



FIVE STEPS TO KIDS WALK FUNDRAISING SUCCESS

1 Take your online fundraising to the next level!

You've registered your school for online fundraising ... now what? There are many easy ways to help your school's online thermometer grow! Here are a few:

- Link your school's unique JDRF Kids Walk URL to the main school website to encourage visitors to check out the site and make a donation
- Use our online registration lesson to incorporate use of the Kids Walk site into your curriculum—the students will be excited to use the site once they see how it works
- Offer an extra incentive to the top online fundraiser or top online fundraising classroom

2 Add fun incentives to drive participation!

In addition to all the great incentives the JDRF Kids Walk Program provides, many schools have added their own variations, leading them to even greater levels of fun and fundraising! Check out our ideas for individual, classroom/grade level, and school-wide incentives:

- Individual incentives (awarded to top individual fundraisers): principal for a day, chance to select a spirit day for the school (crazy sock day, backwards day, etc.), chance to throw a pie in the face of an administrator or teacher
- Classroom/grade level incentives (awarded to top fundraising classroom or grade level): breakfast, lunch, or dessert party, extra recess time, special kickball game, dance, or other physical activity
- School-wide incentives (earned if the school reaches a collective goal): administrator or teacher kisses a pig or other animal, principal sleeps on the roof of the school, administrators dress in wacky costumes for the day
- Feel free to get creative and come up with your own ideas, too!

For suggestions about wacky ways to motivate your students, [click here](#).

3 Enhance your campaign!

Host a wrap-around event during your JDRF Kids Walk campaign to encourage students to get involved in a different way, boost your fundraising results, and, of course, have fun! Wrap-around events are meant to enhance your campaign and should not replace the selling of JDRF paper sneakers by your students. Your wrap-around event should be held on one day, or over the course of a few days, during the traditional two-week campaign. See **Kids Walk Wrap-Around Event** ideas for more information!

4 Recognize standout students, staff, and classes!

This idea requires a little bit of effort that will go a long way! By simply recognizing students, staff, and classrooms that go the extra mile, you'll be making them feel good while encouraging others to reach for higher goals. Consider reading the names of the top fundraising students or classrooms on the morning announcements or handing out certificates to students who showed the most spirit during the campaign. However big or small the recognition, your students and staff will love it!

5 Focus, focus, focus!

This last point is so important ... the amount of focus you place on your JDRF campaign will surely have an effect on your results! Schedule your Kick-off Assembly and Walk on dates that will allow everyone to participate, and be sure to consider holiday breaks, testing, and other fundraisers that may be going on, too. The average campaign lasts about two weeks, so give it all you've got and have a great time! Your support is greatly appreciated!