American Diabetes Association®
Tour de Cure®
FUND-RAISING GUIDE

To learn more, visit: diabetes.org/tour or call 1-888-DIABETES
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 40,000 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. You will find the following resources enclosed:

- **Why Ride?** (Diabetes Facts and Information)  
- **The American Diabetes Association**  
- **Section 1 – Fund-raising**  
- **Section 2 - Forming a Team**  
- **Section 3 - Online Fund-Raising**

**Tools**

- Sample Fund-Raising letter  
- Potential Donor List  
- Sponsor Form  
- Donor Receipt  
- Deposit Slip  
- Credit Card Donation Form

**Thank you Gifts**

**Champions for Diabetes: Top Fund-Raisers Club**

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 to Our National Sponsors**

Tour de Cure could not happen without the incredible support of our corporate sponsors.
Why Ride?

Diabetes is the Fastest Growing Disease in America
Every 20 seconds someone is diagnosed with diabetes.

Nearly 24 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.

**Type 1:**
The body’s failure to produce insulin; type 1 diabetes is usually diagnosed in children and young adults. It affects approximately 1 million Americans, is not preventable and has no cure.

**Type 2:**
The body’s resistance to insulin; type 2 affects 90-95% of all people with diabetes. In many cases, type 2 diabetes can be prevented or at least delayed through active lifestyle changes.

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

Top Ten Reasons to Fight Diabetes

- Diabetes is a chronic disease and has no cure.
- Over 10% of American adults have diabetes.
- Diabetes is the seventh-leading cause of death by disease in the U.S.
- Each year, more than 80,000 people with diabetes undergo amputations.
- Diabetes can cause other serious health problems including 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 23.6 million Americans have diabetes
- An additional 57 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).

Red Riders

The Red Riders are the riders in the Tour de Cure who are living with diabetes: Type 1 or 2 or any other version of diabetes. Red symbolizes the color of blood checked countless times. The word red is also an acronym for Riding to Eliminate Diabetes. Red Riders are the face of the mission of the American Diabetes Association: we celebrate them for managing the disease every day and riding to maintain a healthy lifestyle. If you would like to join or start a Red Riders team, please contact your local office at 1-888-DIABETES. We want to recognize you!
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 fun, simple and quick! Use the one-week method or read Steps 1-6 below for more detailed information.

**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 contribute $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 contribute $10 each.

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

**DAY 7:** Ask three businesses you frequent for a contribution of $25 each (i.e. dry cleaner, hair stylist, doctor, etc.)

Congratulations, you’ve just raised $400!

If you use email, you can ask family, friends, and co-workers all at once.

Creative “FUNd-raising” Ideas

- Sell Tour de Cure Pin-ups and hang them around the office
- Hang your Tour jersey or T-shirt on the wall and allow people to sign it for a small fee
- Auction office perks like a front row parking space or lunch with the CEO
- Get permission to offer dress down days for $5
- Get a 1% cash back bonus from the annual amount you spend at local businesses
- Trade favors with neighbors—take extra carpool duty for a donation
- 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!

Remember the Six Steps of Fund-Raising:

**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 Two:** Make a List

Make a list of EVERYONE you know. Everyone includes friends, family, co-workers, neighbors, old classmates, 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).
Section 1 - Fund-Raising (cont.)

Step Two: Make a List (cont.)
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 Three: Make the Ask and Ask Big!
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 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:

- **Online**: Use your Tour Center to personalize your page, 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.

- **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.

- **Send a Letter**: Use our sample fund-raising letter or write your own. Remember:
  - Personalize it. Nothing is worse that getting a letter that begins, “Dear Friend.”
  - Hand address the envelope. Printed mailing labels say, “Don’t open me! Mass mailing here!”
  - Let the recipient know how to donate, whether it is online or by sending a check.
  - 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.
  - 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 “no” really means “not now” or “not that much.” Some potential donors might reconsider a gift another time or in a different amount.
Section 1 - Fund-Raising (cont.)

Step 4: Collect Your Donations and Submit them to ADA
If possible, get your donors’ money at the same time they agree to sponsor you.
• Keep a list of donations received for yourself. Then complete one of the deposit slips (see page 11) and send it to our office with your collected donations, or put them 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). Please consider writing a check in place of enclosing cash when submitting your money to the ADA.
• Use the form on page 12 to accept donations by credit card, or direct donors to your Web page for secure online gifts.
• Remind donors that their gifts are tax-deductible and that their canceled check should be kept as proof. The ADA will send a tax receipt for any donation of $250 or more by mail. Online donors will receive a tax receipt by e-mail.
• The American Diabetes Association is a 501(c)(3) public charity. Tax-ID #13-1623888.

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.

Step 6: Select Your Thank You Gift
All registered participants who raise the minimum fund-raising amount 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. After the event you’ll receive a redemption certificate you can use to select and order your gift. View the list of gifts enclosed on page 13 and also at 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, two or more other riders and a Team name! Create a Friends/Family Team, a Corporate Team, a Club/Organization Team, or join one of our National Teams.

