

Team Diabetes Event Playbook

From grandparents to grandchildren, we are all connected by the impact diabetes has on our lives. Thank you for taking the first step to stay Connected For Life and support the mission of the American Diabetes Association.

To help you plan your event, please utilize the following Playbook. This Playbook contains four sections:

1. What to do first
2. Step-by-Step planning guide
3. Getting the community involved – in-kind donations & other event logistics
4. About the American Diabetes Association

Questions? Connect with us!

You are now a part of our team and we are here to help you however we can! If you have questions or need assistance, please contact Aimee Yrlas Simpson at x3034 or asimpson@diabetes.org.



What to Do First – Setting Yourself Up for Success

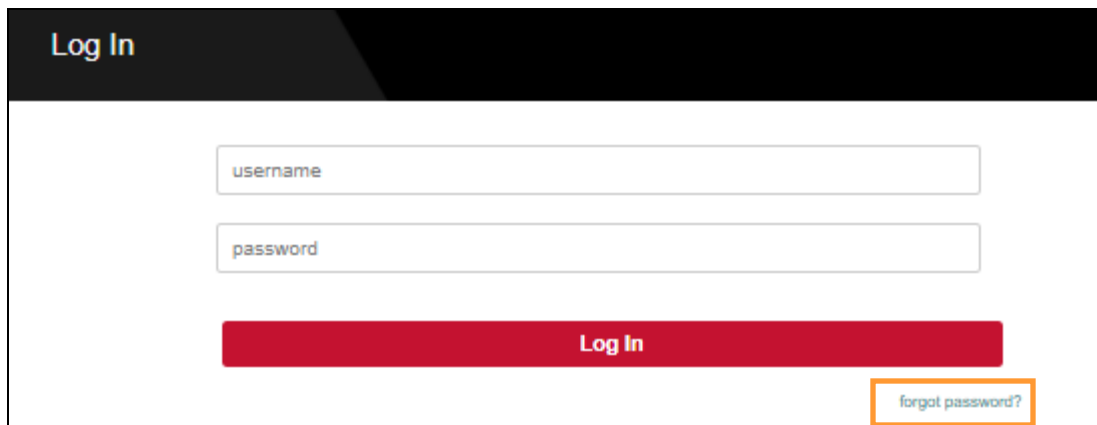
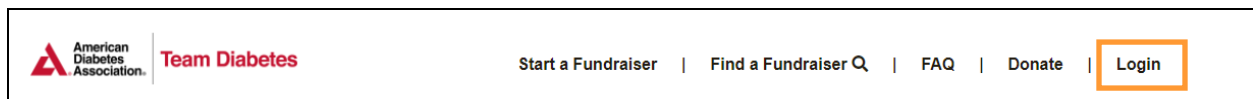
You've registered, now it's time to get your website details in place. The website to remember is www.diabetes.org/teamdiabetes.

From here, you'll be able to access:

- Your fundraising page
- Your Fundraising Center

Log In to your Fundraising Center

From www.diabetes.org/teamdiabetes, select Login in the top, right-hand corner.



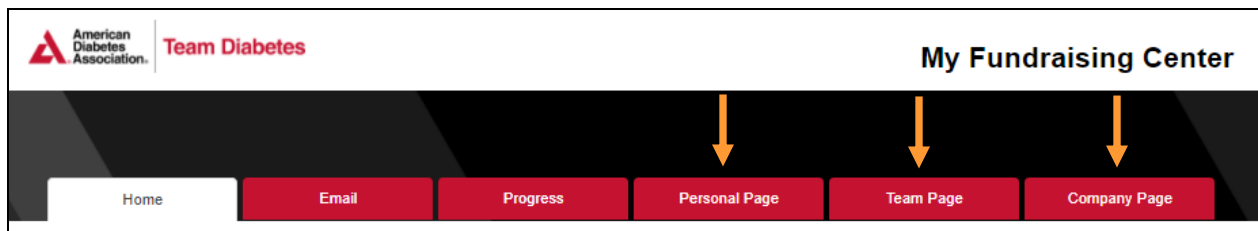
Click on the “forgot password” link if you need to have your password reset.

Once logged in, you will see “My Event Registrations” and a listing of your active events.

- Click on the “**Visit Your Fundraising Center**” button for the appropriate event to access the ability to update your goal, customize your page, send emails and more!

