

Tour de Cure American Diabetes Association®



Fund-Raising Guide

Congratulations and Thank You!

You've registered for Tour de Cure – the American Diabetes Association's (ADA) signature cycling event.

You are joining more than 33,000 participants in 80 cities nationwide who are riding to fight diabetes. Your efforts will go a long way in supporting the ADA's mission: *to prevent and cure diabetes, and to improve the lives of all people affected by diabetes*. The dollars raised through Tour de Cure go toward diabetes research, education, and advocacy.

This guide is designed to help you meet and exceed your fund-raising goal for the Tour de Cure. It will give you important background information on diabetes and the history of the American Diabetes Association, and then lay out simple fund-raising steps for you to follow. In addition, it will give you helpful tips for using our powerful online fund-raising tools through your own customizable Tour Center.

Take advantage of the Tour Web site at diabetes.org/tour. It's chock-full of information about the event and resources you can use. It's also where you'll have access to a personal Web page that makes it easy to solicit funds and monitor your Tour fund-raising account. The diabetes.org/tour site is your source for all the latest news and information about the event, so visit often!

If you haven't already done so, consider forming or joining a team now that you're registered! Teams can create more excitement, help each other with fund raising, and build camaraderie among team members. Your team can be a corporate team, family and friends team, or a club/organizational team. All you need is a captain, four or more riders, and a team name!

If you have any questions, please visit diabetes.org/tour or contact your local Tour de Cure coordinator by calling **1-888-DIABETES**.

See you on the road!

Special Thanks

Tour de Cure could not happen without the incredible support of our corporate sponsors. We appreciate their efforts in the fight against diabetes.

National Sponsors



Why Ride?

Diabetes is the Fastest Growing Disease in America

Nearly 21 million children and adults have diabetes, making it the new American health epidemic of the century. If current trends continue, one out of every three Americans born in the year 2000 will eventually develop diabetes. Whether it happens to you, your family, a friend, or a stranger, diabetes affects all of us. That's why every mile you ride and every dollar you raise is so important. Here are some important facts about the two major types of diabetes, and how to tell if you or someone you know might be at risk.

What's your Type?™

Type 1:

Where it comes from: The body's failure to produce insulin; type 1 diabetes is usually diagnosed in children and young adults.

Who it affects: 5-10% of all people with diabetes, approximately 1 million Americans.

What you need to know: This form of diabetes is not preventable and has no cure.

Type 2:

Where it comes from: The body's resistance to insulin.

Who it affects: 90-95% of all people with diabetes; people who are at increased risk, including those overweight and over the age of 45, African Americans, Hispanics/Latinos, Native Americans, Asian Americans or Pacific Islanders.

What you need to know: In many cases, type 2 diabetes can be prevented or at least delayed through active lifestyle changes.

Top Ten Reasons to Fight Diabetes

- Nearly one in ten American adults now has diabetes.
- Diabetes is the fifth-leading cause of death by disease in the U.S.
- Diabetes is a chronic disease and has no cure.
- Each year, more than 80,000 people with diabetes undergo amputations.
- Diabetes can cause other serious health problems ranging from stroke, heart disease, and kidney failure.
- The incidence of diabetes has increased by 61 percent since 1990 and continues to rise at an alarming rate.
- Approximately 20.8 million Americans have diabetes — including 6.3 million who don't even know it.
- An additional 54 million people have pre-diabetes, putting them at great risk for developing type 2 diabetes.
- One out of every three Americans born today will eventually develop diabetes if present trends continue.
- More than \$1 in every \$10 spent on health care services in the U.S. is attributable to diabetes. This translates to more than \$132 billion direct and indirect healthcare costs (2002 statistics).

Please visit the American Diabetes Association's Web site at diabetes.org for comprehensive information about diabetes.

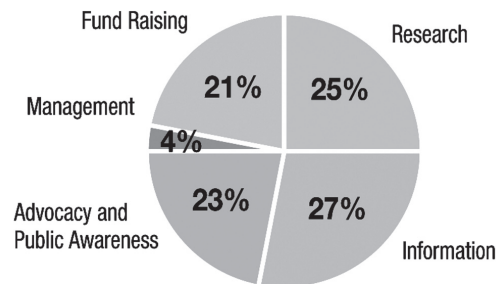
The American Diabetes Association

The American Diabetes Association (ADA) is the nation’s leading nonprofit health organization providing diabetes research, information, and advocacy. Founded in 1940, the American Diabetes Association conducts programs in all 50 states and the District of Columbia, reaching more than 800 communities.

