TOGETHER WE CAN STOP DIABETES. ONE STEP AT A TIME.

Fundraising Guide

diabetes.org/stepout 1•888•DIABETES
WELCOME!

Thank you for registering for Step Out: Walk to Fight Diabetes! Your commitment, hard work and dedication play a critical role in the success of Step Out: Walk to Fight Diabetes. Your participation in this event will help the American Diabetes Association stop diabetes.

Every step you take and every dollar you raise helps us provide community-based education programs, protect the rights of people with diabetes and fund critical research for a cure.

When you walk, you help us STOP diabetes. Step Out: Walk to Fight Diabetes encourages living a healthy, active lifestyle. Walking is one of the easiest, most relaxing forms of exercise for many people, but especially for those living with diabetes. Walking helps control blood glucose levels in people with diabetes and improves overall quality of life. It is also an activity that can help prevent or delay the onset of type 2 diabetes in people at risk.

This Fundraising Guide is filled with helpful information and tips to ensure you have a fun, successful walk and fundraising experience. If you have any questions or need additional support, please contact your local Walk Manager by calling 1-888-DIABETES.

Together we can stop diabetes. One step at a time.

The American Diabetes Association

TABLE OF CONTENTS

About the American Diabetes Association and Diabetes 4
Red Strider Program 4
Your Fundraising Dollars Make a Difference 5
Online Fundraising 6
Matching Gifts 7
Letter Writing Campaign 7
Vendor Campaign 7
Wrap Around Events 8-9
Step Out Together 10
Team Captain Tips 10
Earn Prizes 10
Sample Emails/Letters 11-14
Sample Vendor Letter 15

Special Thanks
Step Out: Walk to Fight Diabetes could not happen without the incredible support of our corporate sponsors.

Thanks to Our National Sponsors

Special Thanks to Our National Teams
TOGETHER WE CAN STOP DIABETES. ONE STEP AT A TIME.

INTRODUCING THE RED STRIDER PROGRAM

Who is a Red Strider?
A Red Strider is someone who lives with diabetes – type 1, type 2, or gestational – who can proudly walk as an individual or create their own team and walk with friends, family and co-workers.

What is the purpose of the Red Strider 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.

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, although both genetics and environmental factors such as obesity and lack of exercise appear to play roles.

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% of Americans who are diagnosed with diabetes have type 1 diabetes.

Type 2 Diabetes
Results from insulin resistance (a condition in which the body fails to properly use insulin), combined with relative insulin deficiency. It is estimated that 90-95% of Americans are diagnosed with type 2 diabetes.

Symptoms of Diabetes
Diabetes often goes undiagnosed because many of its symptoms seem so harmless. Recent studies indicate that the early detection of diabetes symptoms and treatment can decrease the chance of developing the complications of diabetes. Some diabetes symptoms include: frequent urination, excessive thirst, extreme hunger, unusual weight loss, increased fatigue, irritability and blurry vision. If you have one or more of these diabetes symptoms, see your doctor right away. You can also take our Online Diabetes Risk Test to find out if you are at risk for diabetes at www.diabetes.org.

Diabetes Complications are Serious
• Increased risk of heart disease and stroke
• Leading cause of kidney failure
• Nervous system disease and nontraumatic lower-limb amputations

About the American Diabetes Association
The American Diabetes Association is the only non-profit organization supporting all 23.6 million Americans living with diabetes – including type 1 and type 2 diabetes; children and adults. The Association funds research to prevent, cure and manage diabetes; delivers services to hundreds of communities; provides objective and credible information; and gives voice to those denied their rights because of diabetes. Founded in 1940, our mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

The purpose of the Red Strider 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.

What does it mean to be a Red Strider?
Being a Red Strider means you are not alone. With hundreds of walkers who may share a similar story, and hundreds more to support you, being a Red Strider can help with your first step or your millionth – in your fight against diabetes.

