



Welcome to Community WalkSM to Stop Diabetes[®]!

We're so excited you've joined the American Diabetes Association to help STOP DIABETES[®]. Every step you take and every dollar you raise through Community Walk to Stop Diabetes helps us provide community-based education programs, protect the rights of people with diabetes and fund critical research for a cure. Thank you for taking part!

We count on your participation in Community Walk to help raise the much needed funds to find a cure for diabetes and improve the lives of all people affected by diabetes. There are nearly 26 million American children and adults living with type 1 and type 2 diabetes, and your support will make a difference in their lives and ultimately STOP DIABETES[®].

This Fundraising Guide is in four parts:

1. Getting Started with Fundraising
2. Fundraising Tips
3. Information about the American Diabetes Association
4. Taking Advantage of Your Community Walk Center

1. Getting Started with Fundraising—In 4 Easy Steps

Your fundraising should start early and finish strong! This guide will take you from making the first steps, to following-up with your donors, and, finally, thanking them for their support!

Note: If you are a Volunteer Walk Coordinator, be sure to check out the Volunteer Walk Coordinator Mini Manual for specific event planning tips and information.

Step 1: Start the minute you sign up!

- Log in to your Community Walk Participant Center (detailed instructions are found in: *Taking Advantage of Your Participant Center* at the end of this guide.)
- Update your personal fundraising goal - \$260 is a good starting point (in honor of the 26 million Americans living with diabetes).
- Update your personal webpage with a photo and your personal reasons for participating!
- Send emails asking for donations or for others to join you. You can even upload your address book!

Step 2: Inspire and Ask!

- In your Community Walk Center, send out emails to everyone. You can customize the templates we have set up already, or write your own. Making a personal connection to the mission increases fundraising.
- For those who don't use email--write a letter and send via USPS.
- Find out if your employer offers matching gifts and ask all donors if their company offers matching gifts.

Step 3: Following Up Is Key!

- In your Community Walk Center, send follow-up emails to anyone who has not responded to your email donation request – share how close you are to reaching your goal.
- Follow-up with a phone call to anyone who received a letter and has not responded.

Step 4: Say Thank You!

- Everyone loves to hear about your success! Send a personal Thank You note or email to everyone who made a donation to your fundraising efforts. Announce your fundraising results, include a photo, share highlights from the walk, etc.

**It can be that easy! And now you've raised your \$260!
The #1 reason people give is because they were asked!**

Champions to Stop Diabetes

It takes courage and determination to live with diabetes. We are truly grateful for every dollar that is raised through Community Walk. Now the American Diabetes Association challenges you to take your support one step further and set a goal to raise \$1,000, and you'll be recognized as a **Champion to Stop Diabetes!**

2. Fundraising Tips

While it may seem a little daunting to ask for a donation, especially if you have not done it before, once you take that first step you'll be surprised how easy it can be. The first step is to ask everyone you know for a donation and let them decide how much they can give – don't leave anyone off the table.

Here are a few tips on how to raise \$260 and \$1,000. Remember that if you raise \$1,000 or more you will be recognized as a Champion to Stop Diabetes!

How to Raise \$260

- Make your own donation of \$26
- Ask 3 friends for a \$26 donation = \$78
- Ask 4 co-workers to give \$26 = \$104
- Ask 5 family members for \$10 = \$50
- Make a final donation of \$2

Congratulations! You just raised \$260!

How to Raise \$1000 – And Become a Champion to Stop Diabetes

- Make your own donation of \$25
- Ask 10 friends for a \$20 donation = \$200
- Ask 10 co-workers to give \$20 = \$200
- Ask 10 family members for \$20 = \$200
- Ask your doctor to give \$25
- Ask your dentist to give \$25
- Ask your hair dresser for \$25
- Ask 4 businesses you go to give \$25 = \$100
- Ask 5 people from your place of worship to contribute \$10 = \$50
- Ask 5 gym members for \$10 = \$50
- Ask 5 neighbors for \$10 = \$50
- Ask 5 club members to donate \$10 = \$50

You're a Champion and just raised \$1,000 – **Congratulations!**

Following-Up

After your initial email to friends and family, follow-up with those donors you haven't heard from. Often people will need 2 or more emails and reminders to donate. When sending your follow-up emails, be sure to share how close you are to reaching your goal or if you decided to increase it because you surpassed your first goal!

