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Juvenile Diabetes Research Foundation

Walk to Cure Diabetes

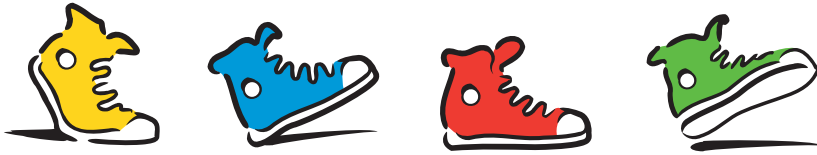
A guide for
**Corporate
Teams**

JDRF Juvenile
Diabetes
Research
Foundation
International

dedicated to finding a cure



Corporate participation is the #1 reason why the Walk to Cure Diabetes is one of the most successful fundraising events in the world.



Walk to Cure Diabetes—Fundraising in motion

Walk to Cure Diabetes is the fastest growing fundraising event in the history of the Juvenile Diabetes Research Foundation. The Walk is truly an international effort, raising \$90 million last year at more than 200 sites in the United States and dozens more in Australia, Canada, the United Kingdom, and Europe.

Each year more than 500,000 people walk to cure diabetes—including representatives from more than 4,000 large corporations and local companies. Walkers raise funds by asking friends, relatives, and co-workers to sponsor them for participating.

Welcome to the Team!

We are excited your company has decided to join the Walk to Cure Diabetes. No other initiative raises more money each year for diabetes research. Corporate participation is the #1 reason why the Walk to Cure Diabetes is one of the most successful fundraising events in the world.

We want your Walk team to be successful, so we've put together this step-by-step guide to help you target your efforts in the most efficient way possible. JDRF staff will also be available for advice and support every step of the way!

Lacing Up and Logging On

Register and fundraise online and watch your totals grow. Be sure to check out all of this and more at Walk Central—www.jdrf.org.

More walkers than ever are registering and fundraising online—and you can, too! All you need to do is log on and create a username and password to access Walk Central’s bountiful resources including online forms to help you compose a personalized fundraising page, recruit walkers, collect online donations, and track progress toward your fundraising goal.

JDRF’s Walk Central offers Team Leads, Captains and Walkers a personalized, fun, easy, and effective way to recruit walkers, register, and fundraise online. Build bigger teams and raise more money with the features of JDRF’s Walk Central:

Features of JDRF’s Walk Central:

TEAM MANAGEMENT

- Set a fundraising goal for your team.
- Send invitation e-mails asking people to join your team.
- E-mail your team members with important information about the Walk.
- Track your team’s progress—see how many people have joined your team and walkers’ fundraising progress.
- Create a message that will appear to your walkers on their login page.
- Access resources to help you build your team (sample letters, memos, etc.).

WALKER MANAGEMENT

- Set a personal fundraising goal.
- Create a fundraising page (use the template text or write your own message to share your story) and upload a photo.
- E-mail your friends and family a link to your fundraising page where they can make a secure online credit card donation. Make sure to link your Walk Central profile to Facebook and MySpace to reach as many people as possible.
- Track your fundraising progress.
- Access resources to help you build your team (sample letters, documents, etc.).



Step 1:

Set your goals

The Plan

- Identify Lead Team Captain. This could be you!
- Discuss team plan and timeline with JDRF staff.
- Set a goal for Walkers. How many Walkers should you expect to get?
The average is 20-50% of your employee base. Include family members, friends and neighbors.
- Set a goal for dollars. On average, each JDRF Walker raises \$100.

The Process

Goals should be set company-wide and broken down on a team basis. You will use these numbers as a marker to measure your success.

REGISTER NOW ONLINE AT WWW.JDRF.ORG

GOAL WORKSHEET

Number of Employees _____

x 20%-50% participation _____

x \$100 average for each Walker _____

Total = Your fundraising goal! \$ _____



Step 2: Recruit Team Captains

The Plan

- Recruit one Team Captain for every 10 Walkers.
- Send a recruitment memo to department heads.
- Have employees interested in serving as Team Captains attend the JDRF Team Captain Kick-off Luncheon, pick up Walk supplies and order additional supplies.
- Encourage all team members to register online at www.jdrf.org.