Customize Your Page

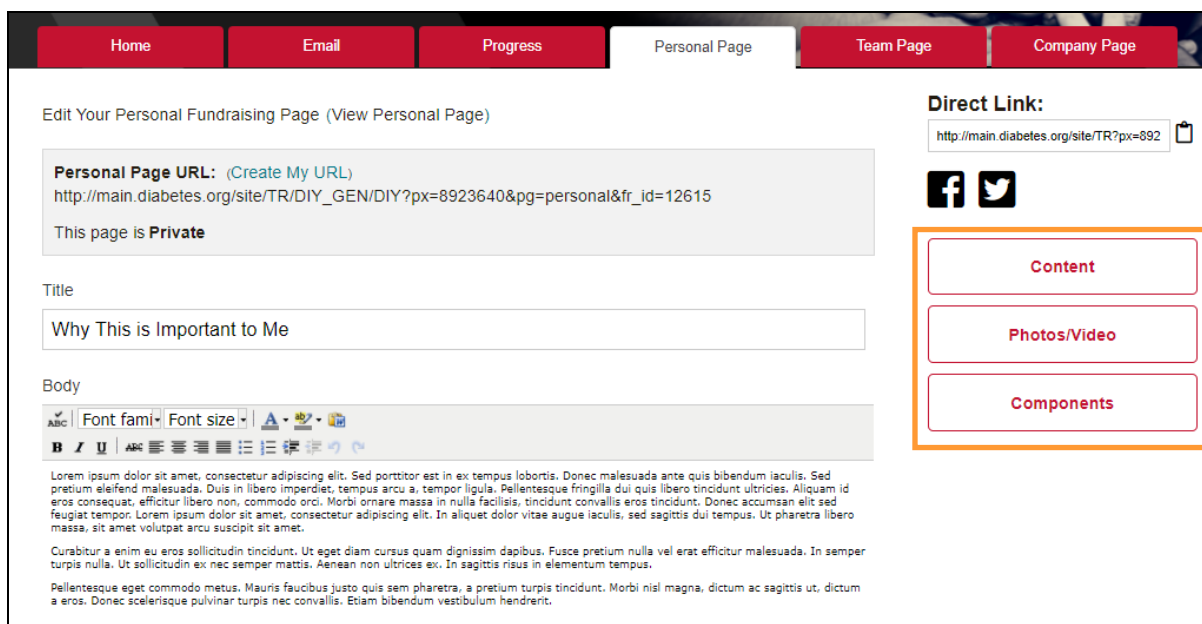
To get to your page, from the **Home** screen, select the tab of the page you would like to edit (Personal Page, Team Page or Company Page). If you are a Team Captain you will see your **Team Page**. **Company Page** allows you to update the event information like date, location and time. Please note if you are doing an individual fundraiser, that does not require or team or company, you will not have the additional tabs.



Via the **Content** tab (see circled in below image), you can update the content that is on your fundraising page. This is where you can add your personal story for why you are participating. Each page has default “filler” text but those who update their fundraising pages raise up to four times more as those who do not!

You can add a photo or video by clicking on the **Photos/Video** tab.

The **Components** tab (see circled in below image) allows you to display or not display your status thermometer and/or fundraising honor roll.



Step-by-Step Planning Guide (Walks, Rides, Community Events)

The steps below are best practices for walk events and can be used as an outline for your planning. Every event is unique, so please use these suggestions and timetable as a guideline.

Pre-Event Logistics – approximately 6-8 weeks from Event Date

Event Date: _____ **6-8 Weeks Out (Date):** _____

1. Set date, location, and time for the event

Check with local municipalities for securing permits needed, for parks and public community areas and check for who you need permission from for using private spaces (such as a school, race track, or botanical garden).

Check rules of your location about dogs on/off leashes, bikes or scooters, and wheelchair accessibility.

Confirm location and availability to use bathrooms.

2. Establish and confirm a route. Walks are usually about 2 miles in length but can be any length depending on your community and space available.

Create a simple map with the start/finish location (usually the same spot)

Plan any rest stops or water stations (this is where some of your key volunteers will be located in case of emergencies)

Make sure you have the appropriate permits to use the space (see #1).

3. Create a simple Safety & Emergency Plan

Identify one key volunteer at your event, that will have a charged cell phone to call 911 or other emergency number.

Put together a simple First Aid Kit – or ask a local retailer to donate one.

Contact local law enforcement, ambulance and/or fire department to let them know when and where your event will be held (**Idea:** sometimes the fire department or EMT will send an ambulance and do safety demos – ask if they provide such demonstrations)



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4. **Encourage local businesses to donate in-kind to your event, such as bottles of water, power bars and fruit.** Use the Donation Letter Template found in the appendix of this document.

Discourage “sponsorships” (which implies giving something to someone for a cash or check donation). DO encourage cash/check donations to the Association. Call or email Lynda (contact information on page 1) if you have questions about donations vs. sponsorships for your event.

