

iFund-Raising Guide

Congratulations and Thank You!

You've registered for Ride To Live – the American Diabetes Association's (ADA) motorcycle charity ride for the metro Atlanta area.

You will be joining more than 1,000 participants in who are riding to fight diabetes. Your efforts will go a long way in supporting the ADA's mission: *to prevent and cure diabetes, and to improve the lives of all people affected by diabetes*. Every dollar raised through Ride To Live goes toward diabetes research, education, and advocacy.

This guide is designed to help you meet and exceed your fund-raising goal for the Ride To Live. It will give you important background information on diabetes and the history of the American Diabetes Association, and then lay out simple fund-raising steps for you to follow.

Take advantage of the ADA web site at www.diabetes.org/ridetolive It's chock-full of information about the event and resources you can use. It's also where you'll have access to a personal Web page that makes it easy to solicit funds and monitor your Ride To Live fund-raising account. The www.diabetes.org/ridetolive site is your source for all the latest news and information about the event, so visit often!

If you haven't already done so, consider forming or joining a team now that you're registered! Teams can create more excitement, help each other with fund raising, and build camaraderie among team members. Your team can be a corporate team, family and friends team, or a club/organizational team. All you need is a captain, two or more riders, and a team name!

If you have any questions, please visit diabetes.org or contact **Lirys Cullinan**, your Ride To Live coordinator by calling **404-320-7100, ext. 3034**.

See you on the road!

Special Thanks

Ride To Live would not happen without the incredible support of our corporate sponsors. We appreciate their efforts in the fight against diabetes.

Why Ride?

Diabetes is the Fastest Growing Disease in America

Nearly 21 million children and adults have diabetes, making it the new American health epidemic of the century. At the current rate, one out of every three Americans born today will eventually develop diabetes. Whether it happens to you, your family, a friend, or a stranger, diabetes affects all of us. That's why every mile you ride and every dollar you raise is so important. Here are some important facts about the two major types of diabetes, and how to tell if you or someone you know might be at risk.

What's your Type?™

Type 1:

Where it comes from: The body's failure to produce insulin; type 1 diabetes is usually diagnosed in children and young adults.

Who it affects: 5-10% of all people with diabetes, approximately 1 million Americans.

What you need to know: This form of diabetes is not preventable and has no cure.

Type 2:

Where it comes from: The body's resistance to insulin.

Who it affects: 90-95% of all people with diabetes; people who are at increased risk, including those overweight and over the age of 45, African Americans, Hispanics/Latinos, Native Americans, Asian Americans or Pacific Islanders.

What you need to know: In many cases, type 2 diabetes can be prevented or at least delayed through active lifestyle changes.

Top Ten Reasons to Fight Diabetes

- Nearly one in 10 American adults now has diabetes.
- Diabetes is the fifth-leading cause of death by disease in the U.S.
- Diabetes is a chronic disease and has no cure.
- Each year, more than 80,000 people with diabetes undergo amputation.
- Diabetes can cause other serious health problems ranging from stroke, heart disease, and kidney failure.
- The incidence of diabetes has increased by 61 percent since 1990 and continues to rise at an alarming rate.
- Approximately 20.8 million Americans have diabetes — including 6.3 million who don't even know it.
- An additional 54 million people have pre-diabetes, putting them at great risk for developing type 2 diabetes.
- One out of every three Americans born today will eventually develop diabetes if present trends continue.

- More than \$1 in every \$10 spent on health care services in the U.S. is attributable to diabetes. This translates to more than \$132 billion direct and indirect healthcare costs (2002 statistics).

Please visit the American Diabetes Association's Web site at www.diabetes.org for comprehensive information about diabetes.

The American Diabetes Association

The American Diabetes Association (ADA) is the nation's leading nonprofit health organization providing diabetes research, information, and advocacy. Founded in 1940, the American Diabetes Association conducts programs in all 50 states and the District of Columbia, reaching more than 800 communities.

Powered by a network of more than one million volunteers—and a membership representing diabetes patients and their families, physicians, scientists, nurses, dietitians, pharmacists, and educators—ADA's mission is *to prevent and cure diabetes and to improve the lives of all people affected by diabetes*.

