



# Team Diabetes Participant Fundraising Manual



January 2012

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## Introduction

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As a member of Team Diabetes Canada, you have made a personal commitment to train and prepare yourself for your big event. You've also made a commitment to raising money to help the Canadian Diabetes Association in its fight against diabetes. While this can appear challenging, with some planning it can be a lot of fun and give you a sense of satisfaction and achievement!

In its most simplest of terms, think of Team Diabetes as an hourglass. The first half put a concentration of effort into fundraising and the second half into training. A slow shift over will bring you success. Expect to spend 5 - 8 hours in fundraising per week at the beginning with that diminishing over time and start increasing your time for training.

This manual has a number of ideas, tips and guidelines to help you reach your fundraising goals. The Appendix has a number of samples for you to get inspiration from including how to raise \$1,000 in 10 days to kick start your campaign!

## Important Guidelines

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As you will see in this manual, the possibilities for fundraising are limitless! However, with any fundraising activities, certain guidelines must be considered. Please find following a few things we would like you to keep in mind while implementing your fundraising plan. Should you have any questions about this information, please contact Team Diabetes at 1-800-226-8464.

### 1. Corporate Donations

If you live in a small community and are planning to approach corporations for donations, please contact your local Canadian Diabetes Association office first. The local offices do fundraising as well and you will want to compare your list to theirs to ensure you aren't approaching the same companies at the same time. They can also be a great resource for information and may also have posters or banners you can borrow for an event!

### 2. Door-To-Door Campaigns

Due to the Canadian Diabetes Association's existing door-to-door campaign in some communities, solicitation of residential households is not recommended. This prevents residents from being approached multiple times by different people asking for CDA related donations. Contact your area coordinator for more information.

### 3. Applying for Donations

We cannot solicit or apply for donations on a participant's behalf. Please provide your donors with your personalized letter of support should they require one (sent with your welcome package e-mail).

### 4. Games of Chance

Rules regarding games of chance differ from province to province so you will need to check with the appropriate governing body in your area. Should a license be required, we cannot apply for one on your behalf. If you are holding an event, silent auctions do not require a license and are a great way to generate extra donations! Most items donated to your auction are eligible for a gift-in-kind receipt, however, due to recent changes to CRA guidelines, gift certificates are no longer eligible. In order to provide one, the CDA requires an invoice showing a zero balance from your donor that includes the business name, address and description of the item (including value). Please contact the Team Diabetes coordinator for your area for more details.

### 5. Household Tax Receipts

Due to government regulations, donations made by your spouse or common law partner are not eligible for a tax receipt since the tax credit is transferable to you and you are already receiving benefits as a result of your Team Diabetes participation.

### 6. Use of Funds

You may be asked by a donor how their donation will be used. The CDA has multiple fundraising initiatives and programs we implement to support our four pillars: Research, Education, Advocacy and Services. As such, individual donations are not earmarked towards specific initiatives or expenses; rather, they are pooled and allocated as needed. The Annual Report is an excellent resource to direct them to and can be found on the CDA web site at: [www.diabetes.ca/about-us/what/accountability](http://www.diabetes.ca/about-us/what/accountability). Should they have further questions, please contact the Team Diabetes coordinator for your area.

## How to be a Successful Fundraiser

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Your local Team Diabetes Canada staff person will be happy to work with you to help achieve your personal fundraising goals. We can help you develop your personal fundraising plan, offer ideas, suggestions and encouragement to help you not only achieve your fundraising goals but exceed them. Here are some important guidelines:

### 1. **Just Ask!**

While “Nike’s” slogan is, “Just Do It!,” the fundraising slogan for Team Diabetes Canada is, “JUST ASK!” Ask everyone you know. Raising money to conquer diabetes is a very worthwhile undertaking and one that should give you a great deal of pride. The generosity of your family, friends and acquaintances will amaze you. There is an old fundraising axiom that states, “people give to people.” People will give because you ask - because they believe in you, want to support you in achieving your personal challenge and trust you!

### 2. **Believe** in yourself. **Share** your knowledge about the work and progress of the Canadian Diabetes Association. **Ask** people to support you in your effort to help conquer diabetes.

### 3. **Tell your story!**

Explain to your donors the way in which diabetes has touched your life and why you have made the commitment to Team Diabetes Canada.

### 4. **Develop your fundraising plan.**

This is an essential tool to helping you achieve the fundraising goals and should be completed as soon as you have registered. Once complete, set up an appointment with you local Team Diabetes Canada staff person to review the plan.

### 5. **Set small, feasible fundraising deadlines.**

Incorporate these deadlines into your plan and regularly review your plan and evaluate how it is working. When necessary, set a time to review your fundraising progress with your local Team Diabetes Canada staff person.

### 6. **Schedule your plan to meet the Team Diabetes Canada fundraising deadlines.**

These deadlines are designed to assist you and provide you with a solid framework for your fundraising strategy. Remember, start your fundraising as soon as you register to give you more time to reach these goals. Use the generic calendar found in the appendices to set specific dates for your fundraising activities.

### 7. **Do not schedule any major events within two months of your selected marathon.**

If you are depending on an event to raise a significant portion of your fund raising target, it should be scheduled early in your campaign.

### 8. **Plan to exceed your minimum fundraising goal.**

By developing your plan this way, any shortfalls will not affect your ability to reach your fundraising goal. Share your fundraising goal with everyone you ask for a donation.