The Process

Send an internal memo from your company's CEO/President asking all department heads to serve as or identify Team Captains. The Team Captain's job is to recruit Walkers and teach them how to raise money. *(See Sample A: Team Captain Recruitment Memo, page 5)*

Recruit additional Team Captains by:

- Department
- Building floor
- Branch office
- Any other division that makes sense within your corporate structure

Reach potential Team Captains through:

- Company newsletters
- E-mail message boards
- Staff meetings
- Memos

Invite employees interested in serving as Team Captains to the JDRF Team Captain Kick-off Luncheon; a fun, motivating, and educational event held just for our Team Captains. At the luncheon, Team Captains will learn how to motivate their co-workers to participate in the Walk. And they will be able to pick up all the materials necessary to get started.

REGISTER NOW ONLINE AT WWW.JDRF.ORG



SAMPLE A:
Team Captain Recruitment Memo

Purpose:
Recruit Team Captains

Who sends this:
Senior-level executive from your company

Who do you send this to:
Department heads

When is this memo sent out:
Immediately after identifying the Lead Team Captain and establishing your Walk goals

To: Department Heads

From: (NAME OF SENIOR LEVEL EXECUTIVE)

Date: (DATE)

Re: Juvenile Diabetes Research Foundation's Walk to Cure Diabetes

(COMPANY NAME) is proud to be participating in the Juvenile Diabetes Research Foundation's Walk to Cure Diabetes. This exciting event will be held at (WALK LOCATION) on (DAY OF THE WEEK), (WALK DATE).

In addition to serving as (TYPE OF SPONSOR) Sponsor of the Walk, (COMPANY NAME) is committed to having a large Walk team, with no less than (NUMBER OF PEOPLE) individuals raising at least \$(AMOUNT) collectively. To meet these goals, I'm asking each department head to volunteer to be a (COMPANY NAME) Team Captain. If there's someone else in your department who would like to serve as the Team Captain, he or she may take your place or work with you as a Co-Captain.

Being a Team Captain is easy and enjoyable. You'll recruit team members from within the department to participate in the Walk. The Juvenile Diabetes Research Foundation (JDRF) staff representative will give you all the necessary information to ensure your success! All Team Captains will be invited to attend the JDRF Team Captain Kick-off Luncheon on (DATE) along with Team Captains from other local businesses and organizations.

Please confirm the name of your department's Team Captain with (INTERNAL LEAD TEAM CAPTAIN'S NAME) by (DUE DATE). The team coordinator or I will provide Team Captains with further information after that date.

Thank you in advance for your support and cooperation. Together, we can make great strides in finding a cure for diabetes.

Sincerely,
(NAME)





Step 3: Recruit Walkers

The Plan

- Send a memo to employees promoting the Walk event.
- Announce and hold an internal Kick-off for all employees.
- Emphasize \$100 per Walker goal in all communications.
- Encourage employees to register online at www.jdrf.org, or collect registration forms from all Walkers and return them to your local JDRF office.

The Process

Very simply, the more Walkers that participate, the more money you will raise. The first phase in recruiting Walkers should be done through an internal memo from the CEO or President urging all employees to join the corporate Walk team.

(See Sample B: Employee Walker Recruitment Memo page 7)

Announce your internal Kick-off event! Ask your local JDRF staff to arrange for a volunteer or staff member to come and discuss diabetes, explain the Walk to Cure Diabetes and show the Walk video. Team Captains should distribute Walker materials and discuss internal goals and incentives for participation.

Possible incentives could include:

- Company Walk Team T-shirt for all Walkers
- Prizes for top fundraisers, e.g., individuals, Team Captains, departments and teams
- Raffle prize for Walkers who raise more than \$100, or \$500

Sample incentive prize options:

- Reserved parking space for week/month
- Group pizza party
- Sports event or concert tickets
- A vacation day (or half day)
- Special casual day, executive job swap, car wash or other perks

As a Team Captain you can register online and use JDRF's fundraising tools to invite Walkers to join your team. You can also monitor your team's progress—from the number of Walkers to funds raised. Walkers can register online and create a fundraising Web page to help raise even more money. It is very important that Walkers register. It lets you know how many Walkers you have recruited and where you stand in reaching your fundraising goal.