To fulfill this mission, the American Diabetes Association funds research, publishes scientific findings, and provides information and other services to people with diabetes, their families, health professionals, and the public. The Association is also actively involved in advocating for scientific research and for the rights of people with diabetes.

ADA holds the Better Business Bureau's (BBB) Wise Giving Alliance Seal for National Charities. The BBB Wise Giving Alliance evaluates each charity's governance, fund-raising practices, solicitations and informational materials, as well as how it spends its money. The Alliance's standards of measurement hold charitable organizations to higher principals than those required by law, thereby making the seal convey a strong and comprehensive confirmation of each organization's accountability.

The ADA thanks you for participating in Ride To Live and for your commitment to the fight against diabetes.

In 2006, the Association allocated \$169 million toward its mission.

Section 1- Fund Raising

Fund raising can be easy—just follow these simple steps:

Step 1: Set Your Goal

Set a high but not impossible goal and tell everyone what it is. They will want to help you succeed.

Step 2: Make a List

Make a list of EVERYONE you know. Everyone includes friends, family, co-workers, neighbors, your hairdresser, local businesses you frequent--don't exclude anyone.

Next, decide how much you will ask each person to give. Donors will give more if you ask them for a specific amount. Aim high: most people are flattered rather than offended if you think they can give more than they can. Remind them that all donations are tax deductible (*see page 13 for donation receipts*).

Don't forget to make a donation to your own fund-raising campaign. This sets the example for your donors to follow and demonstrates how important this cause is to you.

Step 3: Make the Ask

Ask potential donors to sponsor you using the **what-how-why-now** process:

- **WHAT** – Tell the potential donor what you are doing. In this case, you're riding and raising money for diabetes research, education, and advocacy.
- **HOW** – Tell the potential donor how this is going to help. Refer to the information about ADA.
- **WHY** – Tell the potential donor why doing this is important to you.
- **NOW** – Ask the potential donor to join you right now in the fight against diabetes by making a contribution of (fill in the blank) dollars. Remember to ask for a specific amount.

Then stop! Once you've asked for the money, don't continue explaining anything. Let the potential donor think about it and answer.

There are several methods you can use to ask for donations:

Go Online

You can use your online Ride To Live center to personalize a Web page and URL, send e-mails and collect donations within minutes! This is the fastest and easiest way to do your fund raising and have more time to ride! You'll find a quick guide to online fund raising on page 9.

Ask Face-to-Face or by Telephone

This most personal type of solicitation is best used when you know the potential donor well and/or you are asking for a high dollar amount.

Send a Letter

Use our sample fund-raising letter or write your own. Here are a few things to remember:

- Personalize it. Nothing is worse than getting a letter that begins, "Dear Friend."
- Hand address the envelope. Printed mailing labels say, "Don't open me! Mass mailing here!"

- Let the recipient know how to donate – whether it is online or by sending a check.
- Include a stamped return envelope already addressed to you, and/or include the Web site address: www.diabetes.org/ridetolive. Make it as easy as possible for your supporters to donate.
- Include a deadline in your letter. Don't let your donors procrastinate.

Be Persistent

There's one major reason why most potential donors have not yet sent in a contribution: they forgot.

More than likely they want to support you but have simply been busy and appreciate a reminder.

Getting Past “No”

Experienced fund-raisers know that “no” is an unavoidable word. Some people on your donor list will, for any number of reasons, decline to make a contribution. If you ask enough people you'll get “no” as well as “yes” so just keep asking!

Sometimes in fund raising, “no” really means “not now” or “not that much.” Some potential donors might reconsider a gift another time or at a different amount.

STEP 4: Collect your donations and submit them to ADA

If possible, get your donors' checks when they agree to sponsor you.

When you receive checks:

- Remind donors that their gifts are tax-deductible and that their canceled check should be kept as proof. The American Diabetes Association will send a tax receipt for any donation of \$250 or more by mail. All online donors will receive a tax receipt by e-mail.
- Keep a list for yourself then complete one of the deposit slips (*see page 14*) and send it to our office with your collected pledges.
- As your event date approaches, put checks in an envelope and bring it with you to the Ride To Live.
- If donors give you cash, be sure to give them a receipt (*see page 13*).
- When submitting your money to ADA, please consider writing a check in place of enclosing cash or coins.

The American Diabetes Association is a 501(c)(3) public charity:

Tax-ID #13-1623888.