YOUR FUNDRAISING DOLLARS MAKE A DIFFERENCE

Every 20 seconds someone in this country is diagnosed with diabetes. The American Diabetes Association relies on the dollars raised through Step Out: Walk to Fight Diabetes to support our mission: to prevent and cure diabetes and to improve the lives of all people affected by diabetes. Every step you take and every dollar you raise helps us provide community-based education programs, protect the rights of people with diabetes and fund critical research for a cure.

Walkers are responsible for collecting donations. Our online fundraising tools are designed to make fundraising quick, easy and cost efficient. Please see Page 6 for information about online fundraising and how to set up your Personal Web Page.

Walkers who raise between $100-$150 will be eligible to receive an official Step Out: Walk to Fight Diabetes T-shirt along with other great prizes for those who qualify.

Connect Your Donors to Our Mission
When you are writing your fundraising emails or asking people to join your team, it is important to include facts about why you are supporting the Association and Step Out: Walk to Fight Diabetes. Help us share the work of the Association and our mission by including the facts below in your fundraising and recruitment emails, fundraising letters and other team or fundraising activities.

• The American Diabetes Association is the only non-profit organization supporting all 23.6 million Americans living with diabetes – including type 1 and type 2 diabetes; children and adults.
• In 2007, more than $170 million or 75 percent of our total expenses was invested in our program activities – research, information and advocacy.
• Diabetes is a disease that has deadly serious consequences, and there is no cure.
• In 2007, the total estimated cost of diabetes in the United States was $174 billion.
• Since its inception, the Association has invested more than $450 million in research for a cure.
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ONLINE FUNDRAISING

If you need help using your Online Fundraising Tools, contact your local Walk Manager at 1-888-DIABETES.

3. To get started, login to your Step Out Center at diabetes.org/stepout. For details on how to set up your personal Web page and use your Online Fundraising Tools, download the complete guide from your Step Out Center.

4. Create a personal Web Address: Create a unique Web address for your Web page so it will be easy to share and publicize, like http://main.diabetes.org/goto/JennysWalk.

5. Update your personal fundraising goal: Set your sights high! Choose a goal that will motivate you and your donors! You can raise it again once you’ve reached your original goal.

6. Customize your personal Web page: This is your place to tell your story of how diabetes has touched your life, and why you are supporting the American Diabetes Association by participating in Step Out: Walk to Fight Diabetes. When you send potential donors an email, this is the page they’ll link to when they decide to donate, so make your story compelling. And remember that nothing tells a story quite like a picture, so don’t forget to upload a personal photo as well!

7. Create your Address Book: You can upload your address book from your existing email account(s), or import your addresses over to your Step Out Center from an online address book if you keep one. Or you can just type the email addresses of the people you want to ask for support right into your Step Out Center Address Book. Any way you choose, the more people you send emails to, the more money you’ll raise to fight diabetes!

8. Send email to family, friends and co-workers: Of course you want to email your spouse, best friend and work buddies. But remember all of those times you’ve supported your friends and neighbors by buying Girl Scout cookies, wrapping paper and popcorn? Make sure you send them an email asking for their support too! Make it easy by providing you with templated emails that you can customize with your own words or send as they are.

9. Follow-up with your contacts: The Follow-up section of your Step Out Center will tell you how many emails you’ve sent to your contacts, if they’ve opened your emails, if they’ve donated, if they need to be thanked, or if they need to be sent a reminder to give. You can sort your list of contacts by what action you need to take with them, and send an email to the right people with just a few clicks.

10. Enter checks and cash received: Offline gifts, such as checks and cash, you turn into your local American Diabetes Association office will not show up on your goal thermometer. You will need to enter them manually using the link in the My Progress section of your Step Out Center.

FUNDRAISING MADE EASY!

Whether you are the Team Captain of a Friends & Family Team or Corporate Team or you are walking as an individual, these fundraising ideas can work for all participation types!

