



YOUR GUIDE

FOR A **CHOOSE YOUR MOVE** INDIVIDUAL, TEAM
OR **COMMUNITY FUNDRAISING ATHLETIC EVENT**

Join us on our journey to end diabetes.

Thank you for joining us on our mission to prevent and cure diabetes and improve the lives of people affected by diabetes. The success of our Personal fundraising campaigns and community events depend on passionate fundraisers like you using your unique skills to inspire action. Great at networking? **Awesome!** Start with those relationships when you start fundraising. Believe in the power of FOMO? **Excellent!** Use it to build excitement and build momentum for your event and your team. Live for social media? **Fantastic!** Connect with us to spread the word and spread the love.

In this guide, you'll find everything you need for a successful fundraising event, including:

- Tips for recruiting team members.....4-5
- Fun, easy, and effective fundraising ideas.....6
- A timeline for meeting your goals.....8
- Step by Step Resource Guide for event planning..9-15

Log in to the online Participant Center for convenient resources, like:

- Email templates for recruiting team members, raising funds, and thanking donors
- Online tools to help you drive engagement and solicit support
- Direct connections to your social media accounts for easy sharing

Download the DonorDrive app to fundraise, track activity, earn badges and more. Choose ADA Team Diabetes as your organization and event.



Thank you again for helping us help those with diabetes.
We can't wait to see what you can do!

HOW FUNDRAISERS CREATE A CHAIN REACTION



YOU ARE UNITING A COMMUNITY for health equity, ensuring everyone has access to affordable care.



YOU ARE REMOVING STIGMA by increasing awareness and fostering compassion.



YOU ARE IMPROVING LIVES by providing resources to help manage, prevent, and cure diabetes.



ATTENTION TEAM CAPTAIN! Find important info just for you on pages 4, 6, and 8. If you are planning a community event, please look at the Step-by-Step Resource guide starting on page 9.



WHAT IS DIABETES?

Diabetes is a chronic disease that occurs when the body does not produce or properly use insulin, a hormone that converts food into energy. This can result in serious health problems, such as heart disease, vision loss, and kidney disease. There are three types of diabetes—type 1, type 2, and gestational—which are caused by both genetic and environmental factors. There is no cure. Living with diabetes means constantly managing one's blood sugar, diet, physical activity, complications, and mental health.

WHO IS THE AMERICAN DIABETES ASSOCIATION® (ADA)?

The ADA is the nation's leading voluntary health organization fighting to end the diabetes epidemic and help people with diabetes thrive. For over 80 years, the ADA has driven research to manage and prevent diabetes while working relentlessly for a cure. Through advocacy, programming, and education, we aim to improve the quality of life for the 38 million children and adults living with diabetes in the United States.

WHAT DO WE DO?

- 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.

DID YOU KNOW?



EVERY 26 SECONDS, someone in the U.S. is diagnosed with diabetes.



OVER 38 MILLION CHILDREN and adults in the U.S. have diabetes.



97.6 MILLION AMERICANS have prediabetes.



11% OF THE U.S. population has type 2 diabetes.



NEARLY 25,000 CHILDREN are diagnosed with diabetes each year in the U.S.



Diabetes consumes **1 IN 4 HEALTH** care dollars in the U.S.



5,100 AMERICANS are diagnosed with diabetes each day.



A LIMB IS AMPUTATED EVERY 3 MINUTES AND 30 SECONDS in America due to diabetes.

TEAM CAPTAIN

- 1 **SET UP YOUR TEAM PAGE.** Visit the online [Participant Center](#) to customize your team webpage; include photos and the reasons WHY your team is participating.
- 2 **SET YOUR TEAM'S RECRUITMENT GOAL.** Decide how many people to have on your team. We suggest teams of 10 or more registered participants, but teams of all sizes are welcome.
- 3 **Move on to the PARTICIPANTS steps below.**



PARTICIPANTS

Invite others to participate with you on your fundraising activity for maximum momentum. The more people you recruit, the more money you raise for ADA. Set your recruitment goal. Decide with your team how many riders you should recruit.

- 1 **SET UP YOUR PERSONAL PAGE.** Visit the online [Participant Center](#) to build your personal fundraising webpage; share photos and your personal story (the reason WHY you're participating).
- 2 **SET YOUR RECRUITMENT GOAL.** Decide with your team how many participants you should recruit.
- 3 **SEND EMAILS TO FRIENDS AND FAMILY.** You never know who will want to join you, so always ask! Find recruitment email templates in the Participant Center.
- 4 **EXPAND YOUR NETWORK.** Encourage your email recipients to forward your emails to their contacts.
- 5 **SOCIALIZE.** Share your story on Facebook, X, Instagram, and LinkedIn—right from the Participant Center—and ask followers to ride with you.
- 6 **HOST A RALLY.** Invite friends, family, and peers to a party to get them excited about joining your team.
- 7 **RECRUIT EVERYWHERE.** Ask people at your work, gym, book club, activity groups, and local coffee shop to join you on your team,
- 8 **ENGAGE IN FRIENDLY COMPETITION.** Challenge your team to see who can recruit the most team members.