Powered by a network of more than one million volunteers—and a membership representing diabetes patients and their families, physicians, scientists, nurses, dietitians, pharmacists, and educators—ADA’s mission is to prevent and cure diabetes and *to improve the lives of all people affected by diabetes*.

To fulfill this mission, the American Diabetes Association funds research, publishes scientific findings, and provides information and other services to people with diabetes, their families, health professionals, and the public. The Association is also actively involved in advocating for scientific research and for the rights of people with diabetes.

In 2006, the Association allocated \$169 million toward its mission.



ADA holds the Better Business Bureau’s (BBB) Wise Giving Alliance Seal for National Charities. The BBB Wise Giving Alliance evaluates each charity’s governance, fund-raising practices, solicitations and informational materials, as well as how it spends its money. The Alliance’s standards of measurement hold charitable organizations to higher principals than those required by law, thereby making the seal convey a strong and comprehensive confirmation of each organization’s accountability.

The ADA thanks you for participating in Tour de Cure and for your commitment to the fight against diabetes.

Section 1 - Fund Raising

Fund raising can be easy—just follow these simple steps:

Step 1: Set Your Goal

Set a high—but not impossible—goal and tell everyone what it is. They will want to help you succeed.

Step 2: Make a List

Make a list of EVERYONE you know. Everyone includes friends, family, co-workers, neighbors, your hairdresser, local businesses you frequent—don't exclude anyone.

Next, decide how much you will ask each person to give. Donors will give more if you ask them for a specific amount. Aim high: most people are flattered rather than offended if you think they can give more than they can. Remind them that all donations are tax deductible (*see page 11 for donation receipts*).

Don't forget to make a donation to your own fund-raising campaign. This sets the example for your donors to follow and demonstrates how important this cause is to you.

Step 3: Make the Ask

Ask potential donors to sponsor you using the **what-how-why-now** process:

- **WHAT** – Tell the potential donor what you are doing. In this case, you're riding and raising money for diabetes research, education, and advocacy.
- **HOW** – Tell the potential donor how this is going to help. Refer to the information about ADA.
- **WHY** – Tell the potential donor why doing this is important to you.
- **NOW** – Ask the potential donor to join you right now in the fight against diabetes by making a contribution of (fill in the blank) dollars. Remember to ask for a specific amount.

Then stop! Once you've asked for the money, don't continue explaining anything. Let the potential donor think about it and answer.

There are several methods you can use to ask for donations:

Go Online

You can use your online Tour Center to personalize a Web page and URL, send e-mails, and collect donations within minutes! This is the fastest and easiest way to do your fund raising and have more time to ride. You'll find a quick guide to online fund raising on page 8.

Ask Face-to-Face or by Telephone

Making an in-person solicitation is best when you know the potential donor well and/or you are asking for a high dollar amount.

Section 1 - Fund Raising *(cont.)*

Send a Letter

Use our sample fund-raising letter or write your own. Here are a few things to remember:

- o Personalize it. Nothing is worse than getting a letter that begins, "Dear Friend."
- o Hand address the envelope. Printed mailing labels say, "Don't open me! Mass mailing here!"
- o Let the recipient know how to donate – whether it is online or by sending a check.
- o Include a stamped return envelope already addressed to you, and/or include the Web site address: diabetes.org/tour. Make it as easy as possible for your supporters to donate.
- o Include a deadline in your letter. Don't let your donors procrastinate.

Be Persistent

There's one major reason why most potential donors have not yet sent in a contribution: they forgot. More than likely they want to support you but have simply been busy and appreciate a reminder.

Getting Past "No"

Experienced fund-raisers know that "no" is an unavoidable word. Some people on your donor list will, for any number of reasons, decline to make a contribution. If you ask enough people you'll get "no" as well as "yes" so just keep asking!

Sometimes in fund raising, "no" really means "not now" or "not that much." Some potential donors might reconsider a gift another time or in a different amount.

STEP 4: Collect your donations and submit them to ADA

If possible, get your donors' checks when they agree to sponsor you.

When you receive checks:

- Remind donors that their gifts are tax-deductible and that their canceled check should be kept as proof. The American Diabetes Association will send a tax receipt for any donation of \$250 or more by mail. All online donors will receive a tax receipt by e-mail.
- Keep a list of donations for yourself. Then complete one of the deposit slips (*see page 11*) and send it to our office with your collected donations.
- As your event date approaches, put the checks in your collection envelope and bring it with you to the Tour de Cure.
- If donors give you cash, be sure to give them a receipt (*see page 11*).
- Use the form on page 12 to accept donations by credit card, or direct donors to your Web page for secure online gifts.
- When submitting your money to the ADA, please consider writing a check in place of enclosing cash or coins.