Hot tip

Always ask your donors if their employers have matching gift programs. Your donors can double their contribution!

STEP 5: Thank Your Donors

Your friend, co-worker, or neighbor just parted with some hard-earned money to support a cause you care about. *Always* thank your donors promptly for their contribution with a thank you note.

Additional things you can do to show your appreciation:

- Send occasional updates to your donors to let them know how your fund raising is going.
- After the event, send your donors a letter to let them know how much you raised, how your ride went, and perhaps include a photo of you on your bike.

Creative “FUNd-raising” ideas:

- Put brochures on your desk
- Make a team “uniform” out of a particular colored Tshirt and hang it on the wall at your office. Allow people to sign it for a small fee.
- Hang posters in your office break room, community center, or place of worship
- Auction office perks like a front row parking space or lunch with the CEO
- Get permission to offer dress down days for \$5
- Get a 1% cash back bonus from the annual amount you spend at local businesses
- Trade favors with neighbors—take extra carpool duty for a donation
- Hold a fund-raising party to ask friends and neighbors to support you. Talk about your involvement during a barbeque, spaghetti dinner, or another dinner with a fun theme!

STEP 6: Enjoy Our Fund-Raising Incentives

All registered participants who raise \$50 will receive a commemorative T-shirt on the day of the event. Those who reach higher fund-raising levels earn their choice of exciting thank you gifts including a Ride To Live head wrap, belt buckle, hydration pack, micro fleece jacket and the chance to win great prizes like a trip to Jamaica!

HOW TO RAISE \$400 IN ONE WEEK

DAY 1: Begin by putting in your own contribution of \$25.

DAY 2: Ask three members of your family to sponsor you for \$25 each.

DAY 3: Ask your employer to contribute \$50 (and ask about matching funds).

DAY 4: Ask three friends to contribute \$25 each.

DAY 5: Ask five co-workers to sponsor you for \$10 each.

DAY 6: Ask five neighbors to contribute \$10 each.

DAY 7: Ask three businesses you frequent each for a \$25 contribution (your dry cleaner, grocery, doctor, hair stylist or favorite restaurant, etc.)

Congratulations, you’ve raised \$400!

Section 2- Forming a Team

Teaming up with co-workers, friends, and family members makes participating in Ride To Live even more enjoyable! As a team, you can make an even bigger difference: raise more funds, get a weekend ride together, and spend time with others for a great cause!

All you need is a Team Captain, at least one other rider, and a Team name! Create a Friends/Family Team, a Corporate Team, a Club/Organization Team or join an existing team.

Team Fund Raising

Teams often incorporate both traditional and innovative approaches to fund raising. Along with online fund raising, and letter writing campaigns, they hold popular neighborhood and community events such as bingo, bike washes, rummage sales, and bake sales. Many Teams create a catchy name and design their own jersey, T-shirts, and posters. They are all proud to participate together in support of their colleagues and loved ones with diabetes.

How to Become a Team Captain

- o Register yourself at www.diabetes.org/ridetolive by selecting “Start or Join a Team.” The first person that registers a new Team online is automatically the Team Captain.
- o Choose a Team name and inform your Teammates what it is.
- o Have your Teammates register themselves by choosing “Start or Join a Team” and selecting your Team name.
- o Set goals and work together to make your Ride To Live experience something incredible!
- o If you have already registered as an individual and wish to become a Team Captain, please send an e-mail message to lcullinan@diabetes.org and include your name, event, and Team name. We will help you get started!

Create a Web Page for Your Team

Each Team Captain can create the Team’s Web page to track the Team roster and fund-raising progress. Log in, choose “My Ride Center,” click on “Team Progress” then follow the prompts. Enter a message about your Team, upload a photo, and you’re ready to go!

Hot tip

Contact your local ADA for free supplies: brochures, posters and whatever else you may need. Our local staff is here to support you!

Section 3- Online Fund Raising

Features of Online Fund Raising

- Set up and personalize your own individual and/or team Web page
- Invite your friends, family, and co-workers to learn about Ride To Live
- E-mail your Web page link to potential donors to make a secure online donation
- Watch your thermometer grow as you reach your goal!

Getting Started:

How do I log in to my Ride Center?

