
**Active
for Life.**



VIRTUAL FUNDRAISING GUIDE

PARTICIPATE. DONATE. FUNDRAISE.

To learn more, visit diabetes.org/tour or
call 1-888-DIABETES (888-342-2383)



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Steps to Fundraising Success

Fundraising doesn't happen by magic but it's easier than most people think. It just takes some planning, effort and patience.

PLAN ... Have a plan, execute it and follow through.

FACTS AND FIGURES...Know the facts about diabetes and how the funds you raise support the mission. Be prepared to share why you support the ADA and why supporting diabetes during the current pandemic is as important as ever.

TRUST...The American Diabetes Association is a trustworthy organization.

ASK...Give your friends and family the opportunity to support you.

FOLLOW UP ... Many people want to make a donation but simply forget—we're all busy! Make sure to send a friendly reminder or two to anyone who has yet to donate.

RECRUIT ... Consider starting a team by asking your donors, family and friends to participate with you.

SAY THANKS ... Never underestimate the value of saying thank you.

Connected for Life

Being a participant in an American Diabetes Association® (ADA) signature event means inspiring your family and friends to join the fight against diabetes. It's important to set an initial fundraising goal and to evaluate it often! If you have raised funds in the past, try setting your goal higher than you did last year. Once you reach your first goal, you can set a new challenge for yourself!



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Make a Plan

Enthusiasm and preparation are the most important tools to fundraising success. Being prepared and always following up creates trust with your donors and encourages them to donate again.

BELIEVE in yourself. You're taking a stand against diabetes and you should let others know why. Feel empowered that you are acting by sharing your reason for participating.

CONTACTS. Educate your family, friends and other contacts about diabetes and ask them to support the American Diabetes Association. Use different methods—emails, Facebook fundraisers, phone calls, or letters.

SCHEDULE. Make a plan for when you are going to ask for donations and how often you will follow up. Most people plan to make a donation but sometimes they forget. Once someone has given to your campaign, call or send a thank you email to show your appreciation. Also make a plan to give your donors updates to let them know how their donation has contributed to your progress.

TOOLS. Don't reinvent the wheel. Use your Participant Center to help draft emails and keep track of whom you have contacted, whether they responded, how they responded and when to send a follow-up or thank you email. The mobile app (page 12) is an easy way to communicate with donors through text, email and social media.

REMEMBER—The number one reason people donate is that they are asked.

Facts and Figures

About Diabetes

Diabetes is a disease in which 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.

The cause of diabetes continues to be a mystery. Both genetics and environmental factors appear to play roles in the causing diabetes to develop.

Type 1 Diabetes...

Your immune system mistakenly destroys the beta cells in your pancreas that make insulin. Your body treats beta cells as foreign invaders and destroys them. This can happen over a few weeks, months, or years.

When enough beta cells are gone, your pancreas stops making insulin, or makes so little insulin that you need to take insulin to live. Type 1 diabetes develops most often in young people but can appear in adults.

Type 2 Diabetes...

Type 2 If you have type 2 diabetes your body does not use insulin properly. This is called insulin resistance. At first, the beta cells make extra insulin to make up for it. But, over time, your pancreas can't make enough insulin to keep blood glucose at normal levels. Type 2 diabetes develops most often in middle aged and older adults but can appear in young people.

How Many Are Affected by Diabetes?

- Every 21 seconds, someone in the United States is diagnosed with diabetes.
- 34.2 million: The estimated number of children and adults in the United States who have diabetes.
- 88 million: The estimated number of Americans who have prediabetes.
- 4,110 Americans are diagnosed with diabetes each day
- Nearly 25,000 American youth are diagnosed with diabetes each year

Fundraising Champions: Top Fundraisers Club

A Champion is a participant who has raised \$1,000 or more.

To thank our most outstanding fundraisers we offer exclusive perks and incentives. It's our way of showing you what a difference you make in the lives of the more than 34 million people living with diabetes.

FUNDRAISE \$1,000



Enjoy these exciting Champion benefits!

- Social Media recognition
- Exclusive jerseys and apparel
- Shout-out on the day of event
- Invitation to a virtual Champion Recognition Event



Are You Living with Diabetes?

Who are Red Riders/Striders?

A Red Rider/Strider is someone who lives and thrives with diabetes—type 1 or type 2—who can proudly participate as an individual or create his or her own team to participate with friends, family and co-workers.

What is the purpose of the program?

The purpose of the Red Rider/Strider Program is to support everyone who lives with diabetes and showcase the courage it takes to live every day with this difficult disease. You are our mission, and we want to recognize you at your virtual event.

How do I become a Red Rider/Strider?