The American Diabetes Association is a 501(c)(3) public charity: Tax-ID #13-1623888.

HOT TIP

Always ask your donors if their employers have matching gift programs. Your donors can double their contribution!

Section 1 - Fund Raising *(cont.)*

STEP 5 Thank Your Donors

Your friend, co-worker, or neighbor just parted with some hard-earned money to support a cause you care about. **Always** thank your donors promptly for their contribution with a thank you note.

Additional things you can do to show your appreciation:

- Send occasional updates to your donors to let them know how your training and fund raising are going.
- Invite your donors to the Tour to cheer you on at a rest stop or at the finish line.
- After the event, send your donors a letter to let them know how much you raised and how your ride went. You could include a photo of you with your bike.

HOT TIP

Contact your local ADA for free supplies: brochures, posters, pin-ups, and whatever else you may need. Our local staff is here to support you!

Creative “FUNd-raising” ideas:

- o Sell Tour de Cure Pin-ups and hang them around the office
- o Put brochures on your desk
- o Hang your Tour jersey or T-shirt on the wall and allow people to sign it for a small fee
- o Hang posters in your office break room, community center, or place of worship
- o Auction office perks like a front row parking space or lunch with the CEO
- o Get permission to offer dress down days for \$5
- o Get a 1% cash back bonus from the annual amount you spend at local businesses
- o Trade favors with neighbors—take extra carpool duty for a donation
- o Hold a fund-raising party to ask friends and neighbors to support you. Show the Tour video and talk about your involvement. Have a barbeque, spaghetti dinner, or a fun theme!

HOW TO RAISE \$400 IN ONE WEEK

DAY 1: Begin by putting in your own contribution of \$25.

DAY 2: Ask three members of your family to sponsor you for \$25 each.

DAY 3: Ask your employer to contribute \$50 (and ask about matching funds).

DAY 4: Ask three friends to contribute \$25 each.

DAY 5: Ask five co-workers to sponsor you for \$10 each.

DAY 6: Ask five neighbors to contribute \$10 each.

DAY 7: Ask three businesses you frequent for a contribution of \$25 each (your dry cleaner, grocery, doctor, hair stylist or favorite restaurant, etc.)

Congratulations, you’ve raised \$400!

STEP 6 Enjoy Our Fund-Raising Incentives

All registered participants who raise the minimum fund-raising amount of \$150 will receive a commemorative T-shirt on the day of the event. Those who reach higher fund-raising levels earn their choice of exciting thank you gifts including cycling gear, popular electronics, and our exclusive Tour de Cure jerseys and apparel.

View the list of gifts enclosed and also on diabetes.org/tour.

Section 2 - Forming a Team

Teaming up with co-workers, friends, and family members makes participating in Tour de Cure more enjoyable! As a Team, you can make an even bigger difference: raise more funds, get a workout together, and spend time with others for a great cause!

All you need is a Team Captain, at least four other riders (for a total of five Team members), and a Team name! Create a Friends/Family Team, a Corporate Team, a Club/Organization Team, or join one of our National Teams.

Team Fund Raising

Teams often incorporate both traditional and innovative approaches to fund raising. Along with online fund raising and letter writing campaigns, they hold popular neighborhood and community events such as bingo, car washes, rummage sales, and bake sales. Many Teams create a catchy name and design their own jerseys, T-shirts, and posters. They are proud to participate together in support of their colleagues and loved ones with diabetes.

How to Become a Team Captain

- o Register yourself at diabetes.org/tour by selecting "Create a Team." The first person that registers a new Team online is automatically the Team Captain.
- o Choose a Team name and inform your Teammates what it is.
- o Have your Teammates register themselves by choosing "Join a Team" and selecting your Team name.
- o Set goals and work together to make your Tour de Cure experience something incredible!
- o If you have already registered as an individual and wish to become a Team Captain, please send an e-mail message to touradmin@diabetes.org and include your name, event, and Team name. We will help you get started!

Create a Web Page for Your Team

Each Team Captain can create a Team Web page to track their Team roster and fund-raising progress. Log in, choose "My Tour Center," click on "Team Progress" and follow the prompts. Enter a message about your Team, upload a photo, and you're ready to go!

Diabetes Dollars

The Diabetes Dollars program is great news for Team Captains. For every NEW rider you recruit to your team, we'll credit you with 25 Diabetes Dollars towards an exciting thank you gift. To get the credit, both you and the new rider must raise and turn in (at least) the minimum fund-raising amount two weeks before the day of the Tour. There is no limit to the Diabetes Dollars you can earn!

