DEDICATED TO FINDING THE CURE
Sell a sneaker. Save a life.
JDRF Sneaker Campaign

JDRF is a nonprofit organization founded on and driven by a single goal: to cure, treat and prevent type 1 diabetes (T1D) through the support of research. Since its inception in 1970, JDRF has invested over $1.6 billion into diabetes research, making it the leading charitable funder and advocate of T1D research in the world. More than 80% of JDRF expenditures directly support diabetes research and education, and because of this JDRF annually receives top ranking from independent sources that rate charitable giving.

The Walk to Cure Diabetes

The Walk to Cure Diabetes is JDRF’s largest national fundraising event that takes place in more than 200 locations in the United States and around the world. Each year, over 500,000 people ‘walk to cure diabetes’ in over a dozen countries.

Funds are raised by individual and team walkers who obtain donations from family, friends and neighbors. Funds are also raised through corporate sponsorships and the sale of JDRF paper sneakers at retail outlets. Last year, more than $86 million was raised worldwide for diabetes research and research education through JDRF’s Walk program.

The Sneaker Program

Sneaker sales are one way for retail stores to build excitement about the Walk to Cure Diabetes in their community while raising critical research dollars that can be credited to the company’s walk team total. More than $10 million was raised by National, Regional and Local teams from the sale of paper sneakers during last year’s Walks. At $1 each, the sneakers are signed by the buyer and posted in each sponsor’s store or place of business.

Store clerks ask customers at the point-of-purchase to buy a paper sneaker to help the store support diabetes research. The customer signs his/her name on the sneaker and then the sneakers are displayed throughout the store. The program usually runs four to six weeks.

The promotion is easy and fun for stores to implement. JDRF will supply the sneakers, stickers and buttons for employees to wear. To start the program, display a sneaker for every store employee. Let us know if you would like a JDRF staff member attend a manager or staff meeting and we would be more than happy to accompany you to explain the program.
Baton Rouge Walk to Cure Diabetes

DATE: OCT. 27, 2012
LOCATION: LSU CAMPUS
DISTANCE: 2.5 MILES
REGISTRATION: 9AM

ACTIVITIES: SPACE WALKS + FACE PAINTING
+ ROCK WALL + HAMSTER BALL + DJ

FOOD: ANOTHER BROKEN EGG
+ PICCADILLY + CAPITOL CITY PRODUCE +
BREW BACHER’S GRILL + MORE

FUNDRAISING GOAL: $356,000+

Why Walk?

Each year, hundreds come together to cure T1D. On October 27th, more than 1,800 people will walk to raise money for diabetes research. Join us for a fun and family-friendly event while we raise $356,000 toward finding a cure!

Registration is FREE & you’ll receive a JDRF t-shirt when you raise $100 or more! We’ll have free food & lots of fun activities for the kids, including space walks, rock walls, face painting and more!

What is it? The Walk to Cure Diabetes is a walkathon held in more than 200 locations worldwide throughout the year benefiting JDRF in the search for a cure.

More than nine hundred thousand men, women, and children including those from 5,000 large corporations and local companies along with 3,500 family teams will participate this year.

The Walk raised over $86 million last year for diabetes research. It’s a great way to get fit and have fun and it’s a wonderful opportunity for parents, grandparents, and other caring adults to involve young people in a healthy activity that teaches the values of giving and helping others.

Register today at walk.jdrf.org or visit facebook.com/lajdrf.
So how do I sell a sneaker?

It’s easy!

1) Ask the customer if they would like to donate $1 to JDRF in support of curing type 1 diabetes.

2) Scan the bar code located on the bottom right of the sneaker.

3) Have the customer write his/her name on the sneaker.

4) Thank them for their support!

5) Give the signed sneaker to your manager/supervisor at the end of your shift.

Give $1 to help JDRF find a cure for type 1 diabetes!

Keep on counting!

Consider selling sneakers at different price levels. For example, $1 for yellow, $2 for red, $3 for blue, and $5 for green! Or, have a competition between store locations or employees to see who can sell the most sneakers! Measure each employee’s progress by posting their name on a colored sneaker according to the dollar amount reached (for example, yellow-$25, green-$50, red-$75, blue-$100). When all employees have a blue sneaker with their name on the wall, you’ve reached your goal!

What’s in it for your store & employees

* Customers feel good about supporting a store that gives back to its community.

* The campaign can boost employee morale and give them a sense of accomplishment.

* It’s a natural public relations tool—sneakers are a great visual!

* Diabetes affects one out of every families, and nearly 26 million Americans are affected by this disease.

  Your customers and employees who are affected by diabetes will appreciate your involvement.

* Your company can help find a cure for diabetes at no additional cost to your company.
Why Sell Sneakers for a Cure?