### 9. **Consider your strengths.**

Focus on your strengths and develop your fundraising plan accordingly. If you are not comfortable approaching local businesses and corporations, then focus on individual requests.

## ***How to Be a Successful Fundraiser cont.***

### **10. Send your donations to the Canadian Diabetes Association as you receive them.**

Your donors will receive their tax receipts in a timely fashion and we will be able to monitor your progress toward your fundraising goals. Encourage your donors to donate on-line as tax receipts are issued automatically using this method and the total shows on your campaign immediately!

### **11. Develop an understanding of the devastation caused by diabetes.**

Feel free to ask us if you require information about diabetes and its effects on your community.

### **12. Communicate the successes.**

Emphasize how your efforts are supporting the important programs and services provided by the Canadian Diabetes Association. Highlight our efforts in fighting diabetes and in improving the quality of life for individuals and their families.

### **13. Share your conviction.**

Tell your potential donors that every gift that you secure will make a difference in the battle against diabetes – no matter how small.

### **14. Make a commitment.**

Commit to asking everyone - friends, family and co-workers - to join you in supporting the work of the Canadian Diabetes Association.

### **15. “Thank” your donors.**

It is important to express your gratitude in a heartfelt and timely fashion. Donors will appreciate the importance of their support and will be more likely to donate a second time. Share your personal success after the event.

### **16. Start Early!**

As one participant from Manitoba stated “Start early! No matter where you are going – the last \$1,000 is really hard. To be physically ready but have to cancel your marathon because you haven’t reached that fundraising goal is absolutely heartbreaking.”

# Strategies to Raise Money

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## Overview

There are three basic strategies to raise money, each of which will be covered, in detail, in the following sections.

### 1. Personal Appeals

Personal appeals are direct request for support to individuals, clubs, organizations, businesses, and corporations. There are five key steps to implementing an appeal:

- Step One: Identify your prospects
- Step Two: Select your approach
- Step Three: Select the style and format of the written appeal
- Step Four: Suggest the level of giving
- Step Five: Follow up

### 2. Special Events/Other Activities

These can be conducted alone or with the support of a group. Never be afraid to ask for help with organizing or running your event. This will reduce your workload, enabling you to free up time to implement your other fundraising initiatives!

### 3. Community Relations

The more people who know about your participation in Team Diabetes the better and there are a few ways you can inform your community what you are up to.

- Media
- Speaker's Tour (local service clubs, etc.)
- Get local politicians involved

# Strategies to Raise Money

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## Personal Appeals

The personal appeal is the most efficient and effective way to raise money. It is targeted, direct, and easy. The following steps are designed to assist you.

### Step One: Identify Your Prospects

Think Big! During your life, you have probably made acquaintances with lots of people. In developing your prospect list, think first in terms of groupings of people, not individuals. Review the following groups of people and then identify individuals you know in each.

- **Family and Relatives**

Immediate family, aunts, uncles, cousins, nieces & nephews. People close to you will both admire and support your efforts.

- **Friends and Social Circle**

Pull out the Holiday card list you have of your current circle of friends. Remember ... “friends give to friends”. Don’t forget your parent’s friends and acquaintances.

- **Work Associates**

Do not stop at your current position: think about the acquaintances you have made along the way, include individuals from other companies that you deal with in business. Consider approaching members of your professional association, especially if those peers work with people living with diabetes. A Team Diabetes Canada participant from Alberta is a Podiatrist and she approached her peers across Canada and asked them to support her in meeting her goal.

- **Companies and Corporations**

Direct company/corporate gifts can be a valuable source for larger contributions.

**Remember:** *If you are planning to approach corporations in your community for donations, please contact your local Canadian Diabetes Association office first. The local office does fundraising as well and you will want to compare your list to theirs to ensure you aren’t approaching the same companies at the same time.*

- **Your E-mail circle**

In these busy days most of us belong to at least one or more e-mail circles. Send your letter request and remember to attach your pledge sheet. This is a quick, convenient and inexpensive way to reach a large number of people effectively. Where appropriate, ask friends to forward your request on to people they think may be interested in making a contribution.

- **Create a Website**

Several participants have created websites that share their progress with donors and prospects. Visit <http://www.perrymonaco.com> for a sample of a well designed website.



## ***Strategies to Raise Money: Personal Appeals cont.***

- **Clubs and Organizations**

Individuals in clubs and organizations that you belong to are a solid source of potential donors (e.g., social clubs, service organizations, country clubs, etc.)

- **Neighbours**

People in your neighbourhood. When they see you out training every day, they will know you are serious!

- **School Acquaintances**

High school and university/college. Even if you have lost contact, do not underestimate the generosity of an “old” friend. A high school and/or university/college alumni directory is an excellent source of names.

- **Church/Synagogue**

Saturday/Sunday acquaintances. These people can be very generous.

- **Community Businesses**

Places where you spend money regularly (e.g., coffee shop, grocery and drug stores, corner deli, doctors, dentists, hair salon, etc.)

- **Anyone who you’ve supported in the past!**

We’ve all bought many chocolate bars and boxes of cookies, or supported our friends on their walk-a-thons, bike-a-thons, etc. Why not ask all those you’ve donated to in the past to return the favour?

- **Alumni Associations**

High School, College/University. Most alumni associations have newsletters where you can share your story and ask for support.

This should help you get thinking in the right direction. **Quantity** is important. The more prospects you ask - the more donations you will receive towards your campaign!