Double Your Money with Matching Gifts!
Many employers sponsor matching gift programs and will match any charitable contributions made by their employees. Some companies even match gifts made by retirees and/or spouses!
Contact your Human Resource Department to find out if your company has a corporate Matching Gift Program and how it works. If they do, pick-up a matching gift donation form from your HR Department. Your company may match your donation as well as donations made by your co-workers if they also apply for matching gifts.

Please make sure your name (walker’s name) is written clearly on the form – write it in the top left-hand corner and include your walk site name (i.e.: Tampa Bay Step Out). Be sure to turn in the form at the same time you turn in your donations so that the matching gift(s) can be easily tracked.

This is an easy way to double or even triple your funds for Step Out: Walk to Fight Diabetes. Don’t forget to encourage your donors to ask their companies for matching gift forms.

The advantages of using matching gifts are:
• Those individuals who support you can take advantage of it as well, increasing your funds raised.
• The American Diabetes Association will be able to fund more research, programs and education with the funds raised from matching gifts, aiding us in our mission to stop diabetes.
• You can double the amount of money you turn in and qualify for larger incentives.

Visit www.matchinggifts.com/diabetes for a list of matching gift companies.

Letter Writing Campaign
Next to Online Fundraising, the personal appeal letter can be one of the most effective ways to raise funds in the fight against diabetes. Participants can personalize their letter with details about why they are walking and how funds raised will support the mission of the Association. Tailor your letter to friends, family business owners, colleagues, etc. Make sure to include the link to your Personal Web Page so they can donate online and see your progress! Letters should include a donation deadline and a self-addressed stamped envelope, giving them an alternative to donating online.

Vendor Letter Writing Campaign
Send a letter on your company’s letterhead to your Suppliers/Clients requesting their involvement. Many companies you support throughout the year through your regular business relationships like to help support causes that are important to you. See the sample letter on Page 15 that you can use to solicit donations from your Suppliers/Clients. Make sure to get permission from your supervisor and/or upper level management before conducting a Vendor Letter Writing Campaign.

RAISE $500 IN 9 DAYS!

Day 1: Make your own donation of $25
Day 2: Ask 5 friends for a $10 donation
Day 3: Ask 10 co-workers to give $10
Day 4: Ask 10 family members for $10
Day 5: Ask your doctor or dentist to give $25
Day 6: Ask 4 businesses you frequent to give $25
Day 7: Ask 5 people from your place of worship to contribute $10
Day 8: Ask 5 neighbors for $10
Day 9: Congratulations! You just raised $500 – share your success with your donors!

contribute $25
contribute $10
make your story compelling. And remember that nothing tells a story quite like a picture, so don’t forget to upload a personal photo as well!

This is your place to tell your story of how diabetes has touched your life, and why you are supporting the American Diabetes Association by participating in Step Out: Walk to Fight Diabetes. When you send potential donors an email, this is the page they’ll link to when they decide to donate, so make your story compelling. And remember that nothing tells a story quite like a picture, so don’t forget to upload a personal photo as well!

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Wrap Around Events are great ways to help you reach your goals and have fun while doing it! No matter if you are a Team Captain or an individual walker, the ideas below can help you raise much needed funds in the fight against diabetes. Wrap Around Events are also great for building team camaraderie!

**Keep the Change**
Ask people to donate their pocket change. Set up change jars or bottles at home, the office or a local business and watch the change add up. Every penny counts!

**Jeans Day or Casual Day**
Encourage co-workers to make a donation in exchange for wearing jeans or dressing casually. Suggest a minimum donation of $5. Talk to the decision maker in your company to plan a Jeans or Casual Day.

**Online Networking**
Use your corporate or social networking websites, such as LinkedIn or Facebook, to let others in your network know that you are participating in Step Out. Include a link to your personal fundraising page and encourage them to join your team or donate.

**Auction (Silent or Live)**
Hold the event at your business. Ask for contributions of unique items such as homemade toys, jewelry or art, a hand-knitted sweater, breakfast or dinner at someone’s home, or a stay at someone’s timeshare. Ask if you can auction valuable commodities at the workplace: a premier parking space or a half day off. Display the items prior to the event. Hold your auction over lunch.

