



SCHOOL CAMPAIGN & WALK SUCCESS: A KIDS WALK GUIDE

CAMPAIGN SUCCESS: TOP 10

1 REGISTER

Registering your school online is the simplest way to ensure success. Whether near or far, friends and family want to help. Give them the opportunity to show their support by registering your school online and encouraging students to create their own secure personal fundraising pages. You can also add your unique Kids Walk URL to your school's website—a great way to get visitors to check out your Kids Walk site and make a donation!

2 TIMING IS EVERYTHING

Schedule your JDRF kickoff and Walk at times that allow every student, teacher, and staff person to attend. Ideally, dates for your school's kickoff and Walk should be set approximately two weeks apart. Be aware of other school happenings—holiday breaks, standardized testing, other fundraising campaigns, etc., should be taken into consideration when selecting your dates.

3 IT'S ALL ABOUT KIDS HELPING KIDS!

Because of the growing incidence of T1D, most schools have a student or teacher with firsthand experience. If someone at your school is impacted by T1D, be sure to include him or her in your kickoff (with parental permission of course!).

4 SET A GOAL

A goal can only be reached if it's been set! Share your fundraising goal with students and their parents and challenge them to meet it—or beat it! On average, schools raise about \$10.00 per student. Consider adding individual, class/grade, and/or school-wide incentives to drive success. Check out our **Five Steps to Kids Walk Fundraising Success** for some neat incentive ideas!

5 DISTRIBUTE

Be sure to send every child home with a JDRF envelope filled with our signature paper sneakers on the day of the kickoff. Keep some extras on hand, too!

6 DON'T FORGET!

Everyone needs a helpful reminder now and then. Visit our **Resource Library** for sample posters, take-home reminders, and email reminders that can be hung in school, sent home to parents, or emailed to parents and staff alike.

7 DECORATE

Your students, teachers, and staff are working hard to sell those sneakers. Recognize their efforts by decorating bulletin boards, gyms, or hallways with the JDRF sneakers that are turned in throughout your campaign. Posters and signs about the JDRF campaign and Walk will help build excitement, too!

8 CONTINUING EDUCATION

Don't stop talking about diabetes when the kickoff is over! Our **Resource Library** has some great ideas for expanding the lessons learned during the kickoff. Incorporate a lesson plan into PE class, health class, science class, or even computer class.

9 DAILY DOSE

Morning announcements are an easy and fun way to keep the momentum going throughout the campaign. Incorporate a **T1D Fast Fact** into your morning announcements while counting down the days to your Walk. You'll be reinforcing what the students have learned while reminding them to bring back their JDRF sneakers throughout the campaign and return their envelopes on Walk Day.

10 ENGAGE

Encourage every student, teacher, and staff person to participate. Build a volunteer team using student organizations, teachers/staff, and parents to help plan and promote the campaign and Walk. Scroll down to page three of this guide for some ideas about how to involve your volunteer team each step of the way. Working together toward a common goal helps to foster an environment of positive character building and community service in your school.



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WALK DAY SUCCESS: TOP 10

1 MAP IT OUT

Set a path for students, teachers, and staff to follow during the Walk. Ask yourself the following questions: who will lead the Walk? Will all students walk together at one time, or will they walk in groups at different times throughout the day? How long will the Walk last, and how far will students walk? Most schools walk for about 30 to 60 minutes over a one- to two-mile course. While the Walk format is yours to determine, your JDRF staff partner will gladly provide helpful suggestions if you aren't sure which way to go!

2 IT'S RAINING!

Rain and snow may call for a change of plans, but the weather should never cancel your plans. Be sure to schedule a rain date or consider alternate indoor plans, such as a Walk route throughout the school or walking, dancing, or exercising in the gym!

3 HELP!

The old saying “many hands make light work” is true. Putting your volunteer team to work on Walk Day will help ensure that everything runs smoothly and everyone has a great experience! Check out page three of this guide for suggestions about how to utilize your volunteers on Walk Day.

4 COLLECTION PLAN

Designate one or more volunteers to collect donation envelopes from each classroom on Walk Day and ensure that each envelope is filled out completely.