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***HELPFUL HINT:*** Use the fundraising planning form found in the Appendix to help you develop your personal prospect list.

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## ***Strategies to Raise Money: Personal Appeals cont.***

### **Step Two: Select Your Approach**

How are you going to share your personal story with the people you are asking for a donation? Select the best way to tell them why you are doing this and why they should support your efforts.

- **Face to Face:** This is the best approach for larger gifts or in situations where the opportunity presents itself.
- **Letter/E-mail:** The most efficient way to reach a large quantity of prospects.
- **Telephone:** Effective as a follow-up to a mail solicitation.

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**HELPFUL HINT:** *The most proven and effective approach for Team Diabetes Canada fundraising is a letter campaign to all prospects, followed by phone calls or if appropriate, personal visits. Special events are great, but don't base your entire campaign on their success.*

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### **Step Three: Select the Style and Format of the Written Appeals**

A writing campaign is the best way to create a solid foundation for your fundraising efforts. The style and format will depend on your audience.

#### **Styles:**

- Serious, hard hitting
- Light, humorous
- Combination of the above

#### **Format:**

**Form Letter** (same letter to every individual)

This is not recommended as it suggests to the prospective donor that they are just another name on your list. If you don't take the time to ask for a donation from them personally, why should they take the time to make a donation to you!

**Personal Letter** (personalized for each individual, prospective donor)

These are the most effective letters and should be used as much as possible. Integrate personal information into your message or as a "P.S." to make it even more personal. Postage paid envelopes may be included with your letter but remember they can take up to two to three weeks to arrive at the national office.

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**HELPFUL HINT:** *Samples of letters that have been successful are included for your use. They are located at the end of this section.*

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## **Strategies to Raise Money: Personal Appeals cont.**

### **Step Four: Suggest the Level of Giving**

It is helpful for donors to know the level of contribution that you would like them to consider. Do not underestimate the donor's willingness to give. It will be easier to reach your fundraising goal if you have some larger gifts in your mix.

Do not be afraid to ask for a donation of \$25 or \$50 for the general audience or \$100 or \$200 if you know that the individual is capable of giving at that level.

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**HELPFUL HINTS:** *Include the donor forms (provided with your participant package) with your personal appeal letters. This will make it easy for them to submit a donation to your campaign.*

*Regardless of which approach you take, you need to emphasize that you need their gift at the time of the "ask" since you have fundraising targets to meet. Suggest a return date for their donation that is within three weeks of when your letter was sent. This is not a "pledge" campaign where donors provide their cheque after you complete the marathon.*

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### **Step Five: Follow Up**

Follow up phone calls can increase your response rate by as much as 20%!

People get busy, set mail aside to answer later and forget they received your appeal. A friendly phone call to explain what you are doing and why can remind someone of a donation they meant to make. It makes a huge difference to your fundraising success.

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**HELPFUL HINT:** *Carry a fundraising letter and donor form with you everywhere you go. As one of our many repeat participants explains "If you see anyone you know, give them the letter. Be persistent. What you are doing is huge both in fundraising and training...people need to know that." You will be more likely to receive significant donations if they are aware of the time, effort and challenge of the commitment you have undertaken.*

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## Strategies to Raise Money

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### Special Events and Other Activities

There are a number of ways to raise money through special events and activities. With any event, be sure to leave yourself plenty of time to plan and do not schedule a major fundraising event within a few months of your departure date.

Some of the following event examples are described in detail in the following section along with other ideas. This list is not intended to be inclusive though, so be creative!

- **Admission Fee or Donation**

Plan a cocktail party, dinner party or other social activity. Great way to reconnect with old friends, meet new people and ask for additional donations in person!

- **Fee for Participation/Registration**

Softball tournament, card tournament, trivial pursuit tournament are a fun alternative.

- **Silent Auction**

Ask businesses in your area to donate items such sports tickets or memorabilia, weekend get-aways, spa packages, dinner certificates etc. People are usually more than generous when bidding on an item they can enjoy for themselves. Plus the companies that make the donation can get a gift-in-kind receipt!

- **Fee for Service**

Got some spare time on your hands? Think of different services you can provide for others including serving a special meal, providing business services, walking your neighbours dog, babysitting for a friend etc.

- **Sale of Items**

Still haven't cleaned out your garage or closet? Garage sales are a great way to get rid of your old stuff and raise money for your campaign. Ask friends and family members if they have anything they would like to donate to your sale too!

Remember that the key to a successful special event is good planning. In planning your event, determine all of the potential fundraising opportunities associated with the event and select the opportunities that represent the greatest potential for dollars.

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**HELPFUL HINT:** Before you plan a major special event, please make sure to contact your local office. They can advise you about event ideas, regulations concerning tax receipts and many other issues. If in doubt, contact the Team Diabetes Canada National Office at 1-800-226-8464.

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# Strategies to Raise Money

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## Sample Events and Other Activities

### 1. Let's Have A Party!

What a great reason to have a party! Why not incorporate a silent auction into your party too. Possible themes include:

- **Gourmet Dinner Party:** Treat your guests to the finest cooking, or the finest your local restaurants have to offer. Three Team Diabetes Canada participants in Manitoba held a community lobster dinner and raised \$6,000.
- **Ethnic Food Sampler:** Let your friends sample the best from Italy, Greece, Mexico, China, etc.
- **Progressive Feast:** Ask your friends to commit to provide one stage of the meal at their homes (e.g., cocktails, hors d'oeuvres, dinner, dessert and night cap).
- **Wine Tasting Party:** Contact your local wine shop to see if they can provide a wine expert. Consider an auction for a bottle of premium wine.
- **Special Holidays or Events:** Take advantage of a special holiday or event. Celebrate St. Patrick's Day or the Stanley Cup Playoffs with a party. One participant had a Super Bowl party and raised \$900.

