Community for Life.

FUNDRAISING GUIDE

Participate. Donate. Fundraise.

To learn more, visit **diabetes.org/stepout**,
or call **1-888-DIABETES** (1-888-342-2383).

American Diabetes Association®

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Connected For Life

Being a participant in an American Diabetes Association signature event means inspiring your family and friends to join the fight against diabetes. It's important to set an initial fundraising goal and to evaluate it often! If you have raised funds in the past, try setting your goal higher than you did last year. Once you reach your first goal, you can set a new challenge for yourself!

Steps to Fundraising Success

Fundraising doesn't happen by magic, but it's easier than most people think. It just takes some planning, effort, and patience.

PLAN...Have a plan, execute it, and follow through.

FACTS AND FIGURES...Know the facts about diabetes and how the funds you raise support the mission. Be prepared to share why you support the ADA.

TRUST...The American Diabetes Association is a trustworthy organization.

ASK...Give your friends and family the opportunity to support you.

FOLLOW UP...Many people want to make a donation but simply forget—we're all busy! Make sure to send a friendly reminder or two to anyone who has yet to donate.

RECRUIT...Consider starting a team by asking your donors, family, and friends to participate with you.

SAY THANKS...Never underestimate the value of saying thank you.

Make a Plan

Enthusiasm and preparation are the most important tools to fundraising success. Being prepared and always following up creates trust with your donors and encourages them to donate again.

BELIEVE in yourself. You're taking a stand against diabetes and you should let others know why. Feel empowered that you are taking action by sharing your reason for participating.

CONTACTS. Educate your family, friends, and other contacts about diabetes and ask for their support of the American Diabetes Association. Use different methods - email, Facebook, phone call, letter.

SCHEDULE. Make a plan for when you are going to ask and how often you will follow up. Most people plan to make a donation but sometimes forget. Once someone has given to your campaign, call or send a thank you email. Also make a plan to give your donors an update to let them know how their donation has contributed to your progress.

TOOLS. Don't reinvent the wheel. Use your Participant Center to help draft emails and keep track of whom you have contacted, whether they responded, how they responded, and when to send a follow-up or thank you email. The mobile app is an easy way to communicate with donors through text, email and social media.

REMEMBER — The number one reason people donate is that they are asked.

Facts and Figures

About Diabetes

Diabetes is a disease in which the body does not produce or properly use insulin. Insulin is a hormone that is needed to convert sugar, starches, and other food into energy needed for daily life.

The cause of diabetes continues to be a mystery. Both genetics and environmental factors such as obesity and lack of exercise appear to play roles in the cause of type 2 diabetes.

Type 1 Diabetes...

results from the body's failure to produce insulin, the hormone that "unlocks" the cells of the body, allowing glucose to enter and fuel them. It is estimated that 5-10 percent of Americans who are diagnosed with diabetes have type 1 diabetes.

Type 2 Diabetes...

usually results from insulin resistance (a condition in which the body fails to properly use insulin), combined with relative insulin deficiency. Type 2 diabetes accounts for about 90-95 percent of all diagnosed cases of diabetes.

How Many Are Affected by Diabetes?

- Every 21 seconds, someone in the United States is diagnosed with diabetes.
- 30.3 million: The estimated number of children and adults in the United States who have diabetes.
- 84 million: The estimated number of Americans who have prediabetes.
- 4,110 Americans are diagnosed with diabetes each day
- Nearly 25,000 American youth are diagnosed with diabetes each year

Fundraising Champions: Top Fundraisers Club

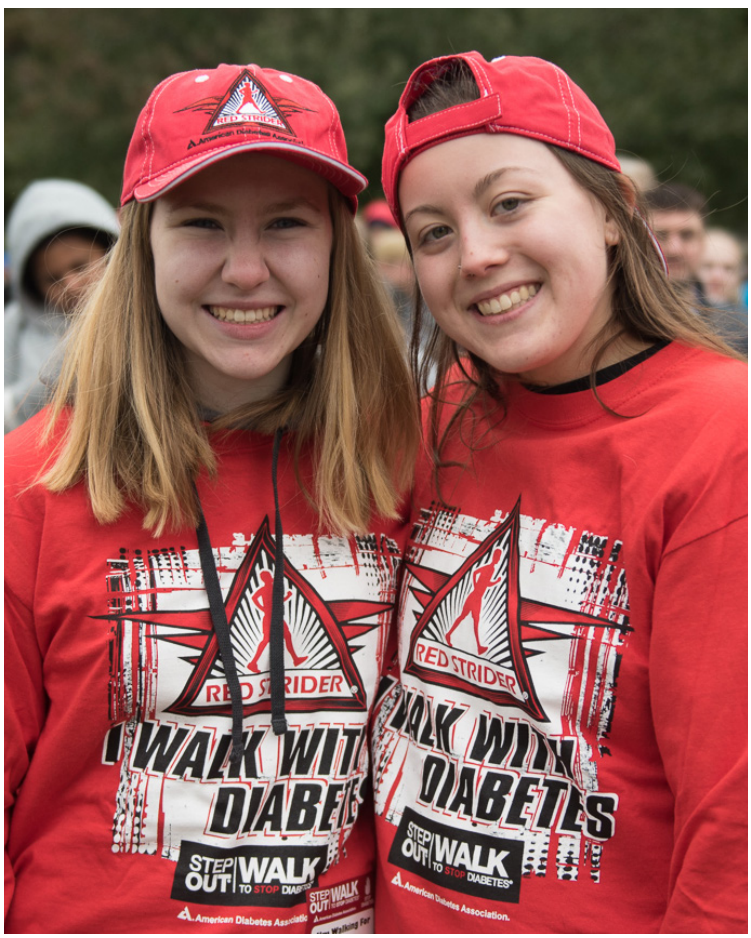
A Champion is a participant who has raised $1,000 or more.

