



YOUR GUIDE TO THE WALK

Join us on our journey to end diabetes.



DEAR WALKER,

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 Step Out® Walk depends on passionate walkers 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 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 Step Out Walk, including:

- Tips for recruiting walkers.....4-5
- Fun, easy, and effective fundraising ideas.....6
- A detailed timeline for meeting your goals.....9

Log in to the online [Participant Center](#) for convenient resources, like:

- Email templates for recruiting participants, 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 Step Out Walk as your organization and event.



Thank you again for helping us help those with diabetes. We can't wait to see you at the event.

HOW WALKERS 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, 8, and 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 Step Out Walk 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 walk with you at the Step Out Walk 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 walkers you should recruit.

- 1 SET UP YOUR PERSONAL PAGE.** Visit the online [Participant Center](#) to build your personal Step Out webpage; share photos and your personal story (the reason WHY you're participating).
- 2 SET YOUR RECRUITMENT GOAL.** Decide with your team how many walkers you should recruit.
- 3 SEND EMAILS TO FRIENDS AND FAMILY.** You never know who will want to join you as a fellow walker, 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 walk with you.
- 6 HOST A STEP OUT WALK 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 Step Out team.
- 8 ENGAGE IN FRIENDLY COMPETITION.** Challenge other teams to see who can recruit more walkers. Visit the [Step Out website](#) for an up-to-date leaderboard.

9 TIPS FOR RECRUITING WALKERS 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 Step Out page; 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. Whatever you choose, we encourage you to **raise at least \$1,000** to unlock Champion Achiever perks and incentives ([page 7](#)).
- 2 **SHARE YOUR STORY.** Your reason for participating in the Step Out Walk 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 Step Out Walk 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 a 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.
- 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 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.

2025 STEP OUT WALK INCENTIVE ITEMS

GOAL REACHED: \$5,000

REWARD: THE NORTH FACE® THERMOBALL™ TREKKER VEST

GOAL REACHED: \$2,500

REWARD: CROSSBODY BELT BAG

CHAMPIONS LEVEL

GOAL REACHED: \$1,000



REWARD: EXCLUSIVE PERKS AND INCENTIVES

Champions are those who've raised \$1,000 or more. To thank these incredible individuals for the differences they make in the lives of people with diabetes, we deliver exclusive perks and incentives, like event day recognition, and exclusive Champion quarter zip pullover. Learn more about Champion benefits in the online [Champion's Page](#).

GOAL REACHED: \$500

REWARD: ALUMINUM WATER BOTTLE

GOAL REACHED: \$250

REWARD: CANVAS TOTE BAG

GOAL REACHED: \$100

REWARD: STEP OUT WALK T-SHIRT

Participants who've raised \$100 or more will receive an official Step Out Walk t-shirt in appreciation of their contributions to the cause. T-shirts will be available at check-in on event day.



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-WALK LOGISTICS.** Arrange for carpooling and/or grabbing breakfast before the walk.
- 3 **PLAN A POST-WALK EVENT FOR YOUR TEAM.** After the walk, 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 time, parking, meetup spots, etc.
- 2 **GET ORGANIZED.** Make sure you have all your essential gear for the day. We walk rain or shine!
- 3 **SHOW YOUR REASON WHY.** Create buttons, signs, or other wearables that tell your personal story and the reason you're walking.
- 4 **IMMERSE YOURSELF IN THE CAUSE.** Visit ADA's wellness tables at the event to 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.** 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 a post-walk 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 in on the [Step Out Walk website](#).
- Work with your ADA staff team to individualize a plan.
- Download the DonorDrive app.



- Lead by example and make a self-donation.
- Develop your plan to achieve Champion achiever status.
- Begin recruiting coworkers ([page 4](#)).

4 MONTHS OUT: RECRUIT

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

3 MONTHS OUT: FUNDRAISE

- Start fundraising ([page 6](#)).



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](#)). Remind participants how to earn Step Out Walk merch and perks ([page 7](#)).

AFTER THE EVENT: CELEBRATE AND GIVE THANKS

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



Thank you!

