

STEP OUT | WALK TO STOP DIABETESSM

 American Diabetes Association.

Help Stop Diabetes® with a Pin-up Campaign!

What is a Pin-up Campaign?

Selling Pin-ups can be a great way for any business to join the Stop Diabetes movement and raise money for Step Out: Walk to Stop Diabetes. Asking customers at point-of-purchase to buy a paper Pin-up for a suggested minimum donation of \$1 or \$5 helps support the American Diabetes Association's research, information and advocacy efforts.

A Pin-up Campaign usually runs four to six weeks and is easy and fun to implement. The Association will supply the Pin-ups and materials to help promote the program. Association staff will also be happy to attend manager or staff meetings to explain the program and help make things as easy as possible.

Why should your company sell Pin-ups?

- More than 25.8 million American children and adults are living with type 1, type 2 or gestational diabetes.
- Your company will become a part of the Stop Diabetes movement and help change the future of diabetes.
- Customers feel good about helping the Association Stop Diabetes by supporting businesses that give back to the local community.
- It's a natural promotional tool, and Pin-Ups are a great visual to remind and educate people about the seriousness of diabetes.
- Your customers and employees who are affected by diabetes will appreciate your involvement.
- Enhances employee morale.
- Helps build excitement about Step Out: Walk to Stop Diabetes, the Association's signature fundraising walk, in the community.
- Pin-up sales can be credited to your company's Step Out: Walk to Stop Diabetes team total.

Please contact Kristina Cardenas at (210) 829-1765 ext 6123 or kcardenas@diabetes.org to get more information on starting a Pin-up Campaign in your area.



The mission of the American Diabetes Association is to prevent and cure diabetes and to improve the lives of all people affected by diabetes.