Choose "Participant with Diabetes" when you register online. You will receive a special jersey when you raise \$100.



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Where Does the Money Go?

Research

Since the American Diabetes Association launched its Research Programs in 1952, it has funded more than 4,800 research projects, investing more than \$860 million in diabetes research. In 2019, the ADA supported 295 new and continuing research projects at 118 leading US. research institutions.

Information and Programs

The ADA provides the public and health care professionals with the most comprehensive and up-to-date information about diabetes care and management through the Standards of Medical Care in Diabetes, our Center for Information at 1-800-DIABETES (800-342-2383), online at diabetes.org, as well as via consumer and professional books and periodicals. Offices in communities across the country serve the public through a multitude of programs and activities, including camps for children with diabetes, outreach to high-risk populations through initiatives like Living With Type 2 Diabetes® and nutrition resources, such as Diabetes Food Hub®.

The ADA has launched a COVID-19 Response campaign to help the community respond to diabetes and COVID-19. The [COVID-19 hub](#) has all of the latest information and resources to support those living with diabetes, including the signs and symptoms of COVID-19 and how it impacts people with diabetes, ways to reduce your risk, your legal rights during the pandemic and more. And though this summer may look different, children with diabetes will still have a blast at ADA [Imagine Camp](#), a free, at-home summer camp experience designed to keep our community connected.

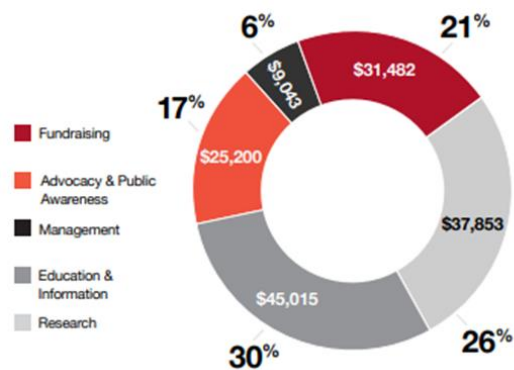
Advocacy

The ADA's Advocacy efforts support the diabetes community by working to increase federal funding for diabetes research and programs, improving comprehensive health care and insurance coverage and working to end discrimination against people with diabetes. The ADA has led advocacy efforts leading to 9 states passing insulin co-pay price caps, helping make this life-saving medication affordable for people who rely on it. Sign up to be a Diabetes Advocate at diabetes.org/advocate!

An impressive 73 percent of every dollar spent supports research, advocacy and services for people affected by diabetes.

Every gift is tax-deductible to the fullest extent of the law and the donor will receive an acknowledgment for his or her donation.

Expenses
(in thousands)



How to Fundraise

Ask

The number one reason people give is that they are asked by someone they trust. The most successful fundraisers utilize their Participant Center to share why they are participating. They update their personal page and share their story through email, social media and phone calls. Reaching out to each person in his or her preferred method will increase the likelihood of a response. Following these steps can help you triple your fundraising efforts and we have all of the tools to make it easy for you:

- Signature badges that you can put on your email and let work for you every time you hit “send”
- Facebook fundraising tool that lets you create a Facebook fundraiser directly from your Participant Center 
- Mobile app that allows you to do everything in the palm of your hand

Start your fundraising early and know that it is okay to hear “no.” Let your enthusiasm and passion shine through as support now is as important as ever. Everyone can help make an impact no matter the size of the donation.

Where to Start

Lead by example and make a self- donation first! Ask your family, friends, neighbors, co-workers, social media connections—the opportunities are endless! You’d be surprised how many people would be happy to support a cause that you are passionate about.

Follow Up

Send a friendly reminder in case your initial request slipped through the cracks. More often than not, emails and posts get lost in the shuffle or moved down the “to do” list. Some donors just need a friendly reminder to take action. Send updates with your training and fundraising progress.

Recognition Program!

We want to recognize you for your hard work and dedication to our mission. Starting at just \$100, our Recognition Program features awesome branded apparel that you can wear year-round! To find out more about these great items and how you can receive them, visit your local event page or diabetes.org/tour.



Getting Started

Share Why You Participate

An online Personal Page was automatically set up for you when you registered. Personalizing it is a vital first step toward achieving fundraising success! Helpful tips on how to set up and use your Personal Page can be found in your Participant Center once you log in through diabetes.org/tour. Key tips include setting a goal, uploading a picture and sharing why you support the ADA. Remember to login often to keep up to date on your fundraising and outreach!

Make a Personal Donation and Set the Tone

Show everyone you're invested in raising funds to fight diabetes by donating to yourself. Others will follow in your footsteps.