9 TIPS FOR RECRUITING TEAM MEMBERS AT WORK

Coworkers make great additions to your team. Check out these ideas to get your company involved, and be sure to ask HR if your workplace offers matching gifts.



1. START EARLY.
Begin recruiting right after you register.



2. GET LEADERSHIP ONBOARD.
Invite your company to sponsor or create a corporate team.



3. ASK THE BOSS TO SEND AN EMAIL FOR YOU.
Draft the email and invite them to include a personal story.



4. SHARE YOUR STORY.
Share your reason WHY in the company newsletter, during a meeting or at a company gathering.



5. OFFER INCENTIVES.
Give small prizes to the first people to sign up for your team.



6. GET THE WORD OUT.
Ask colleagues to spread the word to other departments.



7. EDIT YOUR SIGNATURE LINE
Add a link to your Participant Center team; do this for OOO messages too.



8. UPDATE YOUR IMAGE.
Create a Zoom background with the ADA logo and the link to your page.



9. DO A VIRTUAL KICKOFF.
Mail a small, themed item to peers ahead of time, along with registration info.

TEAM CAPTAIN

- 1 SET YOUR TEAM'S FUNDRAISING GOAL.** Plan a dinner, coffee break, or video chat with your team to determine your fundraising goal and what each person should try to raise.
- 2 PLAN A TEAM FUNDRAISER.** Brainstorm fundraising ideas with your team and organize an event to implement those ideas.
- 3 Move on to the PARTICIPANTS steps below.**



PARTICIPANTS

Every donation you receive goes toward ending diabetes. Embrace these low-effort, high-impact fundraising practices, and you'll be on the road to success.

- 1 SET YOUR PERSONAL FUNDRAISING GOAL.** Select a number that's meaningful to you.
- 2 SHARE YOUR STORY.** Your reason for participating is personal, and your fundraising should be, too. Participants who include a photo and story on their personal fundraising page **raise three times** more than those who don't.
- 3 DOWNLOAD THE APP.** Use the DonorDrive app to fundraise, track your activity, earn badges, and post to social media. Download the app to your [iPhone](#) or [Android](#) and choose ADA Team Diabetes as your organization and event.
- 4 START OUT STRONG.** Set an example for your donors by making a self-donation. It doesn't matter how much—showing your dedication will inspire others to do the same. Participants who kick off their fundraiser with self-donation **raise double the amount** of those who don't.
- 5 AIM FOR ONE A DAY.** Ask one person per day to donate to your team. The #1 reason people donate is because they're asked.
- 6 EMAIL, EMAIL, EMAIL.** On average, **one in three emails** results in a donation. The more emails you send, the more donations you'll receive. Use the donation email templates in the online [Participant Center](#) or write your own.
- 7 GET SOCIAL.** Share your story on Facebook, Instagram, X, LinkedIn, and other social media platforms to maximize your reach. Set up a Facebook fundraiser through the Participant Center and all those donations will go to your personal fundraising page.
- 8 TAKE IT OFFLINE.** Those who raise funds both online and offline **raise three times more** than those who fundraise just one way. Ask your favorite coffee shop to place a donation jar near the cash register, host a garage sale with your neighbors, or reach out to local businesses for contributions.

TEAM CAPTAIN

- 1 **CHECK IN WITH YOUR TEAM.** Make sure everybody knows where to go and what to do when they arrive.
- 2 **ORGANIZE PRE-EVENT LOGISTICS.** Arrange for carpooling and/or grabbing breakfast before the event.
- 3 **PLAN A POST EVENT FOR YOUR TEAM.** After the event, you can share fundraising totals, recognize top team members, and celebrate your team's accomplishments.
- 4 **Move on to the PARTICIPANTS steps below.**



PARTICIPANTS

Arrive at the event energized, excited, and eager to show the community your commitment to the cause.

