



Sample Emails and Letters

Sample Email/Letter to Family, Friends, Neighbors & Greeting Card List

Dear Friend,

This fall I will be joining more than 100,000 fellow walkers from across the country in this year's Step Out: Walk to Fight Diabetes to raise money for the American Diabetes Association. I will be gathering donations and walking to help stop diabetes.

I am asking for your help. By making a donation on my behalf, you will be helping the American Diabetes Association provide community-based education programs, protect the rights of people with diabetes and fund critical research for a cure.

Diabetes is a disease in which the body does not produce or properly use insulin. Insulin is a hormone that is needed to convert sugar, starches and other food into energy needed for daily life. The cause of diabetes continues to be a mystery, although both genetics and environmental factors appear to play roles. There are 23.6 million Americans living with diabetes, a disease that is outpacing heart disease, cancer and AIDS. If current trends continue, one in three children born in the year 2000 will develop diabetes in their lifetime.

I believe that my participation in this year's Step Out: Walk to Fight Diabetes can and will make a difference. Step Out: Walk to Fight Diabetes is one of the American Diabetes Association's biggest fundraisers. With the help of people like you, the American Diabetes Association can raise over \$20 million to help stop diabetes.

Please help me reach my goal by supporting me for this year's Step Out: Walk to Fight Diabetes. Please go to my Web Page at <PERSONAL WEB PAGE ADDRESS>, to make a secure, 100% tax deductible donation. <If you do not want to donate online, please make your check payable to the American Diabetes Association and include your donation in the enclosed envelope. Please mail your contribution to me at <YOUR ADDRESS>.>

Together we can stop diabetes. One step at a time.

Yours truly,

<Signature>



Sample Emails and Letters

Sample Email/Letter to Colleagues from a Team Captain or Team Member

Dear Colleagues:

My name is <NAME>, and I work in the <NAME OF THE OFFICE of COMPANY>. I'm taking part in Step Out: Walk to Fight Diabetes to support the <LOCAL OFFICE> of the American Diabetes Association. I will be joining thousands of walkers on <DATE OF WALK> to help stop diabetes. Diabetes is a disease in which the body does not produce or properly use insulin. It is a disease that has deadly serious consequences, and there is no cure.

You can join my team, <TEAM NAME>, and raise funds to help the American Diabetes Association provide community-based education programs, protect the rights of people with diabetes and fund critical research for a cure. You can also make a donation online by visiting the Web Site at www.diabetes.org/stepout or going directly to our TEAM PAGE URL. If you would like more information, please contact me at <EMAIL ADDRESS>. Thank you in advance for any help and support you can provide.

Together we can stop diabetes. One step at a time.

Sincerely,
<Signature>



Sample Emails and Letters

Sample Email/Letter to Business Associates/Business Social Networking Associates/Rolodex Files

Dear <Name of Potential Donor>:

On <DATE OF WALK>, I will be joining thousands of other walkers at <LOCATION> to participate in Step Out: Walk to Fight Diabetes to support the <LOCAL OFFICE> of the American Diabetes Association. By making a donation on my behalf, you will be supporting the Association's research efforts while also helping fund programs and advocacy.

My goal is to raise at least <\$GOAL>. Help me reach my goal by supporting me for this year's Step Out: Walk to Fight Diabetes. Please go to my Web Page at <PERSONAL WEB PAGE ADDRESS>, to make a secure, 100% tax deductible donation. <If you do not want to donate online, please make your check payable to the American Diabetes Association and include your donation in the enclosed envelope. Please mail your contribution to me at <YOUR ADDRESS>.>

Diabetes is a disease in which the body does not produce or properly use insulin. It is a disease that has deadly serious consequences, and there is no cure. In 2007, the total estimated cost of diabetes in the United States was \$174 billion, which includes indirect costs resulting from increased absenteeism, reduced productivity, disease-related unemployment disability, and loss of productive capacity due to early mortality. You can help me help the American Diabetes Association and your company's overall bottom line by making a donation.

Feel free to contact me if you have any questions about Step Out: Walk to Fight Diabetes. I appreciate your support for this worthy cause.

Together we can stop diabetes. One step at a time.

Sincerely,

<Signature>



Sample Emails and Letters

Thank You Email/Letter

Dear <Generous Sponsor>,

Thank you so much for supporting me in this year's Step Out: Walk to Fight Diabetes! The walk was a rewarding experience and a great time! Because of your generosity and support, the American Diabetes Association can fund much needed community-based education programs, protect the rights of people with diabetes and fund critical research for a cure.

Approximately <NUMBER> participants took part in the walk and we raised <\$TOTAL RAISED>! Those dollars will support the vital research, programs and advocacy efforts that the American Diabetes Association provides to the 23.6 million Americans living with diabetes and their families.

Thanks again for your help and support. Together we can stop diabetes. One step at a time.

Sincerely,

<Signature>



Sample Emails and Letters

Send a Letter on company letterhead to your Suppliers/Clients requesting their involvement

<DATE>
<NAME> <TITLE> <COMPANY>
<ADDRESS> <CITY, STATE ZIP CODE>

Dear <NAME>:

On <EVENT DATE>, I will be walking with the <COMPANY NAME> Team in Step Out: Walk to Fight Diabetes, benefiting the American Diabetes Association, at <LOCATION>. <COMPANY NAME> has set a goal to raise at least \$<AMOUNT>, and I am hoping you will join us by doing one of the following:

- **TAKE A LEADERSHIP ROLE:** Form your own team within your company. Simply designate a Team Captain(s), set a goal, recruit walkers, collect pledges, and join us on <EVENT DATE>.
- **MAKE A CORPORATE CONTRIBUTION:** Support our team by writing a check payable to the American Diabetes Association and mail it to me.
- **WALK WITH ME ON MY TEAM:** Collect pledges, get a T-shirt, share the camaraderie, and feel great in knowing that you helped save lives!

I am sure that you get solicited by several non-profit organizations each year, just as I do. However, diabetes is America's fastest growing disease and the American Diabetes Association needs our help to stop this growing epidemic.

Every dollar raised through Step Out: Walk to Fight Diabetes supports critical diabetes research, information and advocacy. <HIGHLIGHT LOCAL RESEARCH OR PROGRAM HERE>. In fact, the American Diabetes Association is the only national non-profit health organization supporting all 23.6 million Americans living with diabetes; people with both type 1 and type 2 diabetes, children and adults. In a typical year, more than 75 cents of every dollar raised supports the mission: to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

The goal of Step Out: Walk to Fight Diabetes is to raise at least \$<INSERT GOAL HERE>. With your help, I'm sure they will reach, if not exceed, this goal!

I sincerely hope that you will join me and help us reach our ultimate goal: to stop diabetes. If you would like to form your own team, please contact <WALK MANAGER'S NAME> at the American Diabetes Association at <PHONE NUMBER> or <EMAIL ADDRESS>. Thank you for your time and consideration.

Sincerely,
<NAME>