Get Social

Social media has made fundraising much easier! Use Facebook, Twitter, Instagram and LinkedIn to reach out to your friends for support and provide updates on your progress. Create a Facebook Fundraiser through your Participant Center or mobile app and easily connect to your Personal Page. Use #VirtualTourdeCure2020 to share your efforts.

Email Extravaganza

Log in to your Participant Center and send emails to your family and friends using our custom templates. Tell them why you participate, send them updates on your fundraising progress and share with them how their dollars make a difference. You can send emails from your own email account, but your communications will not be tracked through your Participant Center. Download and add in a Signature Badge for an extra touch!

Face to Face

One of the most effective ways to fundraise is to ask someone when you are face-to-face. It's easy for family and friends to say yes when you ask directly. If you believe in what you're doing, others will too—your passion and enthusiasm will be contagious. But make sure to keep six feet apart.

Matching Gifts

Matching gifts can be a great way to double or even triple your funds! Many employers sponsor matching gift programs and will match **any** charitable contributions made by their employees. Your company may match your donation as well as donations made by your co-workers. You can visit our [matching gift site](#) to check your company's eligibility.

Mobile App

Use the Tour de Cure app to send text messages or post on LinkedIn, Twitter and Facebook! Download through your app store and log in using your Participant Center username and password.

Send Friendly Reminders

Make sure to send a reminder to those who have yet to donate. Many times, emails get moved down the "to do" list, and your donors just need a friendly reminder to take action. Send updates on your fundraising and training progress. People want to know about your success. Seeing how much others have donated motivates people to do so as well.

Say Thanks!

ALWAYS say thank you by phone, in-person or by email to anyone who has donated on your behalf. Consider sending a handwritten note with a photo of yourself on a training ride.



Benefits of Forming a Team

- It's easier to fundraise with others
- Provides an opportunity for family, friends or co-workers to unite for a common cause despite being physical distant
- Strengthens teamwork and team-building skills
- Boosts corporate pride and employee retention
- Encourages community involvement
- An opportunity to engage with friends, family and colleagues from anywhere across the country.

Steps to Form a Team

STEP 1: Decide on a team name.

STEP 2: Register your team online by choosing "Create a Team" or by contacting your local event coordinator at 1-888-DIABETES (888-342-2383)

STEP 3: Already registered? If needed, your local event coordinator can change your individual registration to a team registration.

STEP 4: We're here to help! We can provide you with additional support and resources to help you and your team reach your fundraising and recruitment goals.

Recruit

Did you know that participants who are part of a team raise more funds? Participating with family, friends and co-workers will make your event experience even more enjoyable and have an even bigger impact!



JOIN TEAM RED.



Be a Part of a Team and Be Connected for Life!

Team Red is for everyone and anyone who doesn't have a team, including Red Riders/Striders. Just join the Team Red for your event online or call your local ADA staff person for more information.



Going Virtual

COVID-19 Response

People living with diabetes are at a greater risk of getting very sick from COVID-19. The ADA has resources for people with diabetes in our [COVID-19 hub](#).

The health and safety of those we serve continues to be the top priority of the ADA. To ensure that our entire community of participants, volunteers and staff are able to safely participate, we have made the decision to shift to a virtual event. COVID-19 won't stop Tour de Cure!

Connect from anywhere

With a virtual event, your team can consist of friends, family and colleagues from anywhere in the country. Tour de Cure gives you an opportunity to stay connected from afar for a common good.

Exercise how you want

Pick your favorite route, trail or at-home exercise equipment to participate. Choose your move to be active for life. Whether you ride, run, walk, play golf, tennis or garden, you can participate in a virtual Tour de Cure by living a healthy and active lifestyle.

Your “why” hasn't changed

People with diabetes can suffer serious complications such as blindness, heart disease, stroke, kidney disease, hearing loss and amputation. This disease is not going away in a few months, so we need to continue our efforts to fund research, advocacy, education and programs for those with diabetes.

Raise what you can

There is no fundraising minimum and no registration fee. So, join us and raise or donate whatever you can. Every dollar can help make a difference and every person participating is another voice supporting the 34 million people with diabetes.

Share and follow

Our Virtual Day of Event is going to be an online movement to get people active, raise funds and support those with diabetes. Use #VirtualTourdeCure2020 to share your activity and encourage others to join as we rally people from all across the country.

Inspire

In times of hardship, those that rise above shine brightest. Supporting the 34 million Americans living with diabetes right now inspires others to join you as a hero in this fight. Any action you take helps us get one step closer to our vision of a life free of diabetes and all its burdens.