A person living with T1D has to take insulin injections 1 to 4 times per day because they cannot produce insulin. Insulin converts food into energy. They must also test their blood sugar levels 4 to 6 times a day with a finger-prick. Every bit of food has to be weighed and measured for sugar content, carbohydrates, protein and fat. Every minute of exercise has to be estimated against his/her blood sugar levels. Even with careful management diabetes can cause complications such as blindness, amputation, kidney failure, heart attack and stroke.

By asking your customers to donate a dollar and bring awareness with the visual JDRF sneakers you are doing your part to help the estimated 26 million Americans who suffer from diabetes.

Diabetes Facts

* As many as 3 million Americans have T1D
* Each year 15,000 children and 15,000 adults are diagnosed with T1D in the U.S. That translates to 80 people every day.
* Nearly 26 million Americans have diabetes—type 1 and type 2.
* Diabetes kills one American every three minutes and is the sixth leading cause of death reported in the U.S.
* In the U.S., a new case of diabetes is diagnosed every 30 seconds, and more than 1.6 million people are diagnosed each year.

Form a Company Team

1) Register and fundraise online at walk.jdrf.org.
2) Set your goals & identify the Company Coordinator. This could be you!
3) Recruit team captains & hold a team kickoff event.
4) Recruit walkers through company memos & create fundraising incentives.
5) Walk with us in stride on October 27th as you’ve helped move us closer to a cure!
You mean the WORLD to us.

JDRF Partners and their generous employees are making a positive difference in the lives of those with T1D. Partner support continues to help JDRF in its commitment to developing new and better treatments that improve the lives of people with T1D in the near term and keep them healthy while we advance toward a cure.

The generous support of JDRF’s corporate partners and their employees also helps make the JDRF Walk to Cure Diabetes one of the most successful fundraising events in the world. We deeply appreciate the partnerships that enable us to fund diabetes research worldwide. In FY2011, JDRF directed nearly $116 million to fund research, bringing total funding to more than $1.6 billion since inception in 1970. Unlike most non-profits, JDRF can say that more than 80% of funding goes to research and research-related education.

National Sneaker Partners

JDRF’s Sneaker Campaign helps raise millions of dollars for diabetes research by retailers simply selling paper sneakers to their customers when they check out. We are very excited to have the below companies joining our efforts again this year as we set the goal to sell even more sneakers than ever before!

Walgreens
Party City
Advance Auto Parts
Marshalls
Guidelines for Use of JDRF Sneakers

External

Thank you for volunteering to help JDRF sell our famous scan-able sneakers! We value your time and dedication to our organization’s mission. Your fundraising efforts, and the dollars raised by selling these sneakers, are critical to funding our ongoing type 1 diabetes research.

As part of your commitment to supporting JDRF, we ask for your help in ensuring that the JDRF brand maintains its strong reputation and is not misrepresented in the community. These sneakers are not just fundraising tools, but also marketing tools – and we ask that you keep this in mind when considering your placement of, and activities around, the sneakers and our brand.

Thank you again for your continuous support, protection and enhancement of JDRF’s brand and mission!

Internal

First and foremost, thank you for your support! We value each and every person that chooses to join us in our mission. One key driver behind JDRF’s continued success is that we maintain the integrity of our organization by building relationships – with individuals and companies alike – that protect and enhance our brand.

We urge you to consider this when posting, distributing and/or selling these paper sneakers. As a general rule, please use your best judgment to determine the appropriateness for each awareness or fundraising opportunity associated with the sneaker and, ultimately, with our brand. We are counting on you to help us bolster our positive image in the marketplace so we can continue to achieve our goal of raising money and awareness to fund diabetes research.
Sneaker Program Commitment Form

Partner Information

Company/Organization: ____________________________
Contact Person: ____________________________
Title: ____________________________ E-Mail: ____________________________
Street Address: ____________________________
City: ____________________________ State: ____________________________ Zip: ____________________________
Phone: ____________________________ Fax: ____________________________

How many stores will be participating? ____________________________
What are their locations? ____________________________

What dates will your program run? ____________________________

***Sneaker Sales usually run 4 to 6 weeks***
How many sneakers will you need? ____________________________

We would like to discuss other partnership and/or sponsorship opportunities with JDRF: YES ______ NO ______

I authorize JDRF to use: (a) my name and/or (b) any photographs or logos which I have provided to representatives of the JDRF Louisiana Chapter to promote or advertise the Sneaker Campaign. Such promotion or advertising may include, but is not limited to, the publication, display and exhibition of my corporate name, logos and/or photos.

SIGNATURE: ____________________________ DATE: ____________________________

Please complete and return to the JDRF Louisiana Chapter Office via mail, e-mail or fax:

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