



 American Diabetes Association®

# FUNDRAISING GUIDE

**Participate.  
Donate.  
Fundraise.**

To learn more,  
visit [diabetes.org/tour](http://diabetes.org/tour) or  
[diabetes.org/stepout](http://diabetes.org/stepout),  
or call 1-888-DIABETES  
(1-888-342-2383).

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## Fundraising

Fundraising doesn't happen by magic, but it's easier than most people think. It just takes some planning, effort, and patience. As they say, practice makes perfect. Once you get the hang of it, fundraising becomes FUNraising. It's amazing to see all the people you know who are honored to help your cause.

Being a participant in a signature event means inspiring your family and friends to join the fight to Stop Diabetes®. It's important to set an initial fundraising goal and to evaluate it often! If you have raised funds in the past, try setting your goal higher than you did last year. Once you reach your first goal, you can set a new challenge for yourself by raising your goal to \$1,000 and joining the Top Fundraiser group—the Champions to Stop Diabetes!



## Steps to Fundraising Success

**PLAN**...Have a plan, execute it, and follow through.

**FACTS AND FIGURES**...Know the facts about diabetes and how the funds you raise support the mission. Be prepared to share why you support the Association.

**TRUST**...The American Diabetes Association is a trustworthy organization.

**ASK**...Give your friends and family the opportunity to support you.

**FOLLOW UP**...Many people want to make a donation but simply forget—we're all busy! Make sure to send a friendly reminder or two to anyone that has yet to donate.

**RECRUIT**...Consider starting a team by asking your donors, family, and friends to participate with you.

**SAY THANKS**...Never underestimate the value of saying thank you.



## Make a Plan

Enthusiasm and preparation are the most important tools to fundraising success. Being prepared and always following up creates trust with your donors and encourages them to donate again.

**BELIEVE** in yourself. You're taking a stand against diabetes and you should let others know why. Feel empowered that you are taking action by sharing your reason for participating.

**CONTACTS.** Make a list of the people you know and the best method of outreach to each individual (e.g., email, Facebook, phone call, letter). Educate your family, friends, and other contacts about diabetes and ask for their support of the American Diabetes Association.

**SCHEDULE.** Make a plan for when you are going to ask and how often you will follow up. Most people plan to make a donation but sometimes forget. Sending a reminder is a thoughtful gesture to give them a chance to complete their wish to be a part of a cause that is important to you. Once someone has given to your campaign, call or send a thank you email. Also make a plan to give your donors an update to let them know how their donation has contributed to your progress.

**TOOLS.** Don't reinvent the wheel. Use your Participant Center to help draft emails and keep track of whom you have contacted, whether they responded, how they responded, and when to send a follow-up or thank you email.

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**REMEMBER — The number one reason people donate is that they are asked.**

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## Facts and Figures

### 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. Both genetics and environmental factors such as obesity and lack of exercise appear to play roles in the cause of type 2 diabetes.

### 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 percent of Americans who are diagnosed with diabetes have type 1 diabetes.

### Type 2 Diabetes...

usually results from insulin resistance (a condition in which the body fails to properly use insulin), combined with relative insulin deficiency. Type 2 diabetes accounts for about 90-95 percent of all diagnosed cases of diabetes.



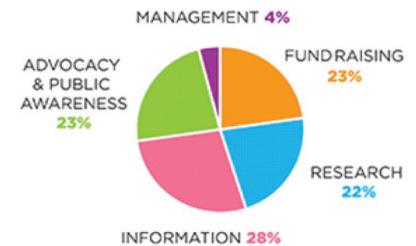
## How Many Are Affected by Diabetes?\*

- Every 23 seconds, someone in the United States is diagnosed with diabetes.
- 29.1 million: The estimated number of children and adults in the United States who have diabetes.
- 86 million: The estimated number of Americans who have prediabetes.
- 1.4 million: The number of new cases of diabetes diagnosed in people aged 20 years or older each year.
- Based on recently announced diagnostic criteria for gestational diabetes, it is estimated that gestational diabetes affects 18 percent of pregnancies. Prior studies have shown women who have had gestational diabetes are at risk (of up to 60 percent) for developing diabetes in the next 10 to 20 years.

**An impressive 73 percent of every dollar spent supports research, advocacy, and services for people affected by diabetes.**

The Association holds the Better Business Bureau's (BBB) Wise Giving Alliance Seal for National Charities. The BBB Wise Giving Alliance evaluates each charity's governance, fundraising practices, solicitations, and informational materials, as well as how it spends its money.

The Alliance's standards of measurement hold charitable organizations to higher principles than those required by law, thereby making the seal convey a strong and comprehensive confirmation of each organization's accountability. Every gift is tax-deductible to the fullest extent of the law and the donor will receive an acknowledgment for his or her donation.



## Are You Living With Diabetes?



**You are a Red Rider/Strider!**



### Who is a Red Rider/Strider?

A Red Rider/Strider is someone who lives with diabetes—type 1 or type 2—who can proudly participate as an individual or create his or her own team and participate with friends, family, and co-workers.

