

STEP OUT | WALK TO STOP DIABETES®

 American Diabetes Association.

Together We Can Stop Diabetes.



Fundraising Guide

diabetes.org/stepout

1-888-DIABETES

What it means to walk in Step Out: Walk to Stop Diabetes

We're so excited you've joined the American Diabetes Association to help Stop Diabetes®. Every step you take and every dollar you raise through Step Out: Walk to Stop Diabetes helps us provide community-based education programs, protect the rights of people with diabetes and fund critical research for a cure. Thank you for registering!

As a Walker, we count on your participation in Step Out to help raise the much needed funds to find a cure for diabetes and improve the lives of all people affected by diabetes. There are nearly 26 million American children and adults living with type 1 and type 2 diabetes, and your support will make a difference in their lives and ultimately Stop Diabetes. We know fundraising can be a little daunting at first, but we're here to help you every step of the way!



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Getting Started – Taking Steps to Stop Diabetes!

Start early and finish strong! This guide will take you from getting started with your fundraising, to following-up with your donors, and, finally, thanking them for their support! *Note: If you are a Team Captain, be sure to check out the Team Captain Guide for specific team planning tips and information.*

Step 1: Plan!

3 months out

- Set your personal fundraising goal - \$200 is a good starting point.
- Upload your Email Address Book into your Step Out Center.
- Build your personal webpage - include a photo and your personal reasons for participating in Step Out!
- Fundraise with Facebook - add the Boundless Fundraising application to your Facebook Page!

Step 2: Inspire!

2 months out

- In your Step Out Center, write your own donation request emails or customize the templates with your personal reasons for walking. Making that personal connection to the mission increases fundraising.
- Write a letter for those who do not use email - include a picture and make it personal.
- If you're a Red Strider, share your story and that you will be celebrated at your local Step Out.



A Red Strider is someone living with type 1, type 2 or gestational diabetes who walks and raises funds for Step Out: Walk to Stop Diabetes as an individual or on a team! The purpose of the Red Strider program is to support everyone who lives with diabetes and showcase the courage it takes to live every day with this difficult disease. All Red Striders will receive special recognition on the day of event!

Step 3: Fundraise!

6-2 weeks out

- Send your donation request emails to all of the contacts in your Address Book.
- Send your donation request letter via U.S. mail.
- Hold a wrap-around event – see ideas in this guide or contact your local Association staff.
- Find out if your employer offers matching gifts and ask all donors if their company offers matching gifts.



Step 4: Following-up is the key to success!

2-1 weeks out

- In your Step Out Center, send follow-up emails to anyone in your Address Book who has not responded to your email donation request – share how close you are to reaching your goal.
- Follow-up with a phone call to anyone who received a letter and has not responded.

Step 5: Say Thank You!

After your walk

- Send a personal Thank You note or email to everyone who made a donation to your fundraising efforts. Announce your fundraising results, include a photo, share highlights from the walk, etc.



Champions to Stop Diabetes



It takes courage and determination to live with diabetes. We are truly grateful for every dollar that is raised through Step Out. Now the Association challenges you to take your support one step further and set a goal to raise \$1,000, and you'll be recognized as a **Champion to Stop Diabetes!** This may sound like a big challenge, but with a little courage and determination you can reach and exceed that goal! All Walkers who set a goal of \$1,000 or more will receive extra support from local Association staff to help you reach your goal. On the day of event, you will receive a special medal and be recognized for your outstanding efforts throughout the day. Contact your local Association staff for details!



What to do in your Step Out Center!

The online tools make it easy to fundraise, follow-up with your donors and thank them. At **diabetes.org/stepout** you'll find everything you need to help you succeed!

Follow-up

Create a Personal URL

Customize your Personal Page

Enter offline donations



Add Boundless Fundraising application to your Facebook page

Upload contacts to your Address Book

Send Emails

Update your personal fundraising goal



diabetes.org/stepout
1-888-DIABETES

Create your Personal Page

Add a picture of you, your team or someone you are walking in honor of and include a message. Tell the story of why you are participating. If you are a Red Strider, share that you will be celebrated on the day of your local Step Out. Making a personal connection to the mission increases fundraising.

Create a Personal URL

Create an easy-to-remember URL for your Personal Page. Copy the link and include in emails to make it easy for people to make their donation.

