Fired Up Award", presented to the team with the highest percentage of increase over last year's fundraising total!
- ✓ Teams raising \$2,500+ will receive an engraved plaque with team name, year and amount raised!
- ✓ Awards, engraved with name, year and amount raised, will be given to the top fundraising team and "rookie of the year" team.
- ✓ First, second and third place winners will be awarded in JDRF's Team T-Shirt Design Contest.
- ✓ Plus, all walkers raising \$1,000+ will receive JDRF's Golden Sneaker Award, engraved with walker's name, year and amount raised.



Awards will be presented at JDRF's Walk Awards & Appreciation Dinner to be held October 22 at the Kellogg Hotel and Conference Center. All Team Captains and Golden Sneaker Award recipients will receive an invitation next month.

## FUNDRAISING IDEAS

**Casual/Team Spirit Day:** For a donation to JDRF, employees wear casual attire or a jersey, t-shirt, or sweatshirt of their favorite sports team on a designated day.

**JDRF Paper Sneakers:** Enlist a local retail outlet to sell sneakers to benefit your team, or sell sneakers at your workplace. Sneakers can be sold all at one donation level, or each color can be sold at a different price point.



**Walk Central:** Create a personal fundraising page at [www.jdrf.org](http://www.jdrf.org) and receive a link to send to others to make an online credit card donation to support you and your team.

**Letter Writing Campaign:** If you haven't started your 2009 JDRF Walk letter writing campaign, there's still time! Sample letters and tips to launching a successful letter writing campaign can be obtained under "Walk Tools and Resources" on the Walk page at: [www.jdrflansing.org](http://www.jdrflansing.org).



**Matching Gifts:** If your employer, or the employer of one your donors', have a matching gift program you can double your fundraising dollars! To see if you have a "match", visit:



[www.matchinggift.com/jdrf](http://www.matchinggift.com/jdrf)

## HOW TO RAISE \$100 IN 5 DAYS

- Day 1:** Add your \$20 first
- Day 2:** Ask 2 co-workers for \$10
- Day 3:** Ask a friend for \$20
- Day 4:** Ask 2 neighbors for \$10
- Day 5:** Ask a relative for \$20



## TEAM T-SHIRT DESIGN CONTEST

September 8 is the deadline to submit an entry into this year's Team T-Shirt Design Contest. Entries can be sent to:

**JDRF**  
24359 Northwestern Highway #225  
Southfield, Michigan 48075

## NEW: USE FACEBOOK TO DRIVE DOLLARS!



JDRF has teamed up with Facebook to provide an application that will allow your social networking pals to become your Walk donors! To get started, follow these three easy steps:



**Step 1:** Set up your JDRF Walk Central fundraising page at [www.jdrf.org](http://www.jdrf.org).



**Step 2:** In Facebook, click the "Applications" tab (bottom left corner). In the applications box, click "Find More" (upper right corner) and enter *JDRF Walk Fundraising* in the "Search Applications" box (upper right corner of the screen). The application with the JDRF green sneaker logo will appear.



**Step 3:** Click on the green sneaker logo. You will be directed to a screen where you can select "Set Up Your Thermometer". Enter your JDRF Walk Central username and password, then follow the instructions from there.

Your JDRF goal thermometer will be updated hourly and appear on your Facebook page with a "Support Me Now" button, making it easy for friends to make an online donation.

Share your quest to raise funds for JDRF with all your Facebook friends by sending an email (through Facebook) telling them to check out your new Fundraising Application (include the link to your JDRF fundraising page into the email).

Monies turned in on Walk day will be entered into Walk Central by JDRF and appear on your fundraising page under "other donations." After Walk day money is entered, JDRF will enter post-Walk funds sent to the JDRF office. Please allow JDRF 4 weeks (until September 8) to enter all Walk money before contacting the office to inquire about funds not appearing on your page.