To thank our most outstanding fundraisers, we offer exclusive perks and incentives for our top fundraisers. It's our way of showing you what a difference you make in the lives of the more than 30 million people living with diabetes.

Enjoy these exciting Champion benefits!

- Champion medal (varies by location)
- Special recognition on the day of the event (varies by location)
  - Priority service at event check-in
  - Opportunity to lead the event
  - On-stage recognition
  - Invitation to various special events throughout the year
  - Recognition on route signage

American Diabetes Association.
CHAMPION



Are You Living With Diabetes?

RED STRIDER

You are Living Red - Register as a Red Strider!

Who is a Red Strider?

A Red Strider is someone who lives and thrives with diabetes—type 1 or type 2—who can proudly participate as an individual or create his or her own team and participate with friends, family, and co-workers.

What is the purpose of the program?

The purpose of the Red Strider Program is to support everyone who lives with diabetes and showcase the courage it takes to live every day with this difficult disease. You are our mission, and we want to celebrate you at our signature event.

How do I become a Red Strider?

Choose "Participant with Diabetes" when you register online. You will receive special recognition on the day of the event.

Where Does the Money Go?

Research

Since the American Diabetes Association launched its Research Programs in 1952, it has funded nearly 4,700 research projects, investing more than $807 million in diabetes research. In 2017, the ADA awarded $37.4 million to support 371 new and continuing research projects at 140 leading US. research institutions.

Information and Programs

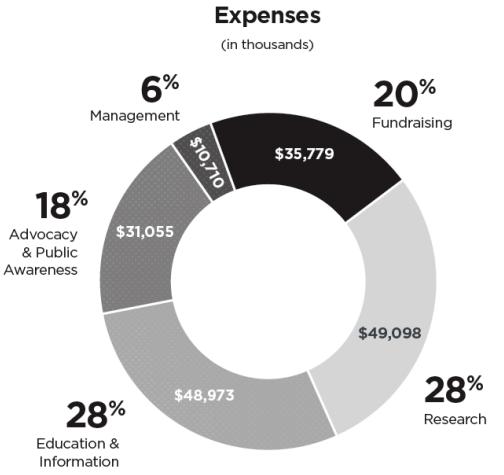
The Association provides public and health care professionals with the most comprehensive and up-to-date information about diabetes care and management through our Center for Information at 1-800-DIABETES (1-800-342-2383), online at diabetes.org, as well as via consumer and professional books and periodicals. Offices in communities across the country serve the public through a multitude of programs and activities, including camps for children with diabetes, outreach to high-risk populations through initiatives like Living With Type 2 Diabetes, and nutrition resources such as Diabetes Food Hub. Each year, more than 6,000 children attend one of the 79 Association Camps and Retreat sessions.

Advocacy

The Association fights on behalf of the diabetes community to increase federal funding for diabetes research and programs, improve comprehensive health care and insurance coverage, and end discrimination against people with diabetes. Sign up to be a Diabetes Advocate on our website and learn what is being done on a local and national level to support people with diabetes.

An impressive 74 percent of every dollar spent supports research, advocacy, and services for people affected by diabetes.

Every gift is tax-deductible to the fullest extent of the law and the donor will receive an acknowledgment for his or her donation.



How to Fundraise

Ask

Remember, the number one reason people give is that they are asked by someone they trust. The most successful fundraisers utilize their Participant Center to share why they are participating. They update their personal page, and share their story through email, social media, and phone calls. Reaching out to each person in his or her preferred method will increase the likelihood of a response. We have all of the tools to make it easy for you:

- Signature badges that you can put on your email and let work for you every time you hit "send"
- Facebook fundraising tool that lets you create a Facebook fundraiser directly from your Participant Center
- Mobile app that allows you to do everything in the palm of your hand

Start your fundraising early and don't be afraid to hear "no." Your attitude and how you come across in your ask is the most important thing. Let your enthusiasm and passion shine through. Everyone can help make an impact no matter the size of the donation.

Where to Start

Remember to lead by example and make a self-donation first! Ask your family, friends, neighbors, co-workers, social media connections - the opportunities are endless! You'd be surprised how many people would be happy to support a cause that you are passionate about.