SAMPLE B: Employee Walker Recruitment Memo

Purpose:

To provide core information and invite participation

Who sends this:

Senior-level executive

Who do you send this to:

All employees

When is this memo sent out:

After Team Captain Kick-off Luncheon

To: All Employees

From: (NAME OF SENIOR LEVEL EXECUTIVE)

Date: (DATE)

Re: Walk to Cure Diabetes



I am proud that (COMPANY NAME) will be participating in the Juvenile Diabetes Research Foundation's Walk to Cure Diabetes. This exciting, family-oriented event will be held on (DAY OF THE WEEK), (DATE OF THE WALK) at (WALK LOCATION).

In addition to serving as (TYPE OF SPONSOR) Sponsor of the Walk, (COMPANY NAME) is committed to having a large team of no less than (NUMBER) Walkers raising at least \$(AMOUNT) collectively. To accomplish this goal, I'm asking each of you to join our Walk to Cure Diabetes team.

Nearly 24 million Americans suffer from diabetes, including hundreds of thousands of children affected with this lifelong disease. With your support, the Juvenile Diabetes Research Foundation (JDRF) will continue its mission: to find a cure for diabetes and its complications through the support of research.

Joining our winning team is easy! The first step is to sign up with one of the many Team Captains in the various departments or register online at www.jdrf.org. The second step is to simply ask your family, friends and neighbors to sponsor you by making a contribution to JDRF, or to walk with you on the (COMPANY NAME) team. You can even fundraise online at JDRF Walk Central to raise even more money. The third step is to join me as we walk to cure diabetes!

I know each of you will do your part to support both (COMPANY NAME) and the Juvenile Diabetes Research Foundation in this worthwhile community event. Contact a (COMPANY NAME) Team Captain today.

(LIST TEAM CAPTAINS AND EXTENSION NUMBERS.)

Thank you for your continued support!



Step 4: Raise Money

The Plan

- Teach Walkers how to raise \$100 in 10 days.
- Teach Walkers how to launch a letter-writing campaign.
- Encourage vendors to participate.
- Check your progress online at www.jdrf.org.

The Process

You have motivated Walkers, now what? Equip them with the tools and tips for fundraising and watch the dollars grow! Over the years, JDRF has seen proven methods yield great results. Below are a few options. Talk to your local JDRF staff for more ideas.

Raise \$100 in 10 days—it's easy! Ask 10 people for \$10! Start by putting in your own \$10. Then ask your significant other, your boss, a co-worker, a friend, another friend, your neighbor, a relative, another relative and your doctor.

Encourage your Walkers to raise money by launching a letter-writing campaign. When you log on and register at www.jdrf.org you can create your own personal fundraising page that can be emailed to friends and family. Use the text that we provide or write your own personal story to let people know why you are participating in JDRF's Walk to Cure Diabetes and ask them to contribute. Sending the e-mail to your network is fast and easy, but most importantly it makes a huge impact on your fundraising efforts. The average online donation is generally double the amount received in cash or checks!

(See [Sample C: Personal Letter](#), page 9)

Encourage vendors to participate. Send a letter or e-mail to vendors asking them to support your corporate Walk team(s). Invite them to walk with you or make a donation. Vendors may also be able to provide incentive prizes for your company's top fundraisers, e.g., free T-shirts.

(See [Sample D: Vendor Letter](#), page 10)

REGISTER NOW ONLINE AT WWW.JDRF.ORG

C

SAMPLE C: Personal Letter

Purpose:

To raise money for the Walk

Who sends this:

Individual Walkers

Who do you send this to:

Your friends and family

When is this letter sent out:

Immediately after internal Kick-off event

Dear Family and Friends,

C

It's that time of year again! All of us at (YOUR COMPANY NAME) are getting ready for the Juvenile Diabetes Research Foundation's Walk to Cure Diabetes. With your support, we hope that people with type 1 diabetes will soon be able to enjoy full and normal lives without the constant fear of dangerous complications.

Type 1 (juvenile) diabetes often strikes children or young adults, but lasts a lifetime. Children with type 1 diabetes will not outgrow it. People with type 1 diabetes and their families are in a constant struggle to manage blood-sugar levels with six or more daily finger pricks to test blood, at least two shots of insulin a day, and careful monitoring of exercise and food intake. This is not a cure—it only allows people with diabetes to stay alive!