How to Become a Team Captain
• 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.
• Choose a Team name and inform your Teammates what it is.
• Have your Teammates register themselves by choosing “Join a Team” and selecting your Team name.
• Set goals and work together to make your Tour de Cure experience something incredible!
• 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
We encourage you to take advantage of our user-friendly online fundraising tools to help you raise funds and exceed your goals! You don’t have to be a computer expert. This quick guide makes it easy to get started. After you LOG IN at diabetes.org/tour with your username and password, go to your “Tour Center.”

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!

Please use the step-by-step quick guide on the next page to get started.
### Online Fund-Raising: A Quick Guide

**1. Create a Personal Web Address (URL)**

Create a personalized Web address for your fund-raising page (and your team’s if you are a team captain). Example: [http://main.diabetes.org/goto/JohnsTour-2009](http://main.diabetes.org/goto/JohnsTour-2009)

Update your personal fund-raising goal.
- Enter a new goal in the My Campaign box.
- Click Update Fundraising Goal.

Set your sights high! Choose a goal that will motivate you and your donors!

**2. Design the Look of Your Personal Page**

- In step 1a, choose a layout template from the pull-down menu.
- In step 1b, choose a style. When you choose a style, you are selecting the font size, the font type, font color and paragraph format that go with that style.
- In step 2, click on **Click here to open this page for editing**. Now you can enter your own text and upload a photo below.
- Be sure to click **Save** as you go!

**3. Upload Contacts To Your Address Book**

Import Contacts – upload an existing address book from AOL, Outlook, Yahoo! or a generic CSV file by following the four-step process. Be careful to upload only the addresses you want, as you can only delete them one at a time later on—a time-consuming process!

Add Contacts Individually – manually enter name and e-mail address information. Enter up to 10 contacts at a time, and then click **Save** or **Save and Continue Adding**.

**4. Send Email to Your Friends and Family**

Click on a Suggested Message to compose an e-mail with a link to your personal page.
- Send e-mails quickly by inserting address book contacts (click on them in the yellow **Your Address Book** box and click **Add Recipients**).
- Customize your Subject line and body text, or leave the template text in place.
- Be sure to click **Save** every ten minutes so your work is not lost.
- When you’re done composing, click **Send**!

**5. Find Out Who Has Donated**

Keep track of everyone related to your fund-raising campaign—donors, contacts in your address book, teammates and any others you e-mailed.

This table allows you to sort donors and teammates from this year’s campaign, as well as last year’s if you maintained your login information. By using the **Show Contacts Who Filter**, sort the table in a variety of ways, and click **Send Email to All** to select and send an e-mail to everyone currently showing on the list.

**6. Enter Cash and Check Donations Online**

Enter gifts received offline (so they show in your progress thermometer).
- Offline gifts (checks and cash) that you turn into the ADA will not show up on your thermometer. Instead you enter them yourself by clicking on **Enter Gifts Received Offline**.

See your Gift History and donations over time.

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**NOTE:** Cash or checks submitted directly to the ADA will not show up on your Web page unless entered manually. When you collect cash or check donations (often called “offline donations”) you can add them to your online fund-raising page as follows:

1. LOG IN at diabetes.org/tour, click “Go to your Tour Center” in the upper right hand corner and choose your event.
2. Click the My Progress icon.
3. In the Gift Summary box, click the link that says “Enter Gifts Received Offline”
4. Enter the donation information and click “Save” or “Save and Add Another”

These donations will then appear in your fund-raising total and thermometer.
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 23 million!

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.

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Sample Potential Donor List

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<tr>
<th>Tour Donor List</th>
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<th>Telephone</th>
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<th>Received Gift</th>
<th>Thank You Sent</th>
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<tr>
<td>Name</td>
<td>Jane Doe-nor</td>
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<tr>
<td>E-mail</td>
<td><a href="mailto:Jane@Big-Giver.com">Jane@Big-Giver.com</a></td>
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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!
Sponsor Form

Name

E-mail

Address

City State Zip

Home Phone Evening Phone

MY FUND-RAISING GOAL IS $ \\

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<th>Sponsor Name / Address</th>
<th>Amount Pledged</th>
<th>Amount Collected</th>
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</table>

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.  
| 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.  
| 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.*
Tour de Cure 2009
CREDIT CARD DONATION FORM

PARTICIPANT'S INFORMATION:
NAME

CARDHOLDER'S INFORMATION:
FIRST NAME
M.I.
LAST NAME
STREET NAME
STREET NUMBER
CITY
STATE
ZIP
HOME PHONE
WORK PHONE
AM EX
DISCOVER
MASTERCARD
VISA
CARD NUMBER
EXP
CHARGE AMOUNT
$0.00
SIGNATURE

Tour de Cure Fund-Raising Guide | 12
Thank You Gifts...
...for your Commitment to the Mission of the American Diabetes Association.

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<th>RECEIVE YOUR CHOICE OF…</th>
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<tr>
<td></td>
<td>sling, Topeak Pocket Rocket M8 mini pump, Tour de Cure Ultra-sport binocular and more…</td>
</tr>
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</table>

• 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.

diabetes.org/tour
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 24 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)
  o Priority service at event check-in
  o Opportunity to lead the ride out
  o On-stage recognition
  o Special rider number for next year’s event
  o Invitation to various special events throughout the year
  o Recognition on route signage

*Level based on the current approximate number of people with diabetes: 24 million

www.diabetes.org/tour