Send Emails and Track your Progress

Upload your Address Book and send emails to everyone you know asking for a donation to support your fundraising efforts. Use your Step Out Center to track your donors and fundraising progress.

Follow-up is the key to success!

Don't hesitate to follow-up with those donors you haven't heard from. We all lead busy lives and may need that extra reminder to make a donation to support you. When sending your follow-up emails, be sure to share how close you are to reaching your goal or if you decided to increase it because you surpassed your first goal!

Fundraising Badges

Receive 'badges' on your personal fundraising pages for reaching certain fundraising milestones. This is another way that we thank you for your outstanding support and encourage you to go one step further!

Fundraise with Facebook!

It's easy to fundraise with Facebook! Just add the Boundless Fundraising application from your Step Out Center to your Facebook page to extend your fundraising and recruitment efforts to your network of friends.

Fundraising

Whether you are a Team Captain, a team member or you are walking as an individual, these fundraising ideas can work for everyone no matter your level of participation!

The key to being a successful fundraiser is to just ask! While it may seem a little daunting to ask for a donation, once you take that first step you'll be surprised how easy it can be. The first step is to ask everyone you know for a donation and let them decide how much they can give - don't leave anyone off the table. Here are a few tips on how to raise \$200 and \$1,000. Remember that if you raise \$1,000 or more you will be recognized as a Champion to Stop Diabetes!

How to Raise \$200!

- Make your own donation of \$20
- Ask 5 friends for a \$10 donation
- Ask 8 co-workers to give \$10
- Ask 5 family members for \$10

Congratulations! You just raised \$200 - share your success with your donors!



How to Raise \$1,000 - Become a Champion to Stop Diabetes!

- Make your own donation of \$25
- Ask 10 friends for a \$20 donation = \$200
- Ask 10 co-workers to give \$20 = \$200
- Ask 10 family members for \$20 = \$200
- Ask your doctor to give \$25
- Ask your dentist to give \$25
- Ask your hair dresser for \$25
- Ask 4 businesses you frequent to give \$25 = \$100
- Ask 5 people from your place of worship to contribute \$10 = \$50
- Ask 5 gym members for a donation of \$10 = \$50
- Ask 5 neighbors for \$10 = \$50
- Ask 5 club members for a donation of \$10 = \$50

You're a Champion and just raised \$1,000 -
share your success with your donors!

**The #1 reason people give is
because they were asked!**



Fundraising

Double Your Money with Matching Gifts!

Many employers sponsor matching gift programs and will match any charitable contributions made by their employees. Some companies even match gifts made by retirees and/or spouses! Contact your Human Resource Department to find out if your company has a corporate Matching Gift Program and how it works. Visit www.matchinggifts.com/diabetes for a list of matching gift companies.

The advantages of using matching gifts are:

- You can double the amount you raise and qualify for larger incentives.
- Individuals who support you can take advantage of it as well, increasing your funds raised.
- The American Diabetes Association will be able to fund more research, programs and education with the funds raised from matching gifts, aiding us in our mission to Stop Diabetes.

Vendor Letter Writing Campaign

Send a letter on your company's letterhead to your Suppliers/ Clients requesting their support. Many companies you support throughout the year through your regular business relationships like to help support causes that are important to you. Sample letters are available at diabetes.org/stepout or through your local Association staff. Make sure to get permission from your supervisor and/or upper level management before conducting a Vendor Letter Writing Campaign.



Wrap Around Events – Get Creative With Your Fundraising!

Wrap-Around Events are great ways to help you reach your goals and have fun while doing it! No matter if you are a Team Captain or an individual walker, the ideas below can help you raise much needed funds in the fight to Stop Diabetes. Wrap-Around Events are also great for building team camaraderie!

Get creative and have fun! Here are a few ideas to get you started:

Jeans Day or Casual Day

Encourage co-workers to make a donation in exchange for wearing jeans or dressing casually. Suggest a minimum donation of \$5. Talk to the decision maker in your company to plan a Jeans or Casual Day.

Auction (Silent or Live)

Hold the event at your business. Ask for contributions of unique items such as homemade toys, jewelry or art, a hand-knitted sweater, breakfast or dinner at someone's home, or a stay at someone's timeshare. Ask if you can auction valuable commodities at the workplace: a premier parking space or a half day off. Display the items prior to the event. Hold your auction over lunch.

