

**DIABETES
CANADA**

**MY DIABETES
FUNDRAISER**



Community Walk Toolkit



Thanks for walking the walk for us

Hosting a community walk for Diabetes Canada is a great way to raise funds for an important cause in an exciting and fun way. Rest assured, all funds raised will go towards our work to better the lives of people affected by diabetes.

A world free of the effects of diabetes is our vision. That's why we are working together to:



Improve

the quality of life of people living with diabetes.



Share Knowledge

and create connections for individuals and the health-care professionals who care for them.



Advocate

through public policy.



Fund research

to improve treatments and find a cure to end diabetes.

Thank you from Diabetes Canada and the nearly 12 million Canadians living with diabetes or prediabetes.

Charitable Number: 11883 0744 RR0001



Fundraiser Spotlight D'arci Sutton

Long-time supporter D'arci has hosted a community walk in her hometown of Spruce Grove, Alta. for years! She walks in honour of her grandfather who lived with type 2 diabetes.

Did you know that in the past 10 years, Alberta experienced the largest increase in diabetes prevalence among the provinces? Alberta is projected to see the largest increase again over the next 10 years.



Ready to get started?

Follow our six steps to success

1 Register through My Diabetes Fundraiser

Visit fundraise.diabetes.ca and register your event. You can host as a team or an individual, and will be given the following 4 options for discovery. Choose which one best fits the cause of your community walk.



Fundraise Your Way

Rally your community for a walk event. Your rules, your way.



Celebrate

Celebrate your birthday, wedding, a special anniversary, your “diaversary” or other causes by walking.



Fundraising at Work

Bring your coworkers, partners, clients, etc. together for an event that’s destined to make strides.

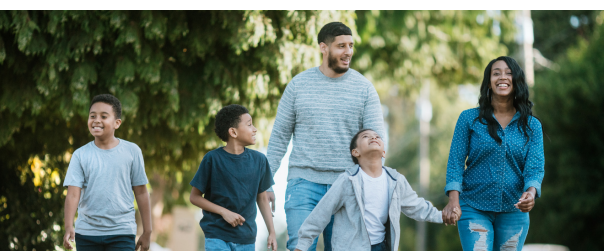


In Memory

Honour a loved one on the path.

Six Steps to Fundraising Success

- STEP 1: Register on MDF
- STEP 2: Make A Mark
- STEP 3: Set your plans
- STEP 4: Make a budget
- STEP 5: Invite supporters
- STEP 6: Close out



Quick tip:

Many hands make light work! Recruit friends, family, or community members to help you plan your event.

2 Make a Mark

If you haven't already, head to fundraise.diabetes.ca to set up your event page. Personalize your page with an image, event description, and fundraising goal. Copy your page link and share it with your network through pre-written emails available when you login, or on social media with suggested posts.

Keep your page up-to-date with regular announcements leading up to your fundraiser.

Did you know?



1.7 million
people in Canada are living with type 2 diabetes and don't know it.



Every 3 minutes
another person in Canada is diagnosed with diabetes.

3 Set your plans

When are you hosting your event? Does it take place for a day, over the weekend, over a series of events?

What location are you hosting your event at? Book a venue with enough capacity for your guest list that is easily accessible for everyone.

While you're setting your plan in motion, check out our handy **Offline Event Checklist**.

4 Make a budget

If there will be costs associated with your fundraiser, use the **Budget Template** provided to outline:

- Projected expenses (i.e. décor, catering costs, venue rental, marketing, entertainment, insurance).
- Projected sources of revenue (i.e. attendee registration/ticket sales, silent auction, potential sponsorship).

TOOLBOX

[OFFLINE EVENT CHECKLIST](#)

[BUDGET TEMPLATE](#)



Quick tip:

Now is a great time to make a self donation! By making a self donation, you are leading by example and showing your dedication to the cause.

5 Invite supporters

Promoting your event is very important when it comes to inviting donors, guests, and sponsors. Some ways you can share the news about your fundraiser include:



Reach out to your network of friends, family, neighbours, or colleagues.



Post on social media - don't forget to tag [@DiabetesCanada](#) and use [#MyDiabetesFundraiser!](#)



Canvass door to door with people that you know or send invitations in the mail.



Contact your local newspaper, radio, and news station about your fundraiser.



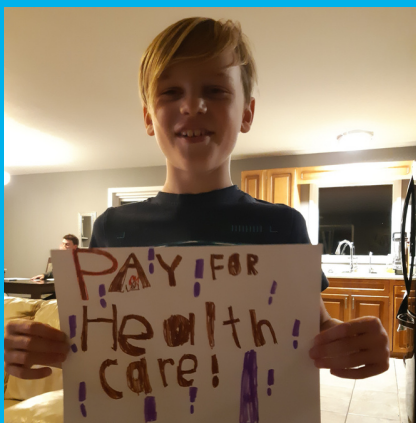
Put up posters around the course and other areas where it's permitted and where guests might be.

TOOLBOX

[PROMOTION AND SOCIAL MEDIA GUIDE](#)

[COMMUNITY WALK TIPS AND IDEAS](#)

Check out the **Promotion and Social Media Guide** in the toolbox for more information and ideas to spread the word out about your fundraiser. And check out our **Community Walk Tips and Ideas** guide for more ways to make your event a success.



Fundraiser Spotlight *Malcolm, Elm Creek, MB*

On behalf of a grade three classmate living with type 1 diabetes, Malcolm decided to start a fundraiser for Diabetes Canada. Through his network of family, friends and community, he exceeded his goal of raising \$1,000!

Top Tip: *"It's very easy to start an awareness fundraiser. I didn't host any in-person event or sell anything. I just got out my message and asked for people to support the cause."*

6 Close out

Congratulations and a big thank you! We hope you had fun with your fundraiser and accomplished your goals. Once your event is complete, here are a few closing tasks to make sure you do:

- Complete any outstanding payments or invoices.
- Submit cash or cheque proceeds to Diabetes Canada - see the **Offline Donation Form** in Your Toolbox for more information.
- Thank anyone who may have helped you with the event and collect feedback.
- Let folks know if you're planning on hosting again next year.

Your Toolbox

Here is a list of available templates and tools to make the planning and fundraising processes easier for you:

- [In-Person Event Checklist](#)
- [Fundraising Tips and Ideas](#)
- [Thank You Letter Template](#)
- [Offline Donation Form](#)
(for cash and cheque donations)
- [Budget Template](#)
- [Promotion and Social Media Guide](#)
 - "In Support of" Diabetes Canada Logo
 - Poster
 - Media Release
- **Letter of Recognition** (only available upon registration)

We're here to help!

We want your fundraiser to be a **HUGE** success and one that you are proud of. A Diabetes Canada representative can help you in many ways.

What Diabetes Canada **can** help with:

- Idea generation and event planning guidance.
- Providing printable materials.
- Regional promotion support.
- Providing a letter of recognition.

Unfortunately, we are **not** able to help with:

- Raffle and lottery licenses.
- Expense reimbursements or funding.
- Event permits or liability insurance.
- Sending media advisories and press releases.

Questions? Contact us at fundraise@diabetes.ca



Thank You!

Diabetes Canada is grateful to you for making us your charity of choice. By creating an event, you are bringing a community together to help the 1 in 3 people affected by diabetes or prediabetes in Canada.