In addition to the burden of managing the disease and an average life span shortened by 7-10 years, diabetes carries the life-long threat of other devastating complications such as kidney failure, blindness, amputation, heart attack, and stroke. Thanks to the continuous generosity of family and friends like you, we're making great strides toward a cure.

Now there are two ways you can help us make a difference for everyone living with diabetes:

- You can join the (COMPANY NAME) Walk team, now known as (TEAM NAME), which consists of employees, and their family & friends who collect pledges and walk with us.
- Or, you can send a tax-deductible contribution of any amount, made payable to JDRF or the Juvenile Diabetes Research Foundation.

Last year, our team raised \$(AMOUNT). We plan to exceed that total this year with your help. More than 80 percent of JDRF's expenditures support research and research-related education, earning an A rating for efficiency from the American Institute of Philanthropy. I hope we can count on you. Thank you so much in advance for your generosity. And if we can help you or your family prepare for the Walk in any way, please let us know.

With sincere thanks,

(NAME)

d

SAMPLE D: Vendor Letter

Purpose:

To raise money for the Walk

Who sends this:

Individual Walkers

Who do you send this to:

Your vendors at work

When is this letter sent out:

Any time

d

Dear (NAME):

On (DATE OF WALK), I will be walking with the (COMPANY NAME) Team in the Juvenile Diabetes Research Foundation's Walk to Cure Diabetes at (LOCATION). (COMPANY NAME) has set a goal to raise at least \$(AMOUNT), and I'm hoping you will join us by doing one of the following:

- Take a Leadership Role: Form your own team within your company. Simply designate a Team Captain(s), set a goal, recruit walkers, collect pledges and join us on (WALK DATE).
- Make a Corporate Contribution: Support our team by writing a check payable to JDRF and mail it to me.
- Walk With Me on My Team: Collect pledges, get a T-shirt, share the camaraderie and feel great knowing that you helped save lives!

I'm sure you get solicited by several nonprofit organizations each year, just as I do. However, I attended a luncheon in (MONTH) on behalf of the Juvenile Diabetes Research Foundation and was truly impressed by the organization and its cause.

Thanks in part to JDRF, researchers feel diabetes can be cured. JDRF has funded much of the groundbreaking research conducted thus far. In fact, JDRF is the world's largest charitable funder of type 1 diabetes research and it sets the agenda for type 1 diabetes research worldwide. More than 80 percent of JDRF expenditures support research and research-related education, earning an A rating for efficiency from the American Institute of Philanthropy.

The goal of the (NAME OF CHAPTER) Chapter of JDRF is to raise at least \$(AMOUNT) for diabetes research. With your help, I'm sure JDRF will reach, if not exceed, this goal!

I sincerely hope that you will join me and help us reach our ultimate goal: a world without diabetes. If you would like to form your own team, please contact (STAFF) at the Juvenile Diabetes Research Foundation at (PHONE NUMBER). Thank you for your time and consideration.

Sincerely,
(NAME)



Step 5: Walk Day and Beyond

The Plan

- Walk!
- Have fun!
- Say “thank you.”

The Process

Have fun! The last Walk memo has been sent. You’ve met your goal. Now all you have to do is show up, turn in your money, have a great time, and walk! Remember, JDRF’s walks are family-friendly, held at great locations, and feature plenty of entertainment, food, and kids’ activities. You’ll have a great time, get some exercise, and spend a relaxing day with family and friends.

Join over 500,000 people at one of the 200 Walk sites nationwide this year and make a difference in the lives of people living with type 1 diabetes. Now, thanks to JDRF-funded research, hundreds of thousands of people who now struggle with the disease and its complications can look forward to living longer, healthier lives.

That’s a lot to be thankful for, so be sure to express your thanks to those that have supported you. Consider ways to recognize employees and your corporate team as a whole. Send Thank-You letters (or e-mails) to everyone who participated in the Walk. Include the top individual donors and vendors who made donations or contributed products/services as incentive prizes.