### 2. Take Your Goal To Work

Your co-workers and company can be a wonderful source of support. Consider forming a fundraising campaign team within your workplace and conduct events throughout your participation. Ask your company's newsletter staff to include a piece on your participation in Team Diabetes Canada. Consider...

- **Company Silent Auction:** Ask co-workers to bring an item or two they have "laying around the house." Set up a silent auction at work and let it run for a day or two.
- **Suppliers/Corporate Contacts:** If it is appropriate for your workplace, approach your corporate contacts/clients or suppliers. A Team Diabetes Canada participant approached each of the main mutual fund companies he worked with for a significant donation and raised his total through only 9 donations.
- **Casual Day:** This is a great promotion for those people who work in a formal, office environment. For a donation, (e.g., \$5 or more) an individual has the "company okay" to dress casually (jeans, no ties, etc.) for a specified day(s).

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**HELPFUL HINT:** Many companies match employee donations. Contact your Human Resources department to find out if your company will match the donations made by you and your co-workers. You could also approach your manager to see if he/she would match donations.

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## **Strategies to Raise Money: Sample Events cont.**

### **3. Auctions**

Auctions can be either silent or live and often both are held together. Try to get one or two big-ticket items like a DVD player, a year's membership to a YMCA, tickets for professional sports teams, etc. If you are doing a live auction, it is better to have just a few items so people don't get bored. Try to find someone who has experience in being an auctioneer. They will be able to help increase the amount paid for items and have the event run smoother.

### **4. Fee for Participation/Registration**

Hold a softball tournament, trivial pursuit tournament, pool tournament, scavenger hunt, etc. and charge each person a fee to enter. Ask a local restaurant or pub if they would host your event and perhaps donate part of the evening's profits to your campaign.

### **5. Fee for Service**

Pick a day when your services are for sale. You could rake leaves, help someone clean out their attic, offer your computer skills, dog walking services, babysitting, catering services, etc. Set "prices" for minimum donations for your range of services. Offer to remove unwanted items found during your cleanup and use them in a garage sale.

### **6. Sell Something**

What do you have that people may want to buy? "One man's junk is another man's treasure!" Consider...

- **Garage Sale:** Team up with neighbors and co-workers and ask all of them to search through attics, basements and garages for unwanted items. Put up lots of posters and signs to advertise your giant garage sale. Ask neighbours and friends to assist you to staff the event. A Team Diabetes Canada mountain bike team raised \$1,600 from a community garage sale.
- **Bake Sale:** Works well at the workplace and at church after a service.
- **Book Sale:** Collect unwanted books from supporters over a period of time and then hold a book sale. This could be done at work or as part of a larger event. Any unsold books could be taken to a used bookstore to sell or donated to a charity shop (thrift store).
- **Baskets:** Put together gift baskets of donated items and sell them for any occasion – birthdays, Valentine's Day, Easter, Christmas etc. They are also great silent auction items!

### **7. Restaurant Contributions**

Restaurants can contribute in many ways. Some will offer their space for you to use for a special event. Others will offer a gift certificate you can use for a silent auction.

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**HELPFUL HINT:** A participant in Alberta approached her local Dominos Pizza for a contribution and they agreed to hold a charity night for her. \$5 from every pizza sold that night was donated to her campaign. Charity nights have raised as much as \$500-600 in a single night.

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## **Strategies to Raise Money: Sample Events cont.**

### **8. Pub Night**

A number of participants have held variations on pub nights. First, find a bar or pub to allow you to use the space for free and possibly even some snacks. See if you can find a few local bands and/or comedians to perform for a minimal fee or even free. Select an entertaining MC to get people in the right mood to have a good time but still be supportive of your cause. Sell tickets for the evening and put up lots of posters. Try to sell as many tickets ahead of time as possible. Have door prizes, a silent auction and coin boxes out on the bar.

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**HELPFUL HINT:** *Team up with other participants from your area. Having two or three people to share the work and ideas is worth it, even if it does mean sharing the profit!*

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### **9. Local Businesses**

During your campaign, make sure to contact local business, especially those small ones in your local neighbourhood. Ask them to donate \$25-\$200 (or whatever they can afford). These small donations can quickly add up to a significant amount of money. This method is especially effective in small communities and larger cities with defined neighbourhoods.

### **10. Store Front Collections**

Ask your local grocery store, coffee shop or bank if you can spend a Saturday asking patrons to support your efforts or be allowed to leave a coin box near the cash register. (Coin boxes can be obtained from your local Canadian Diabetes Association branch office.)

### **11. Create a Fundraising Team**

We all have friends who may not be able to make a donation to our campaign, as much as they would like to. Ask them to join your fundraising team! Find ten friends and ask each to ask ten of their friends to donate \$10 – resulting in \$1,000!

### **12. Club Donations**

Go on the speaking circuit at local clubs and organizations. Contact the local social and service clubs (e.g., Lions, Kiwanis, Elks, Canadian Legion, Jaycees, etc.) and ask them if you can have a few minutes on the meeting agenda. These groups are very responsible and have a treasury set aside just for this type of request. Consider asking a club to “adopt” your campaign. Ask for their help in extending your campaign to the community. Ask if you can return and share your experience after you’ve completed your race.