- 1 **PLAN AHEAD.** Review the event details email so you know what to wear, when to arrive, where to go, and other details like start times, parking, meetup spots, etc.
- 2 **GET ORGANIZED.** Ensure any gear or equipment you need is ready for your morning start time.
- 3 **SHOW YOUR REASON WHY.** Create buttons, signs, or other wearables that tell your personal story and the reason you're fundraising.
- 4 **IMMERSE YOURSELF IN THE CAUSE.** Share ADA materials at the event so everyone can learn about our lifesaving work.
- 5 **CAPTURE THE MOMENT.** Take photos of the experiences and emotions of the day. You may want to include these in donor thank-you emails or on your personal page next year.
- 6 **SHARE YOUR SUCCESS.** Gather everyone together after the event. Be proud of all you've accomplished and share that pride with your social networks live from the event.
- 7 **COME TOGETHER.** Join your team for an event to celebrate your accomplishments.
- 8 **SHOW GRATITUDE.** Thank your donors and supporters for their dedication to the cause. Those who are shown appreciation are more likely to participate year after year than those who are not. Thank-you email templates are available in the online [Participant Center](#).



TEAM CAPTAIN: Take a formal team photo as well as some candid shots to use on next year's team page.

6 MONTHS OUT: REGISTER

- Sign up on the [Website](#).
- Download the DonorDrive app and choose ADA Team Diabetes..



- Lead by example and make a self-donation.
- Develop your plan to grow your team.
- Begin recruiting coworkers ([page 5](#)).

4 MONTHS OUT: RECRUIT

- Begin recruiting friends and family ([page 4](#)).

3 MONTHS OUT: FUNDRAISE

- Start fundraising ([page 6](#)).
- Continue to recruit members and plan your event



TEAM CAPTAIN: Now's a good time to start sending your team inspirational quotes, personal stories, photos, and fundraising updates.

1 MONTH OUT: PREPARE

- Push through the last four weeks to achieve your goals.
- Prepare for Event day ([page 8](#)).



TEAM CAPTAIN: Share fundraising tips with your team and offer to help those having a hard time asking for donations ([page 6](#)).

AFTER THE EVENT: CELEBRATE AND GIVE THANKS

- Thank your teammates and donors. Check out the [Participant Center](#) for email templates.



STEP-BY-STEP PLANNING GUIDE (Walks, Rides, Community Events)

The steps below are best practices for community 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.

6 MONTHS OUT: REGISTER EVENT AND BEGIN PLANNING

EVENT DATE: _____

6 MONTHS OUT (DATE): _____

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

- Check with local municipalities to secure permits needed, for parks and public community areas and check for who you need permission from for using private spaces (such as a school, track or botanical garden). See suggestions in the Appendix on page 15.
- Check the 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 1-3 miles in length but can be any length depending on your community and the space available.

- Create a single map with the start/finish location (usually in the same spot).
- Plan any rest stops or water stations (this is where some of your key volunteers will be located to assist)
- Make sure you have the appropriate permits to use the space (see #1)

3 Create a simple Safety and Emergency Plan.

- Identify one key volunteer at your event who will have a charged cell phone to call 911 or another 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).

4 Encourage local businesses to donate in-kind to your event, such as bottles of water, nutrition bars, and fruit. See Appendix (page 15) for suggested donors.

Discourage “sponsorships” (which implies giving something to someone for a cash or check donation.). DO encourage online (team’s fundraising page) or checks/cash donations to the American Diabetes Association.

Idea – Have a poster board at the registration table with a THANK YOU and list the people or local businesses that donated water or other items to our event.

STEP-BY-STEP PLANNING GUIDE Cont'd (Walks, Rides, Community Events)

3-4 MONTHS OUT: PRE-EVENT LOGISTICS

EVENT DATE: _____

4 MONTHS OUT (DATE): _____

1 Ensure your event details are on your fundraising page.

- In addition to your “why” of hosting the event and your fundraising goals for the event, add the event details to your page.

2 Start promoting your event!

- Create a flyer with event details and a link to your fundraising page which will contain additional information (#1 above) and can also accept donations and team member registrations.
- Ask local businesses, your workplace libraries, 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. Refer to page 5 for promoting your event in your workplace. Participants can donate online and use the tools to ask their friends and family to join, too!

4 Contact local newspapers, radio stations and television.

- They want to know about something positive happening in the community-and your event is usually something they want to know about.

1-2 MONTHS OUT: PRE-EVENT LOGISTICS

EVENT DATE: _____

2 MONTHS OUT (DATE): _____

1 Continue to promote the event, register participants, and ask for donations.

- Share the link to your fundraising page wherever you are promoting the event.

2 Confirm permits and permissions for the event.

- Talk to the point person at these sites and confirm what time you can set up, how long you can use the site, and when you need to be gone from the site.
- Confirm expectations about clean-up, appropriate behavior from participants and emergency plans.