Dinner Party

Invite friends over and ask them to donate a pre-determined amount (ex: \$100) for the opportunity to have a nice dinner at your house.

Clean Out Your House

Have a garage sale and ask your friends and neighbors to donate items for you to sell. Explain that all proceeds go to the American Diabetes Association's fight against diabetes. Have the kids sell lemonade and donate the proceeds!

For more wrap-around event ideas, visit diabetes.org/stepout or contact your local Association office for support and flyers. Refer to the "Contact Us" page to learn how to reach your local office.

Fundraise & Earn Prizes

Earn Prizes for Your Fundraising Success!

To thank you for your support, the Association provides a number of different incentives! Here are a few:

Official Step Out Event T-shirt

Raise between \$100-\$150 and receive an official Step Out: Walk to Stop Diabetes T-shirt! Fundraising minimums vary by event.

Thank You Gift Program

Raise \$200 or more to help Stop Diabetes and you will be eligible to select from awesome Thank You Gifts! To see the various fundraising levels and selection of prizes, go to <http://diabetes.org/stepout-gifts>. Child appropriate gifts are also available.

Local Incentives

Many Association offices run local contests and provide incentives – another reason to get started early! Be sure to check your email often to learn about your local contests and incentives. For details, please contact your local Association staff.



The Mission

Every 17 seconds someone is diagnosed with diabetes in the United States.

The American Diabetes Association is the leading non-profit organization supporting all 25.8 million

American children and adults living with type 1 and type 2 diabetes. We count on the funds raised through Step Out to not only help Stop Diabetes but also to fund research to prevent, cure and manage diabetes; to deliver services to hundreds of communities; to provide objective and credible information; and to give voice to those denied their rights because of diabetes. Founded in 1940, our mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes.



About Diabetes

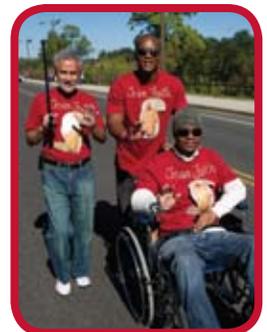
Diabetes is a disease in which the body does not produce or properly use insulin

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% of Americans who are diagnosed with diabetes have type 1 diabetes.

Type 2 diabetes results from insulin resistance, a condition in which the body fails to properly use insulin, combined with relative insulin deficiency. It is estimated that 90-95% of Americans are diagnosed with type 2 diabetes.

Diabetes Complications are Serious

- Increased risk of heart disease and stroke
- Leading cause of kidney failure
- Nervous system disease and nontraumatic lower-limb amputations





Make a Personal Connection to Our Mission

When you are writing your fundraising emails or asking people to join your team, it is important to include the reasons why you are supporting the Association and participating in Step Out. You can also help us share the work of the Association and our mission by including the facts below in your fundraising and recruitment emails, fundraising events and thank you messages. For additional information, please visit our website at www.diabetes.org.

- In 2009, an impressive 73% of every dollar spent supported research, advocacy, and services for people affected by diabetes.
- Diabetes is a disease that has deadly serious consequences, and there is no cure.
- 1 in 3 children born in the year 2000 will develop diabetes in their lifetime. The ratio is even greater for minority children with 1 in 2 developing diabetes in their lifetime.
- Since its inception, the Association has invested more than \$450 million and provided funding for more than 4,000 research projects.
- The Association continues to be the largest provider of Diabetes Camps as well as weekend retreats and one-day events that benefit more than 10,000 children of all ages each year.

Contact Us!

We are here to help. Please don't hesitate to contact your local office if you need:

-  Help getting started with your fundraising – Association staff will help you develop a plan!
-  Additional materials, such as brochures, posters, email or voicemail samples, flyers, pin-ups, etc.
-  Fundraising ideas
-  Assistance with using the online tools
-  Anything that will help you have a fun and successful Step Out experience

There are several ways that you can reach us:

1. Find your local office information at **diabetes.org/about-us/local-offices**
2. Visit your local Step Out website – find your event at **diabetes.org/stepout**
3. Call 1-888-DIABETES

National
Premier
Sponsor:



National Sponsors and Nationwide Teams:





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