**The sooner you begin your fundraising the sooner you reach your goal. Our most successful team members concentrate on completing their fundraising early!**

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**IMPORTANT:** *Any game of chance that requires a license from your province or municipality cannot be undertaken by private individuals and the Canadian Diabetes Association is unable to apply for one on your behalf.*

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## Strategies to Raise Money

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### Community Relations

Informing your community of your efforts for Team Diabetes Canada can significantly increase the amount of money you raise but remember you are an ambassador for the Diabetes cause. Always mention why you are participating in Team Diabetes Canada and highlight your personal story.

#### 1. Media

Contact your local radio stations, television stations and newspapers to let them know about your participation in Team Diabetes Canada. Make follow up phone calls.

If you live in larger communities, try targeting the smaller neighbourhood papers in the area you live. These papers will often do an article on your efforts.

We have provided you with a sample press release in the Appendix describing a number of successful past participants so that you can use some of the key messages and facts about Team Diabetes Canada in your story. Also, you will find answers to some basic questions you may be asked during an interview.

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***IMPORTANT:*** Please inform your local staff person or our Team Diabetes Canada National Office of any media contacts, interviews or newspaper articles that you arrange. It is very important that facts are correct and messages are consistent when speaking to the press, and we can assist you. Please also forward any hard copies of articles that are published to your local Team Diabetes contact.

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#### 2. Speaker's Tour

Local service clubs are always looking for speakers to provide programming for their meetings. Contact them and offer to talk about your participation in Team Diabetes Canada. You can then also ask for their support of your campaign. Offer to visit after you complete your marathon and share your race day experiences and thank them for their support.

#### 3. Involve Local Politicians

Contact your local politicians from all levels of government. Invite them to support your campaign and perhaps participate in a fundraising event for you or your team.



## Appendix

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Following are a number of different forms and samples you can use to help you plan your fundraising campaign, draft letters and get started.

### Fundraising Planning Form

My goal is to raise \$\_\_\_\_\_.

#### WRITTEN APPEALS

I have identified \_\_\_\_\_ potential individual contributors.

Dates I will mail my letters \_\_\_\_\_

From individual contributors, I anticipate raising \$\_\_\_\_\_.

I have identified \_\_\_\_\_ potential companies, businesses, clubs and organizations.

Dates I will mail/drop off my letters \_\_\_\_\_

From companies and organizations, I anticipate raising \$\_\_\_\_\_.

TOTAL REVENUE from WRITTEN APPEALS \$\_\_\_\_\_.

#### SPECIAL EVENTS/ACTIVITIES

<u>Name of Special Event/Other Activity</u>	<u>Date(s)</u>	<u>Projected Income</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

TOTAL REVENUE from SPECIAL EVENTS/OTHER ACTIVITIES \$\_\_\_\_\_

**GRAND TOTAL \$**\_\_\_\_\_

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**HELPFUL HINTS:** *Transfer the dates from this planning form to the following calendar. Use this calendar to track your fundraising deadlines, goals and activities.*

*Keep in mind your deadlines as you plan your fundraising campaign. Try to plan your activities to occur early enough in your campaign so that you are easily able to meet each deadline.*

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## Developing a Prospect List

List as many people as possible under each category

### Family and Relatives:

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### School Acquaintances:

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### Friends and Social Circle:

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### Work Associates:

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### Companies/Corporations:

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### Clubs and Organizations:

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### Neighbours:

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### Church/Synagogue:

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### Local Businesses:

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### Anyone Who Owes You A Favour:

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## Prospective Donors

Here's a list of prospective donors we came up with to help you start brainstorming!

- \*Attorney
- \*Banker
- \*Bridge Club
- \*Car Dealer/Mechanic
- \*Children's TEAM Mates' Parents
- \*Christmas Card List
- \*Clients
- \*Co-workers
- \*Dentist
- \*Doctors
- \*Employer – ask if they also have a matching gift program
- \*Eye Doctor
- \*Financial Advisor
- \*Fitness Trainer
- \*Florist
- \*Friends
- \*Golf Partners
- \*Grocery Store Manager
- \*Hair Stylist
- \*Insurance Agent
- Homeowners, Life, Health, Car
- \*Interior Designer
- \*Lawn Service Company
- \*Manicurist
- \*Neighbours
- \*Painter/Wallpaper Hangers
- \*Parent's friends
- \*Pediatrician
- \*Pharmacist
- \*Printer
- \*Professional Association Members
- \*Psychologist
- \*Realtor
- \*Relatives
- \*Relatives' Friends
- \*Running group/partners
- \*Service Organization you belong to
- \*Siblings' Friends
- \*Suppliers for your business
- Ask for an amount per item sold
- \*Travel Agent
- \*Veterinarian

**\*Anyone else you can think of!**

## Sample Letters

Date

Dear \_\_\_\_\_:

When do printers, attorneys, homemakers, nurses, students, bankers, and executives join the same team? When there is an opportunity to help raise funds that are needed to support diabetes research, education and advocacy.

I have joined TEAM DIABETES CANADA – a group of men and women who have made an extraordinary commitment to the Canadian Diabetes Association. I am committed to participate in \_\_\_\_\_ (event) and to raise at least \$\_\_\_\_\_!