**Dinner Party**
Invite friends over and ask them to donate a pre-determined amount (ex: $100) for the opportunity to have a nice dinner at your house.

**Provide a service**
Pet care, baby sit, mow lawns, give manicures, run errands, tailor clothes, organize closets, clean houses, wash dogs, or whatever you can think of and ask for a donation as payment.

**Clean Out Your House**
Have a garage sale and ask your friends and neighbors to donate items for you to sell. Explain that all proceeds go to the American Diabetes Association’s fight against diabetes. Have the kids sell lemonade and donate the proceeds!

**Entertainment**
Plan an evening of entertainment and invite your friends, family and co-workers. Charge a minimum donation for entry. Some ideas include: game night, poker night or movie night. Ask a local pool hall, restaurant, bar/club or bowling alley to donate their venue and ask talented friends to perform a benefit concert.

**Email Signatures**
Include a link to your Personal Web Page in your email signature – makes it easier for the recipient to make an online donation!

**Delegate**
Ask 10 friends to ask 10 of their friends to support your effort!

**Pot Luck Lunches**
Name every Thursday “Step Out Pot Luck Day.” Team members take turns preparing foods, (salads, desserts, etc.) and invite colleagues to enjoy the meal for a set donation.

**Create a Wall of Hope**
Use Step Out Shoe Pin-ups to create a wall display. Encourage people who donate to fill out a Step Out Pin-up to be recognized for their contribution or write the name of someone whose life has been touched by diabetes. Display them in a public place at your work.

**Spread the Word**
Change the recording on your voicemail or answering machine to mention Step Out and invite callers to join your team or make a donation. Make it funny! Tell them you will not call back unless they support you!
STEP OUT TOGETHER!

TEAM CAPTAIN TIPS
For more tips on how to be a great Team Captain, please refer to your Team Captain’s Guide.

Recruit Team Members!
• Invite everyone you know to join your team! That includes your friends, family members, co-workers, neighbors – everyone you know!
• A team consists of two or more people.
• There is no limit to the number of team members on one team.
• The more people, the more fun it will be and the more money you’ll raise together!

Register Your Team Members!
• Every team member must register online or complete a registration form provided by your local Walk Manager.
• Include your Team Name and Team Page address on all brochures, flyers and other communications.
• Keep an updated roster of your team members and maintain regular contact through your Team Page, phone calls and team meetings as necessary.

Raise Funds as a Team!
• Use our Online Fundraising Tool to ask for donations from friends, family, co-workers and everyone you know!
• Organize Wrap Around Events – see page 8!
• Support each other as you get closer to reaching your goal.

If you registered as an individual walker, please consider forming a team. Teams consist of two or more people, including the Team Captain.

Benefits of Forming a Team
• Strengthens teamwork and team building skills.
• Boosts corporate pride and employee retention.
• Provides an opportunity for family and friends to come together.
• Provides a wellness activity for employees.
• Encourages community involvement.
• Easier to fundraise with others.
• More fun to participate as a group and celebrate on the day of the walk!

Steps to Form a Team
1. Decide on a Team Name
2. Contact your local Walk Manager at 1-888-DIABETES or through the “Contact Us” link on diabetes.org/stepout. Note: When contacting via email, please make sure to include your name and event name.
3. Your Local Walk Manager will change your individual registration to a Team registration.
4. You’ll receive additional support and resources to help you and your team reach your fundraising and recruitment goals.

Team Captain Responsibilities
• Set a team fundraising goal
• Recruit team members
• Raise funds
• Update and follow up with team members
• Make it fun!

EARN PRIZES FOR YOUR FUNDRAISING SUCCESS!
Step Out: Walk to Fight Diabetes T-shirt
Raise $100-$150 and receive an official Step Out: Walk to Fight Diabetes T-shirt. Contact your local Walk Manager at 1-888-DIABETES to find out the T-shirt fundraising minimum for your event.