Idea—Have a poster board at the registration table on event day and list the people or local businesses that donated water, power bars, fruit, etc. for your event. Write THANK YOU on the top, and the list of names below.

- ❖ **Suggestion** —List the names of people who donate water, fruit, power bars on your event webpage.

Pre-Event Logistics – approximately 4-6 weeks from Event Date

Event Date: _____ 4-6 Weeks Out (Date): _____

1. **Make sure your event details are on your event website** if you haven't done so already. (Refer to page 3 for instructions).
2. **Start promoting your event!** Use the poster templates from your Fundraising Center and write-in your walk info. Ask local businesses, libraries, grocery stores, gas stations, etc. to hang in their window or on bulletin boards.
3. **Start registering participants!** Use the online tools to email everyone in your address book and encourage others to do the same! Participants can make their donations online and use the tools to ask their friends and family to join too.
4. **Contact local newspapers, radio stations and television.** They usually want to know about something positive happening in the community—and your event is usually something they want to know about!



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Pre-Event Logistics – approximately 6-8 weeks from Event Date

Event Date: _____ 2-4 Weeks Out (Date): _____

1. **Continue to promote the event, register participants and ask for donations.**
2. **Confirm permits and permissions for walk location.** Talk to point person at these sites and confirm what time you can set-up, how long you can use the site, and when you have to be gone from the site. *Confirm expectations about clean-up, appropriate behavior from participants and emergency plans.*
3. **Solidify in-kind donations of water bottles, power bars or fruit.** Please keep in mind the public perception of the food choices you have at your event. Choose the most healthful options to promote the well-being of your participants, and the reputation of the American Diabetes Association.
4. **Identify and confirm your key volunteers:**
 - 2-4 volunteers who will help with setting up and the registration table the day of your event
 - 2 volunteers who will help in identifying emergencies and have charged and working cell phones to call 911 or local emergency numbers
 - 2-4 volunteers who will help at the start/finish line, direct participants and at rest stops
 - Confirm who your lead walker/runner/rider will be to start off the event (sometimes this can be loved ones who are living with diabetes or maybe your Top Fundraiser)
 - 4 volunteers to help clean-up and pack-up at the end

Pre-Event Logistics – approximately 1 week from Event Date

Event Date: _____ 1 Week Out (Date): _____

1. **Continue to register participants and promote fundraising. Use your online Fundraising Center to send reminder emails to participants.**



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Day of Event (DOE) Logistics

Your hard work and commitment has paid off! **Event Date:** _____

Set-up: About 1-2 hours before your event begins

1. Bring for event day:

- Print out 15 Offline Registration Forms, 5 Pages of Donation Receipts (depending on the size of your event; available in the appendix of this Playbook).
- Pens and scissors.
- An air horn, whistle or noise makers, if allowed or desired.
- First Aid Kit and emergency phone numbers
- Donated water, fruit and/or healthy snacks
- Poster board and markers (for thank you poster)
- Camera
- Folding table and a couple chairs
- Fish bowl, bucket, canister, cash box or whatever you have to accept donations on the day of the event and to keep them safe.

2. Set-up an identifiable registration table for those last-minute walkers.

- Keep Offline Registration Forms, Donation Receipts, pens, and scissors
- Keep First Aid Kit and emergency numbers at the registration table and let volunteers know what it looks like, what's in it and where it is.
- Set up the thank you poster board

3. Set up a table with in-kind donations of water, healthy snacks, and fruit.

4. Clearly mark the start/finish line (balloons are great for this!)

5. Make sure the route is clear of debris (sticks on the path, etc.) and check for any last-minute changes (Has construction started unexpectedly or you need to go around an obstacle?)



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6. Set-up a rest stop table with water bottles.
7. Welcome and know where local police, fire or ambulance are stationed at your walk.

Time to go! You've done a GREAT job!

1. **Guide your key volunteers to their stations—registration table, rest stop and start/finish line.**

2. **At the registration table:**

[] Thank everyone for coming!

[] **Ask if they have registered for the event already online.** If not, give them an **Offline Registration Form** to complete.

[] Ask everyone if they would like to make a donation to the American Diabetes Association and give donors a receipt blank for their records.

3. **At the Rest Stop:**

[] Make sure the table and a chair are set up, as well as water, and a banner from the kit, if not used somewhere else already.

[] Cheer on the walkers and offer water as they pass.

4. **At the Start/Finish Line**

[] Make sure it is marked clearly—using balloons here is a great idea! Check out www.shopdiabetes.org for some branded options.

[] Double check that the route is clear of debris

[] Make sure the air horn or noise makers available, if using.

