

American Diabetes Association® **Tour de Cure**®

2017 San Diego Recognition Program FAQs

We heard you and we are adapting our fundraising rewards program. Our goal is to direct more of the money you work so hard to raise to supporting diabetes research, advocacy, and education while recognizing and celebrating your fundraising efforts.

Q. I liked the thank you gifts. Why change?

A. Survey feedback has indicated that “thank you” gifts really don’t inspire your fundraising efforts. The [new recognition program](#) directs more of your fundraising money to our mission.

Q. Why are there fewer gift options?

A. The variety of “thank you” gifts was nice. Honestly, few people participated in that program, it was expensive, and the majority of the items were not mission focused. We are excited to now feature wearable items that reflect the ADA’s mission and branding.

Q. Will the jersey cut, quality, and sizing remain the same?

A. The Tour jerseys will continue to be provided by Primal. The jerseys are the high quality sport cut and offer consistent unisex sizing.

Q. Are the DOE t-shirts dri-fit?

A. Yes, we are happy to offer all Tour participants a dri-fit t-shirt when they reach the \$200 fundraising level.

Q. When will I receive my item(s)?

A. You will receive your reward(s) on event day. If you reach a [fundraising milestone](#) by the date indicated in our program, you will receive your reward prior to the event to wear with pride. If you reach the milestone after the date indicated, you will receive your reward on event day.

Q. What if I reach a fundraising milestone after the event?

A. If you reach a fundraising milestone by May 31, you will still receive the item(s).

Q. I’m a Champion but I’d rather have the hoodie than the Champion jersey.

A. You will receive both! This is what makes the new program so amazing. Rewards are cumulative. If you reach the Champion (\$1,000) milestone, you will receive a DOE shirt, a Red Rider Jersey (if applicable), your choice of a hoodie or DOE jersey, and a Champion jersey.



Since the start of our Research Program in 1952, the Association has invested more than **\$735 million** in nearly **4,500 diabetes research projects.**

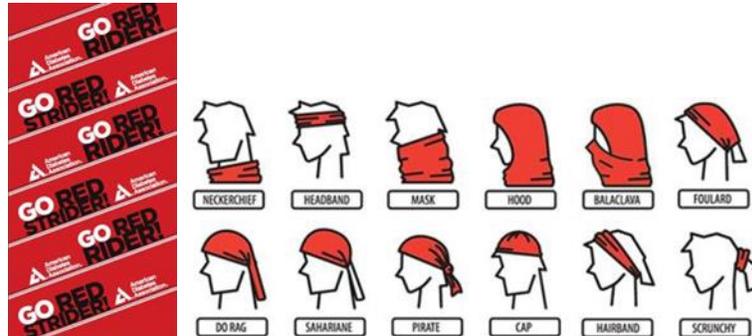


Q. What do I receive when I raise more than \$1,000?

A. Check out the [full recognition program](#) to see rewards for all of the milestones above \$1,000.

Q. I'm a Red Rider. I know I receive a jersey when I reach \$200 in fundraising. Do I receive anything else?

A. Yes! We are excited to show you the new multi-purpose Red Rider/Red Strider buff.



Q. Will I still have the chance to earn Tour de Cure shorts, socks, and other Tour gear as rewards?

A. Yes! These items have been included as fundraising milestone rewards in the recognition program.