Thank You Gift Program
Raise even more money to help STOP diabetes and you could be eligible for awesome Thank You Gifts. To see the various fundraising levels and selection of prizes, go to http://diabetes.org/stepoutgifts. Child appropriate gifts are also available.

Thank you for your outstanding support!

SAMPLE EMAILS & LETTERS
These letters may be used for Online Fundraising or a Letter Writing Campaign. Please contact your local Walk Manager to receive these sample letters via email.

Sample Email/Letter to Family, Friends, Neighbors & Greeting Card List
Dear Friend,

This fall I will be joining more than 100,000 fellow walkers from across the country in this year’s Step Out: Walk to Fight Diabetes to raise money for the American Diabetes Association.

I will be gathering donations and walking to help stop diabetes.

I am asking for your help. By making a donation on my behalf, you will be helping the American Diabetes Association provide community-based education programs, protect the rights of people with diabetes and fund critical research for a cure.

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, although both genetics and environmental factors appear to play roles. There are 23.6 million Americans living with diabetes, a disease that is outpacing heart disease, cancer and AIDS. If current trends continue, one in three children born in the year 2000 will develop diabetes in their lifetime.

I believe that my participation in this year’s Step Out: Walk to Fight Diabetes can and will make a difference. Step Out: Walk to Fight Diabetes is one of the American Diabetes Association’s biggest fundraisers. With the help of people like you, the American Diabetes Association can raise over $20 million to help stop diabetes.

Please help me reach my goal by supporting me for this year’s Step Out: Walk to Fight Diabetes. Please go to my Web Page at <PERSONAL WEB PAGE ADDRESS>, to make a secure, 100% tax deductible donation. (If you do not want to donate online, please make your check payable to the American Diabetes Association and include your donation in the enclosed envelope. Please mail your contribution to me at <YOUR ADDRESS>.)

Together we can stop diabetes. One step at a time.

Yours truly,

<Signature>
Sample Email/Letter to Colleagues
From a Team Captain or Team Member

Dear Colleagues:

My name is <NAME>, and I work in the <NAME OF THE OFFICE of COMPANY>. I’m taking part in Step Out: Walk to Fight Diabetes to support the <LOCAL OFFICE> of the American Diabetes Association. I will be joining thousands of walkers on <DATE OF WALK> to help stop diabetes. Diabetes is a disease in which the body does not produce or properly use insulin. It is a disease that has deadly serious consequences, and there is no cure.

You can join my team, <TEAM NAME>, and raise funds to help the American Diabetes Association provide community-based education programs, protect the rights of people with diabetes and fund critical research for a cure. You can also make a donation online by visiting the Web Site at www.diabetes.org/stepout or going directly to our TEAM PAGE URL. If you would like more information, please contact me at <EMAIL ADDRESS>. Thank you in advance for any help and support you can provide.

Together we can stop diabetes. One step at a time.

Sincerely,

<Signature>

Sample Email/Letter to Business Associates/Business Social Networking Associates/Rolodex Files

Dear <name of Potential Donor>:

On <DATE OF WALK>, I will be joining thousands of other walkers at <LOCATION> to participate in Step Out: Walk to Fight Diabetes to support the <LOCAL OFFICE> of the American Diabetes Association. By making a donation on my behalf, you will be supporting the Association’s research efforts while also helping fund programs and advocacy.

My goal is to raise at least <$GOAL>. Help me reach my goal by supporting me for this year’s Step Out: Walk to Fight Diabetes. Please go to my Web Page at <PERSONAL WEB PAGE ADDRESS>, to make a secure, 100% tax deductible donation. (If you do not want to donate online, please make your check payable to the American Diabetes Association and include your donation in the enclosed envelope. Please mail your contribution to me at <YOUR ADDRESS>.)