Section 3 - Online Fund Raising

Features of Online Fund Raising

- Set up and personalize your own individual and/or Team Web page
- Invite your friends, family, and co-workers to learn about Tour de Cure
- E-mail your Web page link to potential donors so they can make a secure online donation
- Watch your thermometer grow as you reach your goal!

Getting Started:

How do I log in to my Tour Center?

- Go to *diabetes.org/tour*
- Log in with your username and password (after you registered, you should have received a confirmation e-mail which included this information)
- You will then be directed to the main page of your personal Tour Center

HOT TIP

Studies have shown that people tend to give more when they give online rather than writing a check. Make sure you provide this option in your written letters too!

How do I personalize my Web page?

- Click on the "Personal Page" icon
- Select "Click here to open personal page for editing"
- You can upload a photo, edit the text that appears on your personal page, change the style and layout of your Web page, etc.
- When you are finished, be sure to click "Save my changes" at the top of the page

How do I send e-mails out?

- Click the "E-mail" icon
- Select the e-mail message you want to send out
- Add recipients from your address book
- Click "Send"

How can I view my progress?

- Click on the "My Progress" icon
- You will see your donations in the Gift History box

For more information, please download the detailed "Step-by-Step Online Fund-Raising Guide" on the *diabetes.org/tour* Web Site.

Online questions?

E-mail: touradmin@diabetes.org

Call: 1-888-DIABETES

Sample Fund-Raising Letter

Dear *[potential donor's name]*,

This June I'm going to do something I've never done before. I'm going to ride my bike 60 miles in one day as part of the American Diabetes Association's Tour de Cure. This is a huge step for me, since I've never gone even half that distance before. But participating in this ride is important to me.

With funds raised by this event, the American Diabetes Association will be able to support more research to find a cure and provide more education on how to prevent diabetes or live better with diabetes. I'm amazed when I think of the number of people in our country who have diabetes—more than 20 million! And the sad part of that statistic is that about a third of those people don't even know they have it.

I'm participating in Tour de Cure because the more I've learned about diabetes, the more I've felt that it is important to get involved. This is one way that I can help. I've accepted the challenge to get in shape and go the 60 mile distance in addition to raising funds for the American Diabetes Association.

I'm writing to you because I'd like you to join me in the fight against diabetes – not as a rider, but as one of my sponsors. I've set a personal goal of raising \$1,000. Would you please consider supporting my efforts and the vital work of the American Diabetes Association with a gift of \$50? Your contribution is tax deductible and will help the Association continue to lead the fight.

I've enclosed an envelope for you to send your tax-deductible contribution to me, or you can go online to diabetes.org/tour to make a contribution with a credit card.


Thanks so much for your help. Together we'll make a huge difference in the lives of people affected by diabetes.

Sincerely,

[Your name]

P.S. The deadline for me to turn in donations is *[date]*. The sooner I can collect contributions, the sooner the American Diabetes Association can put that money to work.

Sample Potential Donor List

Tour Donor List						
Donor Information	Face to Face	Letter/ E-mail	Telephone	Asked Amount	Received Gift	Thank You Sent
Name <i>Jane Doe-nor</i> E-mail <i>Jane@Big-Giver.com</i> Telephone <i>(800) 342-2383</i> Address <i>123 Main St. Anywhere, US 12345</i>		X		\$100		
Name E-mail Telephone Address						



Sponsor Form

Name _____
 E-mail _____
 Address _____
 City _____ State _____ Zip _____
 Home Phone _____ Evening Phone _____


MY FUND-RAISING GOAL IS \$ _____

Sponsor Name / Address	Amount Pledged	Amount Collected
1. _____		
2. _____		
3. _____		
4. _____		
5. _____		
6. _____		
7. _____		
8. _____		
9. _____		
My own donation	\$	\$
TOTAL	\$	\$

The American Diabetes Association is the nation's leading nonprofit health organization providing diabetes research, information, and advocacy.
 Every contribution is tax-deductible to the fullest extent of the law.


****Make additional copies of this form as needed.***

Sample Donor Receipt

DONOR RECEIPT  American Diabetes Association®
Cure • Care • Commitment®


DATE	
DONOR NAME	
AMOUNT	
SOLICITOR NAME	

All donations are fully tax deductible as allowed by law.
Thank you for your generous donation!

DONOR RECEIPT  American Diabetes Association®
Cure • Care • Commitment®


DATE	
DONOR NAME	
AMOUNT	
SOLICITOR NAME	

All donations are fully tax deductible as allowed by law.
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DONOR RECEIPT  American Diabetes Association®
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Thank you for your generous donation!