5 INVITE

Walk Day is the perfect opportunity to invite the community to share in the celebration of your success. Consider asking parents/family members, district/community officials, and local media representatives to join you on Walk Day!

6 PUMP IT UP!

Music is a great way to enhance the Walk Day experience and both students and staff will love stepping to the beat. Check with your school's music or theater teacher about providing music for the Walk, or put the word out to parents to see if anyone is willing to be DJ for the day!

7 NOURISH

If possible, provide a drink and/or small snack for walkers. Local businesses may be willing to donate refreshments for your Walk, and your school's parent association might be able to help, too. It never hurts to ask! Water, granola bars, and fruit such as grapes or orange slices are all popular choices for Walk Day treats.

8 AWARENESS

The use of signs and banners on Walk Day is a great way to spread awareness during the event and remind everyone why we walk to support JDRF. Classrooms or grade levels can make and carry banners as they walk as a way to distinguish themselves. Signs made in art class or by student groups can be displayed along the Walk route on fences, cones, or other prominent spots. Not sure what to put on your signs and banners? How about some JDRF facts, which can be found [here!](#)

9 THANKS AND CONGRATS!

Designate staff/volunteers to cheer on and thank students, staff, and other participants as they walk to keep spirits high. If possible, gather the group in a common area before or after the Walk to thank them for their hard work and congratulate everyone on a successful event! Be sure to thank everyone in the days following the Walk, too!

10 FINISH STRONG!

The fun doesn't have to end on Walk Day—there are lots of great ways to celebrate your achievements in the days and weeks after your event! Be sure to make some reminder announcements for students to turn in any remaining collection envelopes in the days following your Walk so those totals can be added to your overall amount. Consider hosting a wrap-up rally a few weeks after your Walk to share results, recognize top fundraisers, put incentives into action, etc. It's a fun way to finish your JDRF campaign on a high note and get everyone excited for next year!



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KIDS WALK VOLUNTEER TEAM: KEYS TO SUCCESS

Making the decision to build a volunteer team to support your school's JDRF Kids Walk is a great choice that will have a big impact on the success of your campaign/event and enhance the overall experience for everyone involved. Here, we will review just a few of the ways you can utilize three key volunteer groups—student organizations, teachers/staff, and parents—throughout the planning process, campaign, and on Walk Day:

STUDENT ORGANIZATIONS (community service club, student government, grade level service project, etc.):

| Planning/Campaign Duties: | Walk Day Duties: |
|--|--|
| Assist with selecting campaign incentives for students | Hang signs/banners along Walk route |
| Provide insight about what will motivate students to get involved | Collect donation envelopes from each class and bring to central location |
| Create signs/posters to display during the campaign and on Walk Day | Welcome students, staff, and visitors to the Walk |
| Make reminder announcements and promote key details to students during homeroom, lunch, etc. | Assist with setup and cleanup along the Walk route and in common areas |
| Collect and hang JDRF sneakers in the school as they are returned by students | |

TEACHERS/STAFF

| Planning/Campaign Duties: | Walk Day Duties: |
|---|--|
| Assist with planning Walk Day logistics | Direct traffic as the Walk begins |
| Volunteer to participate in campaign incentives | Serve as Route Marshalls along the Walk route in order to provide supervision during the event |
| Help create communication pieces for parents | Oversee the collection of donation envelopes prior to or during the event |
| Conduct staff collection to support JDRF | Chaperone students who are unable to participate |
| Provide key details about the campaign/Walk to other teachers/staff during meetings and via email | |

PARENTS

| Planning/Campaign Duties: | Walk Day Duties: |
|--|--|
| Assist with procuring music, food/drink, etc. for the Walk | Serve food/drink to walkers during the event |
| Volunteer to help conduct in-school fundraising efforts, such as selling JDRF sneakers (or other items) during lunch | Cheer on and thank walkers along the Walk route and at the finish line |
| Promote the JDRF campaign and Walk details in all parent association communications, online, and during meetings | Assist with verifying donation envelopes |
| | Help with setup and cleanup on Walk Day |