STEP-BY-STEP PLANNING GUIDE Cont'd (Walks, Rides, Community Events)

1-2 MONTHS OUT: PRE-EVENT LOGISTICS (Cont'd)

EVENT DATE: _____

2 MONTHS OUT (DATE): _____

3 Solidify in-kind donations of water bottles, nutrition bars or fruit.

- Please keep in mind the public perception of the food choices at your event. Choose the healthiest 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 to help set up the check-in table and welcome your event participants.
- 2 volunteers who will help to identify emergencies and have charged working cell phones to call 911 or local emergency numbers.
- 2-4 volunteers who will help at the start/finish link, direct participants, and at rest stops.
- Confirm who your lead walker/runner/rider will be to start off the event (this can be someone living with diabetes or your top fundraiser).
- 4 volunteers to help clean up and pack up at the end.

2 WEEKS OUT: PRE-EVENT LOGISTICS

EVENT DATE: _____

2 WEEKS OUT (DATE): _____

1 Continue to register participants and promote fundraising.

- Use your online Fundraising Center to send reminder emails to participants.

2 Confirm permits and permissions for the event.

- Talk to the point person at these sites and confirm what time you can set up, how long you can use the site, and when you need to be gone from the site.
- Confirm expectations about clean-up, appropriate behavior from participants and emergency plans.

STEP-BY-STEP PLANNING GUIDE Cont'd (Walks, Rides, Community Events)

DAY OF EVENT (DOE) LOGISTICS

YOUR HARD WORK AND COMMITMENT HAS PAID OFF!

EVENT DATE: _____

1

Bring for event day:

- Smart phone or tablets to allow onsite online registration
- Air horn, whistle, or noise makers, if allowed or desired
- First Aid Kit and emergency phone numbers
- Donated water, fruit, and/or healthy snacks
- Thank you poster
- Folding tables and chairs
- Cash box or something secure to accept donations and keep them safe

2

Set-Up an identifiable check-in / registration table

- 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 path, etc) and check for any last-minute changes
(Has construction started unexpectedly, or do you need to go around an obstacle?)

6

Set up a rest stop table with water bottles.

7

Welcome and know where local police, fire or ambulance are stationed at your event.

STEP-BY-STEP PLANNING GUIDE Cont'd (Walks, Rides, Community Events)

DAY OF EVENT (DOE) LOGISTICS (cont;d)

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

- 1 Guide your key volunteers to their stations-check0in table, rest stop and start/finish line.
- 2 **At the Check-in Table:**
 - Thank everyone for coming!
 - If they haven't registered online, they can do so from their phone or tablet, or laptop connected to hotspot if wifi not available.
 - Ask everyone if they would like to make a donation to the American Diabetes Association. They can do online via the participant center or write a check or give cash (see page 14 for handling check and cash donations).
- 3 **At the Rest Stop:**
 - Make sure the table and a chair are set up, as well as water. Have a first aid kit on hand and any signage you would like to cheer on the participants.
- 4 **At the Start/Finish Line:**
 - Make sure it is marked clearly -- using balloons here is a great idea!
 - Double check the route is clear of debris
 - Make sure the air horn or noisemakers are available if using
- 5 **Start the Walk/Run/Ride (or whatever activity you are doing)!**
 - 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.
 - Once participants start, set-up a table at the finish line with water bottles, nutrition bars and/or fruit to welcome them back.



Congratulations! You did it!

Enjoy what you have accomplished!

STEP-BY-STEP PLANNING GUIDE Cont'd (Walks, Rides, Community Events)

DAY OF EVENT (DOE) LOGISTICS (cont;d)

Event Clean-up and Wrap-up

- 1** Once the walk (or other activity) is over, have volunteers help you clean-up the site
 - Gather up your check-in table supplies
 - Take down the 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 received.

Event Wrap-up and sending in Donations

- 1** 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.

Donation Mail-In Instructions

- Enclose all donations in an envelope and seal securely. Include a note with your name, event name, and event date
- Take the sealed envelope to your closest mail center (USPS, Fed Ex or UPS).
Send to:

American Diabetes Association

Attn: Service Center

PO Box 7023

Merrifield, VA 22116-7023

- 2** Share your photos on social media!

APPENDIX

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 for 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 recruit participants, ask for in-kind donations, and advertise your event. Ask to hang posters or flyers at these retailers:

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

Date and Location Planning

The location of your event is one of the first things you are thinking about, and remember the community aspect of your event – does the High School track make sense? Park? Recreation area? Neighborhood? City Center? There are lots of options to choose from, make sure you get the permissions and permits you need. Reminder, the ADA does not assist with this. See more information in our Personal Fundraising Guidelines.



**THANK
YOU**