### What is the purpose of the program?

The purpose of the Red Rider/Strider Program is to support everyone who lives with diabetes and showcase the courage it takes to live every day with this difficult disease. You are our mission, and we want to celebrate you at our signature event.

### How do I become a Red Rider/Strider?

Contact your local Association staff member. You will receive special recognition on the day of the event.

# Where Does the Money Go?

## Research

Since the American Diabetes Association launched its Research Programs in 1952, it has funded nearly 4,500 research projects, investing more than \$735 million in diabetes research. In 2015 alone, the Association funded 354 new and continuing research grants and made nearly \$31 million in diabetes research funding available through its four major grant programs: the Core Research Program, the Pathway to Stop Diabetes® Program, Research Co-Support, and Collaborative Targeted Research. These funds supported 354 new and continuing research projects at 145 leading academic research institutions across the United States.

## Information and Programs

The Association provides the public and health care professionals with the most comprehensive and up-to-date information about diabetes care and management through our Center for Information and Community Support at 1-800-DIABETES (1-800-342-2383) and two websites, diabetes.org and stopdiabetes.com, as well as via consumer and professional books and periodicals. The organization has offices in communities across the country and serves the public through a multitude of programs and activities, including American Diabetes Association EXPOs, camps for children with diabetes, Safe at School®, caregivers programs, and outreach to high-risk populations through its Por tu Familia, Live Empowered!, and Native American initiatives. Each year, nearly 6,000 children attend one of the 50 Association Camps hosted in 24 states.

## Advocacy

The Association fights on behalf of the diabetes community to increase federal funding for diabetes research and programs, improve comprehensive health care and insurance coverage, and end discrimination against people with diabetes. Explore the Advocacy section on our main Association website and learn what is being done on a local and national level to support people with diabetes, and also learn how you can get involved in those efforts.



**Research**



**Advocacy**



**Camps**



**EXPOS**



**Por tu Familia**



**Live Empowered!**

## How to Fundraise

### Ask

Remember, the number one reason people give is that they are asked by someone they trust. The most successful fundraisers utilize their Personal Page to share why they are participating. They then share their story through email, social media, and phone calls. Reaching out to each person in his or her preferred method will increase the likelihood of a response—we all have some friends or family members who live on Facebook but don't check emails, or respond immediately to texts but never answer the phone. We have all of the tools to make it easy for you:

- Signature badges that you can put on your email and let work for you every time you hit “send”
- Facebook fundraising tool that lets you schedule messages to go out to your network automatically
- Mobile app that allows you to do everything in the palm of your hand



Start your fundraising early and don't be afraid to hear “no.” Your attitude and how you come across in your ask is the most important thing. Let your enthusiasm and passion shine through. Everyone can help make an impact no matter the size of the donation.

### Where to Start

Here is a sample list of contacts to help get you started in your planning. Remember to lead by example and make a self-donation first!

- Parents
- Siblings
- Grandfathers and grandmothers
- Aunts and uncles
- First cousins, second cousins, third cousins
- Best friends, friends, acquaintances
- Friends you've supported in the past
- Neighbors
- Children's friends' parents
- Facebook and Twitter friends
- Co-workers
- Boss
- Physician, dentist, chiropractor
- Accountant
- Gym, trainer, nutritionist
- Restaurants you frequent
- Hairstylist, manicurist
- Real estate agent
- Insurance agent
- Landlord

### Follow Up

We're all very busy. Send a friendly reminder in case your initial request slipped through the cracks. More often than not, emails get moved down the “to do” list and your donors just need a friendly reminder to take action. Send updates with your training and preparation for event day.



## Getting Started

### Share Why You Ride

An online Personal Page was automatically set up for you when you registered. Personalizing it is a vital first step toward achieving fundraising success! Helpful tips on how to set up and use your Personal Page can be found in your Participant Center once you log in through [diabetes.org/tour](http://diabetes.org/tour) or [diabetes.org/stepout](http://diabetes.org/stepout) (depending on the event you are registered for). Remember to log in often to ensure you are keeping up to date on your fundraising and outreach!

### Make a Personal Donation and Set the Tone

Show everyone you're invested in raising funds to Stop Diabetes by making a donation to yourself. Others will follow in your footsteps.

### Get Social

Social media has made fundraising much easier! Use Facebook, Twitter, and LinkedIn to reach out to your friends for support and provide updates on your progress. Download the Facebook Tool through your Participant Center and set a schedule for pre-written posts to do just that.

### Email Extravaganza

Log in to your Participant Center and send emails to your family and friends. Tell them why you participate, send them updates on your fundraising progress and share with them how their dollars make a difference. Or send emails from your own email account (such as Yahoo! or Gmail), but know that your communications will not be tracked through your Participant Center.

### Face to Face

One of the most effective ways to fundraise is to ask someone when you are face to face. It's easy for family and friends to say yes when you ask directly. If you believe in what you're doing, others will, too—your passion and enthusiasm will be contagious.