5. **Start the Walk/Run/Ride!**

[] This is a great time to say a few words to your participants --Thank everyone for being there, thank them for their donations (let them know you'll be collecting during the entire event) and introduce your lead (if appropriate). **Also, please express thanks to everyone for joining the event!**

[] Signify the start with a whistle, air horn, clapping—whatever works for you.



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Once participants start, set-up a table start/finish line, with water bottles, power bars and/or fruit to welcome them back.

Congratulations! You did it! Enjoy what you accomplished!

Event Clean-up and Wrap-up

1. Once the walk is over, have volunteers help you clean- up the walk site

Gather up your registration table supplies

Take down start/finish line, balloons, rest stop tables, etc.

Pick up any trash and check bathrooms. Leave the site better than you found it—your community will be happy and will want your group back!

2. Secure the donations and completed Waiver Forms.

Event Wrap-up & Sending in Donations

1. Download your pictures and email some to Field Central Operations at fieldops@diabetes.org and to your local newspaper.

2. Count the donations and prepare to mail them in:

- Ensure that checks are payable to the American Diabetes Association.
- Convert coins and cash into a cashier's check. Write "converted cash" on the memo line.

3. Also send in with the donations:

- Completed Offline Donation Form (see Appendix)
- Any offline registrations
- Matching gift forms (if any) - check www.diabetes.org/matchinggifts for companies that participate

Donation Mail-In Instructions

Enclose all donations and forms in an envelope and seal securely.

Take the sealed envelope to your closest mail center (USPS, Fed Ex, UPS). Send to:

**Attn: Service Center/Community Walk
American Diabetes Association
2451 Crystal Drive, Suite 900
Arlington, VA 22202**

Email Field Central Operations at fieldops@diabetes.org the date you mailed the envelope, the amount that is enclosed and a tracking number for the package.

Getting the Community Involved – In-Kind Donations & Other Event Logistics

What is unique about your community? Where can you look for support? Here are a few suggestions of people and organizations to get started:

- Law enforcement, sheriff's office, Fire Department and EMTs are great places to start drumming up some community support. Not only check if they will come on the day of the event, but also ask to advertise your event at those places as well.
- Local clinics and hospitals are the best place to connect with about diabetes education. Most clinics have a diabetes educator on staff that is great at sharing diabetes information and educating the community.
- High school cheer, dance teams, or sport mascots at your event add an element of fun!
- Local companies rely on the community for their business and are usually looking for low cost, and high impact ways to get the word out about their goods and services. Working with these businesses is a great way for you both to benefit.

In-Kind Donations

Collaborate with your local businesses as many times they will assist with in-kind donations. Asking these businesses to help supply water bottles, healthy snacks, for your event, is often an easy way for them to get involved and for them to get their name out in the community.

Other Event Logistics

Local businesses are a great place to not only recruit participants, and ask for in-kind donations, but to advertise your event, too. Ask to hang posters or flyer at these retailers:

- | | |
|-----------------------------|-----------------------------------|
| ✓ Restaurants | ✓ Delis/sandwich shops |
| ✓ Schools | ✓ Car washes |
| ✓ Banks | ✓ Starbucks |
| ✓ Credit Unions | ✓ Craft/fabric stores |
| ✓ Locally-owned restaurants | ✓ Spas/nail/hair Salons |
| ✓ Coffee shops | ✓ Yoga Studios |
| ✓ Bakeries | ✓ Art Galleries |
| ✓ Pharmacies | ✓ Gas Stations |
| ✓ Toy Stores | ✓ Grocery store/convenient stores |



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Date and Location Planning

When you first registered with Team Diabetes, you chose a date—and if that date changes, just let us know and we'll change it on the website. The same is true for the name of your event. Let us know if anything changes and we'll get it changed on the website right away!

The location of your event is probably the next thing you are thinking about, and remember about the community aspect of your event—does the High School track make sense? Park? Recreation area? Mall? Neighborhood? City Center? There are lots of options to choose from, just make sure you get the permissions you need.

Your Team Diabetes Contact

This Playbook and the Fundraising Center Guide are great—but sometimes it doesn't beat talking with a real person. You have someone you can always rely on – your Team Diabetes Contact.

Aimee Yrlas Simpson
Senior Director, Field Experience and Marketing Transformation
asimpson@diabetes.org
703-549-1500 x3034



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About the American Diabetes Association

The key to good fundraising is to make the connection to the mission and to ask for the donation. Your enthusiasm, passion and commitment will be contagious, and it will make a huge impact on your fundraising. If you believe in it, others will believe in it, too.