Diabetes is a disease in which the body does not produce or properly use insulin. It is a disease that has deadly serious consequences, and there is no cure. In 2007, the total estimated cost of diabetes in the United States was $174 billion, which includes indirect costs resulting from increased absenteeism, reduced productivity, disease-related unemployment disability, and loss of productive capacity due to early mortality. You can help me help the American Diabetes Association and your company’s overall bottom line by making a donation.

Feel free to contact me if you have any questions about Step Out: Walk to Fight Diabetes. I appreciate your support for this worthy cause.

Together we can stop diabetes. One step at a time.

Sincerely,

<Signature>
Thank You Email/Letter

Dear <Generous Sponsor>,

Thank you so much for supporting me in this year’s Step Out: Walk to Fight Diabetes! The walk was a rewarding experience and a great time! Because of your generosity and support, the American Diabetes Association can fund much needed community-based education programs, protect the rights of people with diabetes and fund critical research for a cure.

Approximately <NUMBER> participants took part in the walk and we raised <$TOTAL RAISED>! Those dollars will support the vital research, programs and advocacy efforts that the American Diabetes Association provides to the 23.6 million Americans living with diabetes and their families.

Thanks again for your help and support. Together we can stop diabetes. One step at a time.

Sincerely,

<Signature>

Send a Letter on company letterhead to your Suppliers/ Clients requesting their involvement

<Date>

<Name> (Title) (Company)

<Address> (City, State Zip Code)

Dear <Name>:

On <Event Date>, I will be walking with the <Company Name> Team in Step Out: Walk to Fight Diabetes, benefiting the American Diabetes Association, at <Location>. <Company Name> has set a goal to raise at least $<Amount>, and I am hoping you will join us by doing one of the following:

• Take a Leadership Role: Form your own team within your company. Simply designate a Team Captain(s), set a goal, recruit walkers, collect pledges, and join us on <Event Date>.

• Make a Corporate Contribution: Support our team by writing a check payable to the American Diabetes Association and mail it to me.

• Walk with Me on My Team: Collect pledges, get a T-shirt, share the camaraderie, and feel great in knowing that you helped save lives!

I am sure that you get solicited by several non-profit organizations each year, just as I do. However, diabetes is America’s fastest growing disease and the American Diabetes Association needs our help to stop this growing epidemic.

Every dollar raised through Step Out: Walk to Fight Diabetes supports critical diabetes research, information and advocacy. (Highlight local research or program here). In fact, the American Diabetes Association is the only national non-profit health organization supporting all 23.6 million Americans living with diabetes; people with both type 1 and type 2 diabetes, children and adults. In a typical year, more than 75 cents of every dollar raised supports the mission: to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

The goal of Step Out: Walk to Fight Diabetes is to raise at least $<Insert Goal Here>. With your help, I’m sure they will reach, if not exceed, this goal!

I sincerely hope that you will join me and help us reach our ultimate goal: to stop diabetes. If you would like to form your own team, please contact <Walk Manager’s Name> at the American Diabetes Association at <Phone Number> or <Email Address>. Thank you for your time and consideration.

Sincerely,

<Name>

TIPS FOR A SUCCESSFUL ONLINE FUNDRAISING & LETTER WRITING CAMPAIGN

• Start early!

• Personalize your Web Page and hard copy letters with a photo and personal story. If you are walking in honor or memory of someone, have a child or loved one with diabetes, or have diabetes yourself, it is important to share your story with your donors. It connects them to your reasons for raising funds and supporting the American Diabetes Association.

• Request the donation! Ask for the donation and suggest several monetary increments. Don’t be afraid to ask for money! It’s for a good cause and all donations are 100% tax deductible.

• Ask everyone you know! Ask your friends, family, co-workers, hairdresser, doctor, dentist, chiropractor, and veterinarian, everyone you know for a donation!

• Follow up with anyone who hasn’t given a donation. Sometimes people just need a friendly reminder. Include an update on your fundraising and how close you are to reaching your goal. Follow up at least twice.