Think about what we hope to accomplish. None of us are professional athletes, but we understand and have accepted the discipline, the time and the commitment necessary to be successful. Each member of TEAM DIABETES CANADA has accepted this challenge because we believe that the money raised will help in the fight against diabetes.

Our common goal, to help eliminate diabetes, has brought us together. Now I invite you to join our team and help by supporting my efforts. Complete the enclosed sponsorship form and mail it, along with your cheque, in the enclosed envelope.

\_\_\_\_\_ (event) is a celebration of the human spirit, physical and mental endurance; but for the members of TEAM DIABETES CANADA it is also a celebration of success.

Thank you for helping us to make a difference for the over 9 million Canadians living with diabetes or prediabetes.

Sincerely,

**Name of Team Member**

Date

Dear :

On \_\_\_\_\_ (date), I can predict that my day will be somewhat different from yours. I will be participating in the \_\_\_\_\_ (event) as a member of Team Diabetes Canada.

This is how I see our \_\_\_\_\_ (date) matching up: (Note: This schedule is based upon a marathon schedule, you may need to adapt this to your event).

Time	ME	YOU
4:00 a.m.	Can't sleep.	Can sleep.
5:00 a.m.	Getting dressed while humming the "Rocky" theme.	Still asleep.
6:00 a.m.	Wander hotel hallways looking for other "wound up" athletes.	Asleep: snoring, mouth open and drooling (very pretty!)
7:00 a.m.	Going to the starting line with the team on the quietest bus I have ever been on. We begin to fidget and eye the bathroom in the back, poised to make a break for it.	Asleep: (and being elbowed, I hope).
7:30 a.m.	Heading to the starting line. Last chance for the potty. (This is more competitive than the race!)	Asleep: A pillow has been placed on your head.
8:00 a.m.	The race starts: I place myself in the back near the rookies. I find only a few in the 3,000 participants. Am I in trouble?	Asleep: 2 pillows...
9:00 a.m.	Still fresh: Gee, what beautiful flowers!	Rolling over, smelling the coffee.
10:00 a.m.	Not so fresh: starting to get a little tired and hungry.	Making brunch selections while wiping powdered sugar off your face.
11:00 a.m.	The race was won long ago and mine is just beginning. Feeling fresh is a faded memory. Gee, where am I?	Sorting through the papers... sports, then funnies, circulars, then a brief glance at the front page...priorities.
12:00 p.m.	I can do this, I am doing this for _____, the Canadian Diabetes Association and for me.	Changing into your weekend 'duds' thinking of all the things you don't have to do today.
12:30 p.m.	I did it! There is no immediate burst of explosive glee as I plod across the finish line. I feel an incredible sense of purpose that will grow in the days ahead, once my body starts talking to me civilly again.	Sitting down to watch 1 <sup>st</sup> of 2 baseball games. Remote tightly clutched, food conveyor belt from kitchen is warming up...

Why am I doing this? There are 2000 reasons, and here are 4...

1. The \_\_\_\_\_ event is a challenge to conquer.
2. I want to raise money for diabetes research.

3. Cindy Crawford donated all her proceeds from her bathing suit calendars to charity. Since I don't have a bathing suit calendar – guess I'm running!
4. I look good in pain, soaked in sweat. No, actually it's good for me.

Where do you fit in? You can invest in me and support me in the following ways:

1. Make a donation to the Canadian Diabetes Association (\$25, \$50 or more would be terrific!)
2. Not doing any of the following things EVER! ('OK' – sometimes)
3. Sabotaging my training by offering me beer, fast food, cookies, etc. Not nice!
4. Asking me "Isn't that a lot of work?" Not funny!
5. Asking for photographic proof of me finishing the race. Not pretty!

I hope you will support me in my efforts to help people with diabetes live life without limits.

Please make cheques payable to: Canadian Diabetes Association and mail them in the enclosed postage paid envelope

Sincerely,

Name

Address Line 1

City, Province Postal Code

Phone number

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**HELPFUL HINT:** Whenever possible, keep your letter to one page in length and if it is longer, ensure your main purpose of sending the letter is very clear in the first paragraph!

---

Date

Dear \_\_\_\_\_,

I've been told, "everyday you're supposed to do something that challenges you." I'm living up to that belief by committing to run my first marathon as a member of Team Diabetes Canada in \_\_\_\_\_ on \_\_\_\_\_. By xxxx date, I need to raise \$6,100 for the Canadian Diabetes Association.

I'm nervous! Physically, this will be my greatest challenge to date. By participating in this event, I hope I can encourage others—particularly adolescents—to get active.

Before I understood what diabetes was I had seen its devastating effects first-hand. By the time I was eight, my great aunt Mary had already lost a leg and her vision to type 2 diabetes complications. She died shortly after the amputation of her second leg.

Diabetes is a leading cause of death by disease in Canada. Type 2 diabetes was once an adult-only disease but today, children as young as nine are being diagnosed. In most cases, Type 2 diabetes can be prevented or delayed through lifestyle modifications including diet and exercise.

Although, I have some huge challenges ahead of me, they're minor compared to the day-to-day struggles children and adults living with type 1 and type 2 diabetes face. I'm running to help prevent type 2 and assist find a cure for type 1 diabetes.