DONOR RECEIPT  American Diabetes Association®
Cure • Care • Commitment®

DATE	
DONOR NAME	
AMOUNT	
SOLICITOR NAME	

All donations are fully tax deductible as allowed by law.
Thank you for your generous donation!

Sample Deposit Slip

DEPOSIT SLIP  American Diabetes Association®
Cure • Care • Commitment®


DATE _____

AMOUNT _____

YOUR NAME _____

Should this money be credited to anyone other than yourself?
 Yes No

If so, please write on the back of this slip, the names of those who should receive credit and the amount each one should be credited.

DEPOSIT SLIP  American Diabetes Association®
Cure • Care • Commitment®


DATE _____

AMOUNT _____

YOUR NAME _____

Should this money be credited to anyone other than yourself?
 Yes No

If so, please write on the back of this slip, the names of those who should receive credit and the amount each one should be credited.

DEPOSIT SLIP  American Diabetes Association®
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DEPOSIT SLIP  American Diabetes Association®
Cure • Care • Commitment®

DATE _____

AMOUNT _____

YOUR NAME _____

Should this money be credited to anyone other than yourself?
 Yes No

If so, please write on the back of this slip, the names of those who should receive credit and the amount each one should be credited.

***Make additional copies of these forms as needed.**

American Diabetes Association
Tour de Cure 2008

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 *

American Diabetes Association
Tour de Cure 2008

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 *

American Diabetes Association
Tour de Cure 2008

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 *

Thank You Gifts...

...for your Commitment to the Mission of the American Diabetes Association.

RAISE	RECEIVE YOUR CHOICE OF...
\$10,000 +	Tour Deluxe Commemorative Package, Samsung 19" LCD TV, Garmin GPS map, 80-hour TiVo Series2 dual tuner DVR with 1-year subscription and more...
\$5,000 - \$9,999.99	Tour Champions Package 3, Canon digital camera and photo printer, Skil 18V cordless 4 tool combo, Fitness Quest power Pilates gym and more...
\$3,000 - \$4,999.99	Tour Champions Package 2, Swiss Army 30" collapsible wheeled trunk, Sony noise cancelling headphones, Phillips DVD micro home theatre and more...
\$2,100 - \$2,999.99	Tour Champions Package 1, Saris Bones 3 bike rack, Igloo party cooler, Bushnell sport pack kit and more...
\$1,500 - \$2,099.99	Tour Commemorative Package 2, Sony noise canceling earbuds, Topeak PrepStand Max, RoadPro handy rechargeable 12V emergency system and more...
\$750 - \$1,499.99	Tour Commemorative Package 1, Hammaka hammock, digital photo clock, High Sierra sport duffel and more...
\$500 - \$749.99	Tour Jersey, Hamilton Beach single serve blender with travel lid, iLuv wireless Bluetooth hands-free car kit, CycleOps bike cozy and more...
\$350 - \$499.99	Tour de Cure crewneck sweatshirt, Topeak large Aero Wedge, Jensen portable speaker clock, ADA sweatshirt blanket and more...
\$250 - \$349.99	Tour de Cure Anvil cotton pique knit polo shirt, CamelBak .75L Better Bottle, Tour de Cure Microfiber fashion tote, Topeak Peakini mini pump and more...

To view all items, visit our web site diabetes.org/tour and click on Thank You Gifts. Gifts are not cumulative. Participants will receive redemption certificates following the event.

REGISTER NOW

diabetes.org/tour

Call 1.888.DIABETES



Champions for Diabetes Top Fund-Raisers Club

When you ride in Tour de Cure, you take part in something unique. You join the ranks of some of the most passionate people in the country – people who care about cycling, health and, above all, finding a cure for diabetes.

In order to thank our most outstanding fund-raisers, we have created the Champions for Diabetes Top Fund-Raisers Club. It's our way of showing you what a difference you make in the lives of the 21 million people living with diabetes.

Enjoy these exciting member benefits!

- ◆ Listing on a special Champions for Diabetes Web page
- ◆ E-mail Recognition
- ◆ Tour de Cure Medal corresponding to club level achieved
- ◆ Special on-event recognition (varies by location)
 - Priority service at event check-in
 - Opportunity to lead the ride out
 - On-stage recognition
 - Special rider number for next year's event
 - Invitation to various special events throughout the year
 - Recognition on route signage

*Level based on the current number of people with diabetes: 21 million

www.diabetes.org/tour



Tour de Cure  American
Diabetes
Association®