- Go to www.diabetes.org/ridetolive
- Log in with your username and password (after you registered, you should have received a confirmation email which included this information)
- You will then be directed to the main page of your personal Ride Center

How do I personalize my Web page?

- Click on the “Personal Page” icon
- Select “Click here to open personal page for editing”
- You can upload a photo, edit the text that appears on your personal page, change the style and layout of your Web page, etc.
- When you are finished, be sure to click “Save my changes” at the top of the page

How do I send e-mails out?

- Click the “E-mail” icon
- Select the e-mail message you want to send out
- Add your recipients from your address book
- Click “Send”

How can I view my progress?

- Click on the “My Progress” icon
- You will see your donations in the Gift History box

For more information, please download the more detailed “Step-by-Step Online Fund-Raising Guide” on the www.diabetes.org/ridetolive Web Site.

Online questions?

Email: lcullinan@diabetes.org

Call: 1-888-DIABETES ext. 3034

Hot tip

Studies have shown that people tend to give more when they give online rather than writing a check. Make sure you provide this option in your written letters too!

Sample Fund-Raising Letter

Dear *[potential donor's name]*,

This May 10th I'm going to ride with 1,000 other participants in the American Diabetes Association's 14th Annual Ride To Live event.

With funds raised by this event, the American Diabetes Association will be able to fund more research to find a cure for diabetes and provide more education on how to prevent diabetes or what people can do to improve their lives if they have diabetes. I'm amazed when I think of the number of people in our country who have diabetes – over 20 million! And the sad part of that statistic is that about a third of those people don't even know they have it.

I'm participating in Ride To Live because the more I've learned about diabetes, the more I've felt that it is important that everyone become involved in fighting it. This is one way that I can help. I've accepted the challenge to gather support and raise funds for the American Diabetes Association.

I'm writing to you because I'd like you to join me in the fight against diabetes as one of my sponsors. I've set a personal goal of raising \$1,000. Would you please consider supporting my efforts and the vital work of the American Diabetes Association with a gift of \$50? Your contribution is tax deductible and will help the Association continue to lead the fight.

I've enclosed an envelope for you to send your tax-deductible contribution to me, or you can go online to www.diabetes.org/ridetolive to make a contribution with a credit card.

Thanks so much for your help. Together we'll make a huge difference in the lives of people affected by diabetes.

Sincerely,

[Your name]

P.S. The deadline for me to turn in donations is *[date]*. The sooner I can collect contributions, the sooner the American Diabetes Association can put that money to work.

Sample Potential Donor List

Ride To Live Donor List					
Donor Information	Face to Face	Letter/ Email	Phone	Asked Amount	Thank You Sent
Name: Jane Doe-nor E-mail: Jane@Big-Giver.com Phone: 404-320-1700 Address: 123 Main St., Anywhere, U.S. 12345		X		\$100	X
Name: Email: Phone: Address:					

Sample Sponsor Form: Make additional copies of this form as needed.



Sponsor Form

Name _____
 E-mail _____
 Address _____
 City _____ State _____ Zip _____
 Home Phone _____ Work Phone _____

MY FUND-RAISING GOAL IS \$

Sponsor Name/Address	Amount Pledged	Amount Collected
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
My Own Donation:	\$	\$
Total:	\$	\$

The American Diabetes Association is the nation's leading nonprofit health organization providing diabetes research, information, and advocacy. *Every contribution is tax-deductible to the fullest extent of the law.*

Sample Donor Receipt: *Make additional copies of this form 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!



Donor Receipt

Date	
Donor Name	
Amount	
Solicitor Name	

All donations are fully tax deductible as allowed by law.

Thank you for your generous donation!



Donor Receipt

Date	
Donor Name	
Amount	
Solicitor Name	

All donations are fully tax deductible as allowed by law.

Thank you for your generous donation!

Sample Deposit Slip: Make additional copies of this form as needed.



Deposit Slip

Date	
Amount	
Your Name	

Should this money be credited to anyone other than yourself?
 Yes No

If so, please write on the back of this slip, the names of those who should receive credit and the amount each one should be credited.



Deposit Slip

Date	
Amount	
Your Name	

Should this money be credited to anyone other than yourself?
 Yes No

If so, please write on the back of this slip, the names of those who should receive credit and the amount each one should be credited.



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Date	
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