Follow Up

We're all very busy. Send a friendly reminder in case your initial request slipped through the cracks. More often than not, emails get moved down the "to do" list and your donors just need a friendly reminder to take action. Send updates with your training and preparation for event day.

Recognition Program!

We want to recognize you for your hard work and dedication to our mission. Our Recognition Program features awesome branded apparel that you can wear year-round! To find out more about these great items and how you can receive them, visit your local event page or diabetes.org/stepout.

Getting Started

Share Why You Participate

An online Personal Page was automatically set up for you when you registered. Personalizing it is a vital first step toward achieving fundraising success! Helpful tips on how to set up and use your Personal Page can be found in your Participant Center once you log in through diabetes.org/stepout. Remember to log in often to ensure you are keeping up to date on your fundraising and outreach!

Make a Personal Donation and Set the Tone

Show everyone you're invested in raising funds to fight diabetes by making a donation to yourself. Others will follow in your footsteps.

Get Social

Social media has made fundraising much easier! Use Facebook, Twitter, and LinkedIn to reach out to your friends for support and provide updates on your progress. Create a Facebook Fundraiser through your Participant Center or mobile app and easily connect to your Personal Page.

Email Extravaganza

Log in to your Participant Center and send emails to your family and friends. Tell them why you participate, send them updates on your fundraising progress and share with them how their dollars make a difference. Or send emails from your own email account, but know that your communications will not be tracked through your Participant Center. Download and add in a Signature Badge for an extra touch!

Face to Face

One of the most effective ways to fundraise is to ask someone when you are face to face. It's easy for family and friends to say yes when you ask directly. If you believe in what you're doing, others will, too—your passion and enthusiasm will be contagious.

Matching Gifts

Matching gifts can be a great way to double or even triple your funds! Many employers sponsor matching gift programs and will match any charitable contributions made by their employees. Your company may match your donation as well as donations made by your co-workers if they also apply for matching gifts.

Mobile App

Use the Step Out Walk app to send text messages or post on LinkedIn, Twitter, and Facebook! Download through your app store and login using your Participant Center username and password.

Send Friendly Reminders

Make sure to send a reminder to those who have yet to donate. Many times emails get moved down the "to do" list, and your donors just need a friendly reminder to take action. Send updates on your fundraising and training progress. People want to know about your success. Seeing how much others have donated motivates people to do so as well.

Say Thanks!

ALWAYS say thank you by phone or email to anyone who has donated on your behalf. Include a photo of yourself from the day of the event.

Benefits of Forming a Team

- It's easier to fundraise with others
- Provides an opportunity for family and friends to come together
- Strengthens teamwork and team-building skills
- Boosts corporate pride and employee retention
- Encourages community involvement
- It's more fun to participate as a group and celebrate on the day of the event!

Steps to Form a Team

STEP 1: Decide on a team name.

STEP 2: Register your team online by choosing "Create a Team" or by contacting your local event coordinator at 1-888-DIABETES (1-888-342-2383) or through the "Contact Us" link on diabetes.org/stepout. Please make sure to include your name and event name in your email.

STEP 3: Already registered? If needed, your local event coordinator can change your individual registration to a team registration.

STEP 4: We're here to help! We can provide you with additional support and resources to help you and your team reach your fundraising and recruitment goals.

Recruit

Did you know that participants who are part of a team raise more funds? Participating with family, friends, and co-workers will make your event experience even more enjoyable and have an even bigger impact!

JOIN TEAM RED.

TeamRed
American Diabetes Association.

Be a Part of a Team and Be Connected For Life!

Team Red is for everyone and anyone who doesn't have a team, including Red Striders. Just join the Team Red for your event online or call your local Association staff person for more information.

Sample Donor Receipt

Provide this receipt for the tax records of your donors who give you cash or checks. Print or photocopy this page and cut each receipt as needed.

DONOR RECEIPT
DATE
DONOR NAME
AMOUNT
SOLICITOR NAME
All donations are fully tax deductible as allowed by law. **Thank you for your generous donation!**

American Diabetes Association®

Sample Deposit Slip

If you mail donation checks to the Association office, use one of these deposit slips to ensure we credit the amount to your total.

DEPOSIT SLIP
DATE
AMOUNT
YOUR NAME
Should this money be credited to anyone other than yourself? ☐ **Yes** ☐ **No**
If so, on the back of this slip, please write the names of those who should receive credit and the amount each one should be credited.

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Credit Card Donation Form

Please use this form to collect credit card donations from donors who prefer not to donate online. Place the completed form(s) in your collection envelope to turn in on the day of the event or send to your local Association office.

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CREDIT CARD DONATION FORM

PARTICIPANT'S INFORMATION:

NAME

CARDHOLDER'S INFORMATION:

FIRST NAME | M.I. | LAST NAME

STREET NUMBER | STREET NAME

CITY | STATE | ZIP

HOME PHONE | WORK PHONE | EXT.

AM EX | DISCOVER | MASTERCARD | VISA | CARD NUMBER | EXP

CHARGE AMOUNT $. 0 0 | SIGNATURE _____

* 0 2 0 4 *

*Make additional copies of these forms as needed.