Why We Do What We Do

The American Diabetes Association is the leading non-profit organization supporting all 30.3 million American children and adults living with type 1 and type 2 diabetes. Every 21 seconds someone is diagnosed with diabetes in the United States.

Founded in 1940, the ADA relies on funds raised by Team Diabetes to help fund research to prevent, cure and manage diabetes, provide objective and credible information, and give voice to those denied their rights because of 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 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.

Diabetes Complications are Serious

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



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For additional information about the Association, please visit us at www.diabetes.org.

Appendix – Supporting Materials

- Offline Registration Form
- Donation Receipts
- Sample Donation Letter
- Offline Donation Form



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First Step: Registration

Or register online at www.diabetes.org/teamdiabetes

Event: _____ Coordinator: _____

Date: _____ Location: _____

PREFIX	<input type="text"/>	<input type="text"/>	SUFFIX	<input type="text"/>	<input type="text"/>	<input type="text"/>	DATE OF BIRTH	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	HOME ADDRESS	<input type="text"/>	WORK ADDRESS	<input type="text"/>
FIRST NAME	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	M.I.	<input type="text"/>	LAST NAME	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
STREET NUMBER	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	STREET NAME	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
CITY	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	STATE	<input type="text"/>	ZIP	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
COMPANY NAME	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
HOME PHONE	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	WORK PHONE	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
EMAIL ADDRESS	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Second Step: Donation

I will support the fight against diabetes!
Checks payable to: American Diabetes Association

- \$30 Jumpstart - For the 30 million people in the US living with diabetes
- \$52 Jumpstart - For 1952, the year the ADA research program began
- \$110 Jumpstart - For the ADA walkers that give 110% to Stop Diabetes!
- My own donation: \$ _____

Third Step:

Acknowledgement

You acknowledge that your actions are voluntary and the American Diabetes Association has no contractual, supervisory, joint venture or other relationship that gives rise to any duties, benefits, liabilities or other responsibilities. You assume full responsibility for, release the Association from liability for, and agree to indemnify, defend, and hold harmless the Association from any third-party claim for loss, damage, injury or death arising from or in any manner related to your event.

Emergency Contact Name/Telephone Number: _____

Print Your Name: _____ Signature: _____ Date: _____

Parent or Guardian's signature required if Participant is under 18:

Print Name: _____ Signature: _____ Date: _____



Team Diabetes

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

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Donor Name	
Amount	
Solicitor Name	

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Solicitor Name	

All donations are fully tax-deductible as allowed by law.
Thank you for your generous donation!



Team Diabetes

[DATE]

Dear [NAME DONOR]:

On [DATE] we are planning a [EVENT] at [LOCATION].

We have a passion and commitment to the American Diabetes Association and we hope you will join us in supporting this very worthy cause. I am writing today to ask you to consider a donation to support our fundraiser.

Would you please consider donating, **[add the specific donation you are looking for here – fruit, water bottles, etc]**?

Today, there are over 30 million Americans living with diabetes and 84 million with pre-diabetes. If present trends continue, 1 in 3 Americans will have diabetes by 2050. Every step we take and every dollar we raise through our fundraiser helps the American Diabetes Association provide community-based education programs, protect the rights of people with diabetes and fund critical research for a cure.

Your support of our event with your donation is crucial to our event. Thank you in advance for your consideration.

Sincerely,

[Your Name]

Volunteer Coordinator for [CITY, ST]

[Phone]

[Email]



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Offline Donation Form

Please complete this form and include it when mailing in Team Diabetes donations.

Select your event type from the options below:

- | | |
|---|---|
| <input type="checkbox"/> Choose Your Move | <input type="checkbox"/> Create a Tribute |
| <input type="checkbox"/> Dedicate a Milestone | <input type="checkbox"/> Do S'more for Camp |
| <input type="checkbox"/> Community Walk | <input type="checkbox"/> Create Your Own |
| <input type="checkbox"/> School Walk | <input type="checkbox"/> Fundraise at the Workplace |

Name
Email Address
Phone Number

Checks should be made payable to the American Diabetes Association. If you would like to add this donation to your personal fundraising page, please log in to your Fundraising Center at www.diabetes.org/teamdiabetes. On the home tab, select the button for "Enter New Gift" on the right-hand side.

Send this form and the donation(s) to:

Attn: Service Center/Team Diabetes
American Diabetes Association
2451 Crystal Drive, Suite 900
Arlington, VA 22202

Thank you!

For Association Use Only:

Choose Your Move (99999-8318); Dedicate a Milestone (99999-9080); Community Walk (99999-8020); School Walk (99999-8015); Create a Tribute (99999-9080); Do S'more for Camp (99999-2120); Create Your Own (99999-9135); Workplace (99999-9155)