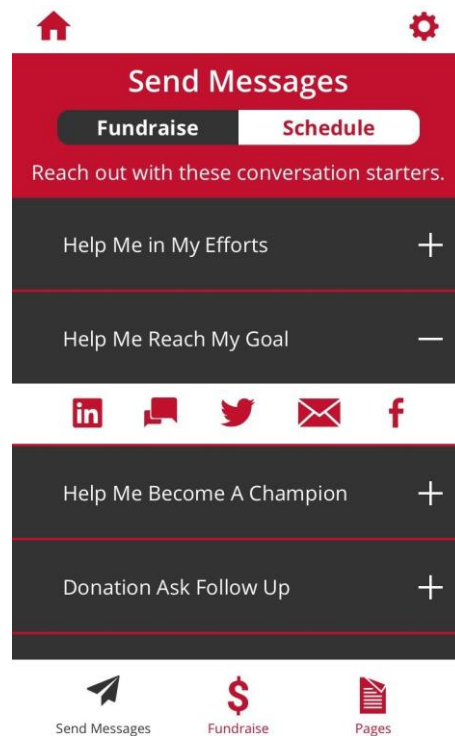



Tour de Cure Mobile App for iPhone and Android

Use the Tour de Cure app to send text messages or post on LinkedIn, Twitter and Facebook! Download through your [iOS](#) or [Android](#) app store and login using your Participant Center username and password.



Once logged into the app, swipe the white footer left until the ➤ icon is displayed and tap. You will now be on a Send Messages screen. From here you can select 1 of 5 areas to send a text message about.



Tap to select the  icon. Your phone will now automatically draft a text message that includes your fundraising page link. You can edit or leave as is. From here you can select your contacts to send the message to and send as you would any other text message. You can also post to LinkedIn, Twitter and Facebook through this screen by selecting the icons.

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Fundraise with Facebook

1. From your local Tour de Cure page or diabetes.org/tour, go to **My Center** and choose **My Events**. If registered for multiple events, be sure to choose **Visit your Center** for the correct event.

2. Next step is to scroll to the bottom of the main **Participant Center** page. **Click on the Fundraiser on Facebook tab** which will create a link to your personal **Facebook Fundraiser**.

3. If you are not logged into Facebook, you will be prompted to do so and then your fundraising page will be set-up. **Any donations that come in will automatically be credited to your Tour de Cure account in real time.**

Your Fundraiser is Connected to Facebook!

Use Facebook's fundraising tools to invite friends, share updates, and collect donations. We'll keep track of your progress.

<https://www.facebook.com/donate/144063153269387>

Copy

[Go to Facebook Fundraiser](#)

* Please note that donors' names will not be pulled into your Participant Center due to Facebook data privacy. However, you can see your donors on your Facebook fundraiser page.

Did you know? Facebook does not charge any fees when processing donations--not even a credit card fee.



Your Facebook fundraising page is easy to navigate. You can invite friends to your fundraiser and share the link. It also shows your progress.

- Your story from your personal page is automatically brought into your Facebook fundraising page where you can edit the content.
- There are built in donation amounts for your friends to use. Once they donate, Facebook will send them an electronic receipt.
- The page lists the American Diabetes Association as the charity benefiting from donations, so people can feel confident they are donating to support people living with diabetes.

Sample Donor Receipt

Provide this receipt for the tax records of your donors who give you cash or checks. Print or photocopy this page and cut each receipt as needed.

DONOR RECEIPT
DATE
DONOR NAME
AMOUNT
SOLICITOR NAME
<i>All donations are fully tax deductible as allowed by law.</i> Thank you for your generous donation!



Sample Deposit Slip

If you mail donation checks to the American Diabetes Association's office, use one of these deposit slips to ensure we credit the amount to your total.

DEPOSIT SLIP
DATE
AMOUNT
YOUR NAME
<i>Should this money be credited to anyone other than yourself? Yes No</i> If so, on the back of this slip, please write the names of those who should receive credit and the amount each one should be credited.



Credit Card Donation Form

Please use this form to collect credit card donations from donors who prefer not to donate online. Place the completed form(s) in your collection envelope to mail to PO Box 25575, 1100 Wythe St. Alexandria, VA 22313



CREDIT CARD DONATION FORM

PARTICIPANT'S INFORMATION:

NAME

CARDHOLDER'S INFORMATION:

FIRST NAME M.I. LAST NAME

STREET NUMBER STREET NAME

CITY STATE ZIP

HOME PHONE WORK PHONE EXT.

AM EX ☐ DISCOVER ☐ MASTERCARD ☐ VISA ☐ CARD NUMBER EXP

CHARGE AMOUNT \$

SIGNATURE



* 0 2 0 4 *

*Make additional copies of these forms as needed.