I am counting on your support to reach my goal. In return, I will:

- run 900 km during training (the distance from Vancouver to Prince George & back)
- spend over 120 hours training in Vancouver's wet fall and winter weather
- run 42.2 km / 26 miles (with many walking breaks!) at the Rome Marathon
- raise \$6,100 for the Canadian Diabetes Association

A traveler once asked a sage how to find the path to the top of the Himalayas. The sage replied, "take every single step in the direction of the mountain and you'll get there." I will carry those words with me until I cross the finish line in Rome.

Thank you for your help. Tax Receipt will be issued for personal or corporate donations.

Sincerely,

If possible, please send your donation by November 15<sup>th</sup> due to required fundraising deadlines. Thank you!

Insert picture here



**NOTE:** This letter raised \$5,000 in 8 weeks and a total of \$8,200!

Dear Friends and Family:

This is my nephew, Jason Thompson. Jason is four and he has been living with Juvenile Diabetes for a year now. He is insulin dependent, having up to three insulin needles a day. He also has to endure 5 – 7 painful finger pricks each day to test his blood sugar level. I personally don't think a four-year-old child should have to go through this each and every day, for the rest of his life.

I would like to make a difference for Jason by raising money to help find a cure for diabetes. I have registered to be a member of the **Team Diabetes Canada** running team and will be running my **very first** marathon (yes 42-km) in Dublin, Ireland on October 30, 2000. My commitment to the Canadian Diabetes Association is to raise \$5000.00, and I need your support. Could you please find it in your hearts and pocketbooks to support me and donate to this worthwhile cause? Like all charities, your donation is tax deductible, and the Canadian Diabetes Association will issue tax receipts.

**Over 9 million Canadians are affected by diabetes or prediabetes; they are members of our family and friends. Diabetes is one of Canada's leading causes of death by disease. It is estimated in Canada at least 13.2 billion dollars is spent annually on treating people with diabetes and its complications. With your support a cure can be found.**

Attached is a sponsor form. If you would be so kind to fill it out and return it to me as soon as possible. The forms can be sent back to myself, faxed to (xxx) xxx-xxxx, or if you are donating by credit card, e-mail me at my address [xxxxx@xxxx.com](mailto:xxxxx@xxxx.com). Please ensure to have enclosed your address so a tax receipt may be given. I thank you all in advance for your support. I will run hard for you!

Sincerely,

Name



Dear Friends and Family:

**I am one of over nine million people in Canada who have diabetes or prediabetes.** Of the three million with diabetes, only ten percent have Type One diabetes. I was diagnosed with Type One diabetes in 1994 when I was 15.

Every day I test my blood glucose level by pricking my finger six times and inject at least five insulin needles. I count the carbohydrates that I eat, all day and every day. I monitor my activity level and adjust my insulin and carbohydrate intake accordingly. This may sound like a lot of work, but it has become second nature to me. My first thought in the morning is what my blood glucose level is, and how much insulin I will have to inject in order to “cover” the carbohydrates in the breakfast that I am going to grab on my way to work.

Diabetes is a huge part of my life, but it does not control my life. The decisions that I, and the other two million Canadians who have diabetes, make today will affect our health in the future. **Diabetes is a serious disease, with devastating complications. I have to know that the choices in my diabetes management today are paving the road for my health in the future.**

This is why I have decided to participate in Team Diabetes Canada. Team Diabetes Canada is a program through the Canadian Diabetes Association, wherein the participant agrees to raise a *minimum* of \$5500 and runs in a marathon (yes, that would be me running 26 miles...cross your fingers for me!). I have chosen to run the marathon in Dublin, Ireland on October 28, 2002. For more information about Team Diabetes Canada, please check out their website:

[www.diabetes.ca/donations/teamdiabetes/index.html](http://www.diabetes.ca/donations/teamdiabetes/index.html)

My brother has also decided to run for Diabetes in Dublin...**so our family is hoping to raise a minimum of \$11000 for diabetes!!**

**My goal is to raise the minimum \$5500 by July 2002.** I am asking for your help in order to achieve this goal. Know that any amount that you are able to contribute is one step closer to finding a cure for diabetes. Enclosed is a self-addressed postage paid envelope for your contribution. As with all charitable donations, tax receipts will be issued for contributions of \$15 and over.

I will look forward to hearing from you.

**Thank you in advance,**

**Name**

**FORMAL CORPORATE REQUEST LETTER**

Date

Dear \_\_\_\_\_:

On \_\_\_\_\_ (date), I will join many other athletes from various parts of Canada, to participate in \_\_\_\_\_ (event) for a reason much more important than the personal challenge completing the event represents. As members of the Canadian Diabetes Association's, Team Diabetes Canada, we participate to assist the Association in their efforts to help people with diabetes make a change for the better. Today I am asking for your support to help me reach my goal of raising \$\_\_\_\_\_!

**(Insert paragraph sharing your story and how diabetes affects your life)**

Your support for my efforts would be greatly appreciated. \_\_\_\_\_ **(Company name)**'s donation will make a difference in the lives of over 9 million Canadians affected by diabetes or prediabetes. Diabetes is one of Canada's leading causes of death by disease. It is estimated that at least 13.2 billion dollars is spent annually in Canada on treating people with diabetes and its complications. With your support a cure can be found.

The charitable registration number for the Canadian Diabetes Association is 11883 0744 RR0001. All donations \$15.00 and over receive a tax receipt.

Thank you for taking the time to consider my request for a donation in support of my participation in the \_\_\_\_\_ (event). I look forward to hearing from you soon. Please call me at **(phone number)** should there be any questions about the Canadian Diabetes Association's Team Diabetes Canada program.