(See Sample E: Thank-You Memo, page 12)



SAMPLE E:
Thank-You Memo

Purpose:

To recognize those who helped make your company's team a success and to let everyone know how well you did

Who sends this:

Senior-level executive

Who do you send this to:

Employees, vendors and top donors

When is this memo sent out:

One or two weeks after the Walk



To: All (COMPANY NAME) Team Walkers

From: (SENIOR LEVEL EXECUTIVE)

Date: (DATE)

Re: Walk to Cure Diabetes

I'd like to sincerely thank you for your efforts in the Juvenile Diabetes Research Foundation's Walk to Cure Diabetes. The time and energy you spent paid off: we met our goal of (NUMBER) Walkers, raising \$(AMOUNT) to help cure diabetes. We couldn't have done it without you.

Although diabetes and its complications kill one American every three minutes and account for \$174 billion in healthcare costs in the U.S., the good news is that, thanks to people like you, there is real hope for a cure through research funded by the Juvenile Diabetes Research Foundation.

All Walkers who raised \$500 or more and all Team Captains will receive an invitation to the JDRF Awards Reception, scheduled for (DAY OF THE WEEK), (DATE). Be sure to save the date, as we will be representing (COMPANY NAME) at this celebration!

Thank you again for the time and energy you put into making this effort a great success.

Team Checklist

15 to 18 weeks before the Walk

- Discuss the team plan and timeline with the JDRF staff.
- Finalize your company's sponsorship commitment.
- Finalize your team goal for fundraising and the number of Walkers.
- Send an internal memo from senior-level executive to department heads to recruit multiple Team Captains.
- Register online at www.jdrf.org.

10 to 15 weeks before the Walk

- Recruit and secure multiple Team Captains (1 TC for every 10 Walkers).
- Hold an internal Team Captain meeting prior to JDRF Kick-off.
- Finalize your team plans (incentives, T-shirts, vendor letters, etc.).
- Place an article in the company newsletter to announce involvement in the Walk.
- Register online at www.jdrf.org.

8 weeks before the Walk

- All Team Captains attend the JDRF Team Captain Kick-off Luncheon.
- All Team Captains get their Walk supplies and distribute them.
- Register Team Captains at www.jdrf.org.

8 to 0 weeks before the Walk

- Send an internal memo from a senior-level executive to all employees encouraging their participation in the Walk.
- Register all Walkers at www.jdrf.org.
- Send an internal memo or flyer publicizing your internal Kick-off.
- Hold an internal Kick-off during a normal departmental staff meeting or plan a special Walk presentation.
- Send a memo announcing internal incentives, describing team T-shirts and encouraging each Walker to raise \$100.
- Walk!

Post Walk • 1 to 2 weeks after the Walk

- Send "Thank-You" memos.

About Diabetes

- Diabetes affects 285 million people worldwide.
- Nearly 24 million Americans have the disease; 5.7 million remain undiagnosed.
- The most severe type of the disease is called type 1 (or juvenile) diabetes; it often strikes in childhood, adolescence, or young adulthood, but lasts a lifetime.
- To stay alive, those with type 1 diabetes must take multiple insulin injections daily or continually infuse insulin through a pump, and test their blood sugar by pricking their fingers for blood six or more times a day.
- Diabetes is the leading cause of kidney failure, adult blindness, and non-traumatic amputations and is a leading cause of nerve damage, stroke, and heart attacks.
- Diabetes kills one American every three minutes and is the seventh leading cause of death reported in the U.S.

JUVENILE DIABETES RESEARCH FOUNDATION INTERNATIONAL

Dedicated to finding a cure

- The Juvenile Diabetes Research Foundation International is the world's leading charitable funder and advocate of type 1 diabetes research, and is the leader in setting the agenda for type 1 diabetes research worldwide.
- Founded in 1970 by the parents of children with type 1 diabetes, JDRF has provided more than \$1.4 billion to diabetes research worldwide.
- JDRF is the only major diabetes organization focused exclusively on research, funding science globally in four therapeutic areas: immune therapies, beta cell therapies, glucose control and complications therapies.
- More than 80 percent of JDRF's expenditures directly support research and research-related education.



dedicated to finding a cure

For more information on how to get involved please call
1-888-533-WALK or visit our website at www.jdrf.org.