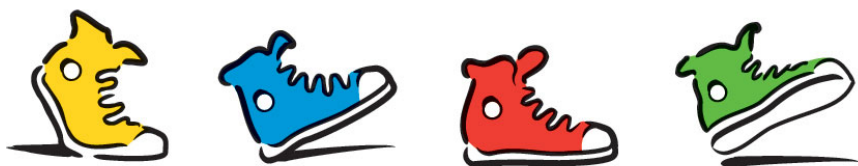


WALK TO CURE DIABETES

TIPS



JUVENILE DIABETES RESEARCH FOUNDATION

1

SET A GOAL!

Walkers = 20%-50% of employee base

Team \$ = # of Walkers X \$100

On average a company can recruit at least 20%-50% of its employee base to walk with each walker raising \$100. Add a corporate sponsorship and a vendor letter-writing campaign and you can meet that goal!

2

Recruit Team Captains

Team Captains = Walker Goal divided by 10

Successful walk teams find it best to recruit one team captain for every 10 walkers. If your goal is 100 walkers, then you would need to recruit 10 Team Captains.

3

Hold A Team Captain Meeting

Offer food and they will come!

Invite JDRF staff to meet with your Team Captains to explain how to recruit walkers and share diabetes facts. It's a great opportunity to share your company's goal, strategy, and incentives.

Register on line at www.jdrf.org and come see our online fundraising features at Walk Central.