Sincerely,

Name  
Title

YOU'VE SUCCEEDED! Now tell everyone what it meant to you and thank them for their support!

Dear \_\_\_\_\_,

Well, I did it! I completed the Rome Marathon. At five hours seven minutes and 36 seconds I wasn't the speediest on the course, but given my goal (just to finish), I felt pretty self-satisfied by the end of it!

I am writing to thank you again for your generous sponsorship.

I deliberately approached this event, and my participation in it, as a true volunteer. And from that perspective, it surpassed all of my expectations.

There were moments during the run that were almost surreal. . . the start and finish at the Coliseum, negotiating the cobblestones after the 20<sup>th</sup> mile, the motivating cheers of our Team Diabetes supporters and Romans themselves (by the way, the Romans seem to equate Canada with Montreal), the incredible pain in the last hour or so, and knowing that we were running through streets that Caesar himself built.

It was particularly gratifying to see all of the Team Diabetes participants from both Canada and the United States. Most of us wore our team shirts so we were easily identifiable. Many wore the names or pictures of friends and family in whose memory or honour they were running. It wasn't hard to be motivated in those circumstances.

Now, I may have been ill-advised in planning to sight-see after the marathon. I know we were quite the sight as we hobbled about the Forum and the Coliseum. And the Spanish Steps? Somehow a picture seemed more than adequate for a memory.

Upon reflection, I "signed up" for this event because I thought as a CDA employee I could lead by example. When my training didn't go quite as planned (or in my sister's words, "Training? What training!!?"), I "stayed" with the event because I felt committed to my sponsor (you!) and the cause of diabetes. (Of course, pride, stubbornness and fear of humiliation were equally good motivators). Now, I can say that I will actively "promote" this event because it is inspiring, well-orchestrated and supports a very important cause.

I was overwhelmed with the support I received from all of my sponsors. With your help, I was able to raise over \$8,000 for diabetes research, education, services and advocacy.

So thank you, for your words of encouragement, your belief in me personally and your very generous financial support. I've always believed that each of us can make a difference through our philanthropic efforts. Your contribution really will make a difference for people affected by diabetes.

Name \_\_\_\_\_

## Sample Media Release

FOR IMMEDIATE RELEASE

### COLD LAKE TRIO FINISH MARATHON; RAISE FUNDS FOR DIABETES

(EDMONTON, October 30, 2001) — We've all been told not to run away from problems. But what about running to solve them? That's what motivated Cold Lake's Peter Pelley, Peter Lasouski and his brother Richard to run the Amsterdam International Marathon on October 21. Prior to this marathon, these three friends raised \$ 30,000 for Team Diabetes Canada, a Canadian Diabetes Association initiative that recruits runners to raise funds for diabetes by participating in marathons around the world.

They joined teammates from Red Deer, Edmonton and Calgary as part of a 22-member Canadian team dedicated to raising funds to help the Canadian Diabetes Association in its fight against the disease and demonstrating the benefits of a healthy lifestyle.

"This is my second Team Diabetes marathon and it still is an amazing challenge. And if I can do it, I know that so many others can," says Pelley, 50. "I'm proud that a Canadian team can come together and make an impact for such a worthy cause."

"I know people always say that something is a 'life-changing event', but this really is," adds Pete Lasouski, 38. "It makes you realize that there are no limits – running a marathon is an especially appropriate way to recognize that life's struggles, such as combating a serious disease, can be overcome."

To date, Team Diabetes Canada members have raised more than \$1,200,000 for the Canadian Diabetes Association. Funds raised are allocated to projects such as diabetes services, education, advocacy and research into potential cures, including islet cell transplantation at the University of Alberta, and gene therapy at the University of Calgary.

Team Diabetes participates in several marathons each year including Rio, Reykjavik, Ottawa, Toronto and others across Canada and around the world. More information about Team Diabetes and the Canadian Diabetes Association can be found at [www.teamdiabetes.ca](http://www.teamdiabetes.ca).

More than nine million Canadians have diabetes or prediabetes and this number is expected to increase dramatically as the population ages. Risk factors include being over the age of 45, being overweight and being related to a person with diabetes. Canadians can turn to the Canadian Diabetes Association for answers and help in accessing diabetes resources across the country. The Canadian Diabetes Association's strong network of assistance includes volunteers, employees, health care professionals and partners. The Canadian Diabetes Association – Know who to turn to.

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For more information, please contact:

## How to Raise \$1,000 in Ten Days

<input checked="" type="checkbox"/>	Put in your own \$50 contribution	\$50
<input checked="" type="checkbox"/>	Ask two merchants to donate \$30 each	\$60
<input checked="" type="checkbox"/>	Ask four family members for \$50	\$200
<input checked="" type="checkbox"/>	Ask three friends to donate \$50 each	\$150
<input checked="" type="checkbox"/>	Ask two of your doctors for \$100 each	\$200
<input checked="" type="checkbox"/>	Ask two coworkers for \$20 each	\$40
<input checked="" type="checkbox"/>	Ask three neighbours for \$30 each	\$90
<input checked="" type="checkbox"/>	Ask three church/temple members for \$20	\$60
<input checked="" type="checkbox"/>	Ask another two friends for \$50 each	\$100
<input checked="" type="checkbox"/>	Ask your supervisor for \$50	\$50

**Ten Day Total: \$1,000**