

TOUR
de **CURE** 
American Diabetes Association®

**WE
RIDE**
to end diabetes.

TOUR DE CURE: MID-ATLANTIC

PARTICIPANT GUIDE

Join the **fight** against the deadly consequences of diabetes and **impact the lives** of those affected by diabetes.





PARTICIPANT GUIDE

Your guide to recruitment and fundraising success

Dear Rider,

Thank you for being a leader to create a life free of diabetes and all its burdens.

The success of **Tour de Cure**® relies on leaders like you. As a rider, you build excitement and rally your network to help achieve your goals and we're here for you every step of the way.

In this guide, you'll find everything you need to get started, including:

- Step-by-step instructions on how to get your team started
- Fun and easy fundraiser ideas to inspire and motivate you
- Tips for recruiting friends, family, and co-workers to join you

To ensure your success, numerous helpful tools and resources are available to you through your online Participant Center at diabetes.org/midatlantictour.

Log in today for:

- Direct access to connect to your social media accounts to spread the word
- Email templates to help you fundraise, ask others to join you, and thank your donors
- Online tools and resources to help you spread the word and raise funds

Don't forget to download the easy-to-use DonorDrive app for your mobile phone!

TOUR[®]
de **CURE** [®]
American Diabetes Association[®]



Who we are

The American Diabetes Association® (ADA) is the nation's leading voluntary health organization fighting to bend the curve on the diabetes epidemic and help people living with diabetes thrive. For over 80 years, the ADA has driven discovery and research to treat, manage, and prevent diabetes while working relentlessly for a cure. Through advocacy, program development, and education, we aim to improve the quality of life for the more than 133 million Americans with diabetes or prediabetes.

Diabetes is when the body does not produce or properly use insulin. Insulin is a hormone that converts food into energy, either right away or storing it for later. Both genetics and environmental factors appear to play roles in causing diabetes to develop. There are 3 types of diabetes. [Click to learn more.](#)

What we do

We lead the fight against the deadly consequences of diabetes and fight for those affected by diabetes.

- We fund research to prevent, cure and manage diabetes.
- We deliver services to hundreds of communities.
- We provide objective and credible information.
- We give voice to those denied their rights because of diabetes.

Why Join Now?

YOU'RE UNITING as a community for health equity, bring awareness to ensure every person has access to affordable care and working to prevent future lives from this disease.

YOU'RE CONNECTING through year-round through customized challenges and team building activities that engage employees, families and friends who want to impact the lives affected by diabetes.

YOU'RE CHANGING MINDS for all people affected by diabetes by bring awareness to the disease and the stigma it carries.



Did you know?

Every 23 seconds, someone in America is diagnosed with diabetes.

Over 37 million children and adults have diabetes in the United States.

96 million Americans have prediabetes.

3,800 Americans are diagnosed with diabetes each day.

Nearly 25,000 American youth are diagnosed with diabetes each year.

11% of the population has type 2 diabetes.

Diabetes consumes **1 in 4** health care dollars.

Every 4 minutes in America, a limb is amputated due to diabetes.

1. BUILD YOUR TEAM

Invite others to join you in fighting to end diabetes.

Tips to recruit team members:



Set up your page.

Visit your participant center to build your webpage, including photos of your reason why.



Invite virtual participants.

Ask people from across the country to join and support your efforts, even if they can't make it in person on ride day.



Set your goals.

Determine goals for inviting others to join you on event day and your financial goals.



Socialize.

We encourage you to invite your network to join you through social media. Share updates about your efforts on Facebook, Twitter, Instagram, and LinkedIn — right from your participant center.



Send emails.

Log in to your participant center to find pre-written recruitment emails to send to your friends and family.



Forward to a friend.

Encourage your close friends and family to forward your donation email to their contacts. Reach a new network!



Host a Tour rally.

Invite your friends, family, and co-workers to a party and help build excitement about participating in Tour de Cure.