### Matching Gifts

Matching gifts can be a great way to double or even triple your funds! Many employers sponsor matching gift programs and will match any charitable contributions made by their employees. Your company may match your donation as well as donations made by your co-workers if they also apply for matching gifts.

### Signature Badge

An email badge is an amazing tool to show your support in the fight to Stop Diabetes each and every day! Simply download a badge from your Participant Center and use it in your email signature to help spread the word. Everyone who gets an email from you could be a future team member or someone who might be interested in donating on your behalf. You never know who has been affected by diabetes.

### Send Friendly Reminders

Make sure to send a reminder to those who have yet to donate. Many times emails get moved down the "to do" list, and your donors just need a friendly reminder to take action. Send updates on your fundraising and training progress. People want to know about your success. Seeing how much others have donated motivates people to do so as well.

### Say Thanks!

ALWAYS say thank you by phone or email to anyone who has donated on your behalf. Include a photo of yourself from the day of the event or from a training ride.



## Champions to Stop Diabetes: Top Fundraisers Club

A Champion to Stop Diabetes is a participant who has raised \$1,000 or more.

To thank our most outstanding fundraisers, we have created the Champions to Stop Diabetes Top Fundraisers Club. It's our way of showing you what a difference you make in the lives of the nearly 30 million people living with diabetes.

### Enjoy these exciting member benefits!

- Listing on a special Champions to Stop Diabetes webpage
- E-mail recognition
- Champion medal
- Special recognition on the day of the event (varies by location)
  - Priority service at event check-in
  - Opportunity to lead the event
  - On-stage recognition
  - Invitation to various special events throughout the year
  - Recognition on route signage



[diabetes.org/tour](https://diabetes.org/tour) or [diabetes.org/stepout](https://diabetes.org/stepout)

## Recognition Program!

We want to recognize you for your hard work and dedication to our mission. Our Recognition Program features awesome branded apparel that you can wear year-round! To find out more about these great items and how you can receive them, visit your local event page, [diabetes.org/tour](https://diabetes.org/tour) or [diabetes.org/stepout](https://diabetes.org/stepout).



## Benefits of Forming a Team

- It's easier to fundraise with others
- Provides an opportunity for family and friends to come together
- Strengthens teamwork and team-building skills
- Boosts corporate pride and employee retention
- Encourages community involvement
- It's more fun to participate as a group and celebrate on the day of the event!

## Steps to Form a Team

**STEP 1:** Decide on a team name.

**STEP 2:** Register your team online by choosing "Create a Team" or by contacting your local event coordinator at 1-888-DIABETES (1-888-342-2383) or through the "Contact Us" link on [diabetes.org/tour](http://diabetes.org/tour) or [diabetes.org/stepout](http://diabetes.org/stepout). Please make sure to include your name and event name in your email.

**STEP 3:** Already registered? If needed, your local event coordinator can change your individual registration to a team registration.

**STEP 4:** We're here to help! We can provide you with additional support and resources to help you and your team reach your fundraising and recruitment goals.

## Recruit

Did you know that participants who are part of a team raise more funds? Participating with family, friends, and co-workers will make your event experience even more enjoyable and have an even bigger impact!



# JOIN TEAM RED.



## Be a Part of a Team Dedicated to the Fight to Stop Diabetes

**YES!** You (and those who support you) can join Team Red! This is a team that is for everyone and anyone who doesn't have a team, including Red Riders/Striders. Just join the Team Red for your event online or call your local Association staff person for more information.



## Sample Donor Receipt

Provide this receipt for the tax records of your donors who give you cash or checks. Print or photocopy this page and cut each receipt as needed.

DONOR RECEIPT	
DATE	
DONOR NAME	
AMOUNT	
SOLICITOR NAME	
<i>All donations are fully tax deductible as allowed by law.</i> <b>Thank you for your generous donation!</b>	

## Sample Deposit Slip

If you mail donation checks to the Association office, use one of these deposit slips to ensure we credit the amount to your total.

DEPOSIT SLIP		
DATE		
AMOUNT		
YOUR NAME		
Should this money be credited to anyone other than yourself? <input type="checkbox"/> Yes <input type="checkbox"/> No		
If so, on the back of this slip, please write the names of those who should receive credit and the amount each one should be credited.		

## Credit Card Donation Form

Please use this form to collect credit card donations from donors who prefer not to donate online. Place the completed form(s) in your collection envelope to turn in on the day of the event or send to your local Association office.



# CREDIT CARD DONATION FORM

**PARTICIPANT'S INFORMATION:**

NAME

**CARDHOLDER'S INFORMATION:**

FIRST NAME  M.I.  LAST NAME

STREET NUMBER  STREET NAME

CITY  STATE  ZIP

HOME PHONE  WORK PHONE  EXT.

AM EX  DISCOVER  MASTERCARD  VISA  CARD NUMBER  EXP

CHARGE AMOUNT \$  SIGNATURE \_\_\_\_\_



\*Make additional copies of these forms as needed.