Double Your Donations 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 how your corporate Matching Gift Program works. You can also visit www.matchinggifts.com/diabetes for a list of matching gift companies.

The advantages of using matching gifts are:

- Your donation doubles with very little effort.
- 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.

3. About the American Diabetes Association

The key to good fundraising is to make the connection to the mission and to ask for the donation. Your enthusiasm, passion and commitment will be contagious and it will make a huge impact on your fundraising. If you believe in it, others will believe in it, too. You have the good work of the Association behind you. For additional information, please visit our website at www.diabetes.org.

Why We Do What We Do

The American Diabetes Association is the leading non-profit organization supporting all 25.8 million American children and adults living with type 1 and type 2 Diabetes. Every 17 seconds someone is diagnosed with diabetes in the United States.

We count on the funds raised through Community Walk to not only help Stop Diabetes but also to fund research to prevent, cure and manage diabetes; to deliver services to hundreds of communities; to provide objective and credible information; and to give 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.

About Diabetes

Diabetes is a disease in which the body does not produce or properly use insulin.

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% 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.

Diabetes Complications are Serious

- Increased risk of heart disease and stroke
- Leading cause of kidney failure
- Nervous system disease and non-traumatic lower-limb amputations

Startling Facts

- Diabetes is a disease that has deadly serious consequences, and there is no cure.
- 1 in 3 children born in the year 2000 will develop diabetes in their lifetime. The ratio is even greater for minority children with 1 in 2 developing diabetes in their lifetime.
- Since its inception, the Association has invested more than \$450 million and provided funding for more than 4,000 research projects.
- The Association continues to be the largest provider of Diabetes Camps as well as weekend retreats and one-day events that benefit more than 10,000 children of all ages.

4. Taking Advantage of Your Community Walk Center

The online tools make it easy to fundraise, follow-up with your donors and thank them. In just a couple steps, you'll be ready to go!

Note: If you are a Volunteer Walk Coordinator, please use the **Community Walk Mini Manual** for specific event website set-up instructions.

1. To register for your Community Walk, you will have received an email from the Volunteer Walk Coordinator with a web link to click on for your Community Walk, or you will have to search for the Community Walk in your area by going to: www.diabetes.org/communitywalk.
2. Once you are on the home page of the Community Walk in your area, click: **"JOIN A WALK"**
3. During registration, consider making your first gift of \$26 or more (this encourages others to follow your steps and fundraising themselves!) and complete the registration information.

Set Up Your Personal Page

Click **"Set Up Your Personal Page"** and you can customize your webpage to reflect your unique personality. We have already created some text for you—so you can add, take away or keep it just as it is. From here you can:

- ✓ Add a picture of you, someone you are walking in honor of or anything that shows your personality. And don't forget to include a message. Tell the story of why you are participating. Making a personal connection to the mission increases fundraising.
- ✓ Create a Personal URL—this is an easy-to-remember website address that will get your donors to your site right away. You include in your email signature or on printed materials to make it easy for people to find your page and make their donation.

Send Emails and Watch Your Fundraising Take Off

Send emails to everyone asking for their support. You can even upload your address book so all of your contacts can be emailed. Use **"Manage Contacts"** and **"Send Emails"** buttons to keep you on track. Email templates are already created and ready to use, but feel free to make them more personal.

Fundraising Badges

You can earn virtual fundraising badges on your web page for reaching certain fundraising milestones. This is a fun way to track your progress.

Offline Donations

When you receive a donation in check or cash form, you can add it your webpage and watch your progress on the thermometer! Click **"Enter Cash or Check Donations"** and follow the instructions on the screen. Then click on the **"Offline Donation Form"**, print it out, fill it in and follow the instructions to send it with your check and cash donations. You can also collect the cash and checks and hand it in to your Volunteer Walk Coordinator on the day of the event.