Recruit everywhere.

Ask people at your work, gym, book club, activity groups, and local coffee shop to join you on ride day.

2. FUNDRAISE

As a rider, we encourage you to embrace fundraising ideas that are easy, fun, and increase involvement.

Here are some fundraising tips to help you get started:



Set a goal. Identify a goal that is meaningful to you, and that conveys your reason why. We encourage participants to raise \$500 to receive a Tour de Cure jersey.



Share your story. Your reason to support diabetes is personal, and your fundraising should be, too. Participants who include a photo and story about why they participate in Tour on their personal fundraising page raise three times as much as those who do not.



Lead the way. Set an example for your donors by making a self-donation. It doesn't matter how much — showing your dedication and inspiring others to do the same is what counts. Participants who make a self-donation to start their fundraising **raise double** the amount of those who don't.



Email, email, email. On average, one in three fundraising emails will result in a donation. The more emails you send, the better your odds of receiving a donation. Use one of the pre-written emails available in your online Participant Center or draft your own.



Get social. Share your story on Facebook, Instagram, Twitter, LinkedIn, and other social networks in order to maximize your fundraising reach. Set up a Facebook Fundraiser so that all donations received through Facebook will be credited to your personal fundraising page.



Take it offline. Those who raise funds both online and offline **raise three times** more than those who fundraise just one way. Have a favorite coffee shop - ask them to support your efforts, host a garage sale, reach out to local businesses, or make a phone call to start a conversation while at a community event.



Fundraise on the Go. Use the DonorDrive Tour De Cure mobile app to fundraise, track your activity, earn badges, and share the fun by posting on LinkedIn, Instagram, and Facebook! Download the DonorDrive mobile app to your [iPhone](#) or [Android](#), and you can fundraise from anywhere! After downloading, choose ADA Tour de Cure as your organization and event.

Pro Fundraising Tip — taking it the extra mile.

- **Aim for one day:** Ask one person per day to donate to your team. Make the “ask” part of your daily schedule so it becomes a habit.
- **Secure matching gifts:** Many workplaces will match a portion of the money their employees raise for charity. Ask your human resource department for their policy.
- **Connect with your ADA Staff:** We are here to help you plan for and reach your goals. Connect with us today!

3. CHAMPIONS

Become a Champion

A Champion is a participant who has raised \$1,000 or more. To thank these outstanding fundraising leaders, we offer exclusive perks and incentives. It's our way of showing our Champions the difference they make in the lives of people with diabetes. To learn more about Champion benefits check out your participant center at diabetes.org/midatlantictour.



Red Riders

Red Riders participate in Tour de Cure to share that they live with diabetes. They are not alone and represent more than 37 million nationwide. Red is the color of courage and passion, and Red Riders wear it proudly to symbolize their commitment to ending diabetes.



When you join Tour as a Red Rider, you'll be part of a supportive community of riders who share your passion. You'll have the opportunity to meet others who have been impacted by diabetes and to share your own story with them, and you'll experience the thrill of riding while being surrounded by like-minded individuals working towards a common goal. We look forward to having you join us!

Powered By Purpose. Making a Difference.

Our Red Rider program is for anyone with diabetes (Type 1, Type 2, or Gestational). You can share your mission connection during registration. You will receive a special Red Rider jersey when you hit the \$250 fundraising minimum.

RED RIDER JERSEY



PARTICIPANT JERSEY



4. RECRUIT: 10 TIPS FOR RECRUITING AT YOUR COMPANY

Companies and co-workers make great additions to help you reach your goals! Check out these ideas to get your company involved in your Tour de Cure! Remember, communicate with your peers in the ways you normally would!



