Advocate Recruit Message Signs – For Events

Purpose of Signs: These signs can be used at any Association event – either hanging in a table or tent area, or carried or worn by event volunteers working at a designated advocacy space or roving throughout the event. The communication intent is to build awareness about diabetes advocacy & inspire participants to sign up to become advocates, or to engage at a deeper level if they are already advocates.

Rationale: Many people aren't sure what we mean by the term "advocacy." We want people to better understand what advocacy is, and to know how the advocacy work we do makes an everyday difference for people with diabetes.

These signs are designed to be a "hook" to get event participants interested in talking about or asking questions about advocacy issues, rather than shying away from advocacy tables or recruiters. The signs show a variety of issues and challenges that affect people with diabetes and those who care for them. The messages are intended to motivate event participants to support our advocacy efforts by signing up to become an advocate, and illustrate how we deliver on our mission through advocacy.

How to Use:

Prior to the event:

- Print the signs on 9x12 cardstock, prior to the event.
- If the event space is large, you may wish to print several copies so that you can display signs throughout the event space, have them carried by roving recruitment teams, and also display them within a designated advocacy space.
- Tip: Do as much prep as possible prior to the day of the event, so the signs are ready for carrying, for wearing, or display at the start of the event.

At the event:

- Display the signs at key high-visibility locations, as well as having rovers carrying signs.
- Make advocate sign-up easy & visible. Have a designated space where sign-up happens, and also have people roving, or for a more formal event, have sign-up cards at each table setting.
- Day of event volunteers can use the messages in the signs to craft their own conversations with participants about advocacy.
- Day of event volunteers should observe individual participant interest in the signs, and use the issues as a way to start a conversation about our advocacy work and how to get engaged.

Welcome, Red Striders!

diabetes.org/takeaction

Ask me why Congress needs to hear from Red Striders! *

** And those who care for them!*

American Diabetes Association®

Make a difference!

diabetes.org/takeaction

Diabetes costs our country almost a billion dollars a day.

Investment in research and prevention programs today makes (dollars and) sense!

Tell CONGRESS - ASK ME HOW!

American Diabetes Association®

Make a difference!

diabetes.org/takeaction

CONGRESS NEEDS HELP!
YOUR help...

Sharing your story will help fund both CURE and PREVENTION

Become an advocate - ASK ME HOW!

American Diabetes Association®

Make a difference!
diabetes.org/takeaction

Congress needs YOUR STORY about living with diabetes...

Sharing your story will help fund both CURE and PREVENTION

Become an advocate - ASK ME HOW!

American Diabetes Association®

Make a difference!

diabetes.org/takeaction

Diabetes affects whole families....

And CONGRESS needs to know this!
Share your family's story and urge Congress to invest in research and prevention programs.

Become an advocate today- ASK ME HOW!

American Diabetes Association®

Make a difference!
diabetes.org/takeaction

WHY do YOU want a CURE?

CONGRESS needs to hear why investing in diabetes research matters.

Become an advocate & learn how to raise your voice - ASK ME NOW!

American Diabetes Association®

Make a difference!

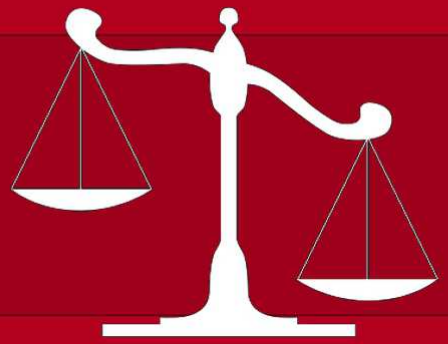
diabetes.org/takeaction

WHY do YOU want to PREVENT diabetes? For whom?

CONGRESS needs to hear why investing in diabetes prevention matters...
for you, for those you care about, and for 86 million Americans with prediabetes.

Share your concerns - ASK ME HOW!

American Diabetes Association®



Make a difference!
diabetes.org/takeaction

Do You Know?

When children don't get the care they need at school, ADA steps in to fight for fairness for people with diabetes.

Sign up to be a Diabetes Advocate and fight for fairness - Ask me how!

American Diabetes Association®

Make a difference!
diabetes.org/takeaction

Do You Know?

When an employer says "no one with diabetes need apply", ADA steps in to fight for fairness for people with diabetes.

Sign up to be a Diabetes Advocate and fight for fairness - Ask me how!

American Diabetes Association®

Make a difference!

diabetes.org/takeaction

Diabetes Advocacy...

Wonder what that means?

We have an APP for that!

Search "Diabetes Advocacy"
in the Apple App or Google Play Store

American Diabetes Association®

Join with Team Tackle!

diabetes.org/takeaction

34 professional football players shared their stories about diabetes with members of Congress.

You should, too!

ASK ME WHY!

American Diabetes Association®

Join with Team Tackle!

diabetes.org/takeaction

34 professional football players shared their stories about diabetes with members of Congress.

ASK ME WHY!

American Diabetes Association®