- 1 Start early.** Begin recruiting right after you register. Ask your co-workers if they want to join you as a Tour de Cure rider or support your efforts.
- 2 Speak at a company or team meeting.** Sharing your personal commitment to create a world without diabetes may motivate others to get involved.
- 3 Change your Zoom background.** Share in meetings why you're participating and ask others to join you. Create a background with the ADA logo and the link to your Tour page.
- 4 Include a blurb in your company newsletter.** Share a brief story that explains your connection to ADA's mission and lets others know how they can join you. You can start a corporate team, together!
- 5 Ask your manager or CEO to send an email on your behalf.** Draft the email you'd like sent and invite them to include a personal story if they have one.
- 6 Offer incentives.** Encourage colleagues to sign up by offering small prizes to the first people who register for your team.
- 7 Get the word out.** Let your co-workers know you're looking for fellow colleagues to join you and ask them to help spread the word. They may know someone in another department who would like to participate. Pro tip: ask your company to get involved by sponsoring or creating a corporate team.
- 8 Hold a virtual kickoff.** Ask attendees to wear red. Send a small red-themed treat or item to their homes ahead of time, along with information on how to register.
- 9 Partner with your local ADA staff to offer a "Lunch and Learn."** Encourage your colleagues to attend and share with other departments. Ask those who participate to donate to your efforts or to join you as a riders at Tour de Cure.
- 10 Edit your signature line.** Add your team link so others can join you easily! Heading out of the office on vacation or business? Change your OOO message to include a direct link to your fundraising page.

YOUR TOUR DE CURE: MID-ATLANTIC TIMELINE

6 MONTHS OUT

OCTOBER 27th

- Sign up at diabetes.org/midatlantictour
- Your ADA Team will work with you to individualize a plan.
- Download the ADA Tour de Cure app
- Lead by example and make a personal donation
- Start developing your plan to achieve Champion status

4 MONTHS OUT

DECEMBER 27th

- Ask your family/friends for a holiday donation *(also tax deductible for year-end giving!)*
- Watch your emails and Tour de Cure social media posts for training rides and meet-ups taking place in the new year
- Get a good night's sleep on New Year's Eve, so you can start training hard for Tour in the new year 😊
- **Have a wonderful holiday season – your support is the best gift we could ask for!**

3 MONTHS OUT

JANUARY 27th

- Recruit your network to ride with you and donate - you never know if one of your friends or family members will want to join you as a fellow rider - always ask!
- Make sure you have personalized your page and share your WHY on your social media channels to jump start your fundraising!
- Send your story via email and text

1 MONTH OUT

MARCH 27th

- Final push through the last four weeks
- Have you reached Champion level?
- Prepare for event day
- Thank your teammates and donors



5. PREPARE FOR TOUR DAY



Event Entrance & Parking



You should arrive on event day energized and ready to show the community the force we represent in creating a life free of diabetes and its burdens.

Tips to build excitement:

Plan ahead. Make sure you review the event details email so you know where to go, when to arrive, and details like packet pick-up, route start times, parking, meetup spots, what to wear, etc. This will be sent to all riders the week before the Tour de Cure.

Get organized. Make sure your bike and gear are ready for your morning call time.

Capture the moment. Take photos to capture the emotions of the day. You may want to use this in your thank you to donors or for next year's team page.

Get immersed in the ADA cause. We encourage you to visit ADA's wellness tables at the event to learn about the lifesaving work this community is impacting.

Share your experience. Gather at the ride finish line to recognize your success. Be proud of all you've accomplished and share that pride with your social networks live from the event.

Show gratitude. Be sure to thank everyone who joined and supported you for their dedication to the cause. Donors and supporters who are shown appreciation are more likely to participate year after year than those who are not.

Come together to celebrate. Plan a post-ride event for your cheering squad, recognize all your efforts, and celebrate your accomplishments.



**WE
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to end diabetes.

TOUR DE CURE ADA TEAM

MEET THE MID-ATLANTIC TEAM

**Your Fundraising Coach &
Support for online fundraising**

Amie Holman

703.299.5529

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**Tour de Cure Event Day &
Volunteers**

Marianne Collins

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diabetes.org/midatlantictour

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