



Kick-Off In A Box Coordinator's Guide

Thank you for coordinating the Walk to Cure Diabetes in your company. We are so excited to have your team on board! Enclosed you will find all the materials you need to conduct generate interest, conduct an Internal Kick-Off, and recruit lots of walkers!

Enclosed you should find the following:

- ❑ Internal Kick-Off Sample Agenda
- ❑ Internal Kick-Off Speaking Points
- ❑ Diabetes Simulator Hands-On Activity
- ❑ Walk To Cure Diabetes Video
- ❑ Walk To Cure Diabetes Brochures
- ❑ Sample Announcement Flyer
- ❑ Walker Fundraising Kit
- ❑ Guide For Corporate Team Captains
- ❑ JDRF Fact Sheet & Research Funding Facts
- ❑ Posters
- ❑ Balloons
- ❑ Return Envelope and Survey

Publicity

The first step to a successful Internal Kick-Off is to publicize the event and offer an incentive for getting employees there. Publicize it by using announcement bulletin boards, break room posters, mass e-mails, and the best, most reliable method... word of mouth. Talk it up!!!

Incentives... food & give-a-ways!

Offer incentives for employees to attend by making it fun and festive – a break from the chaos of everyday work. Hold it at lunchtime and have a pizza party. Or, schedule it at mid-afternoon and offer snacks—pretzels, popcorn, cookies. Or, make it special and offer an ice-cream social. If you feed them, they will come.

Offer a door prize to one lucky attendee, or offer a small inexpensive gift to everyone who attends. Work with vendors to provide the gift (i.e. pens, note pads, magnets, etc.) or work with area businesses to donate a door prize such as dinner for two or movie passes, tickets to a local sports game, or a nice item for the house.

Develop Team Plan

Before the Internal Kick-Off make sure you have set a goal for your team, identified other team captains who will be working with you, and determine if your company will offer incentives (i.e. walker who raises the most money receives a prize from company and/or every walker receives a company team t-shirt designed for the JDRF Walk). Share your goal and team plan with your JDRF staff person.

Agenda

Enclosed is a sample agenda. Invite the president or top management official to say a few words to show his/her support. Ask someone in your company who has a child with diabetes or has diabetes him/herself to share his/her story. If there is no one in your company willing to speak, review the Diabetes Simulator information. This is a tool that has been used by children with diabetes as well as people who do not have diabetes as a way of explaining what it's like to live with the disease. Show the JDRF Video (helpful tip... make sure the VCR and television are working correctly prior to the event.) Distribute the Walker Fundraising Kit and collect the pre-registration cards from all people who sign up to walk.

Follow-Up

Continue to encourage your co-workers to walk and collect their pre-registrations. There are two ways that Walks can register. The easiest way is to have them register online at www.jdrf.org. They can also register by filling out the registration form attached to the Walk Brochure and those can be mailed or faxed in to the JDRF office on a regular basis. Continue to communicate company-wide via e-mail, fliers, etc. the status of the walk team, how many walkers have been recruited, who's walking on your team etc. Encourage your President or top management official to send a quick e-mail of thanks to walkers as a way of recognizing their participation. Post the JDRF Progress Report in a central location. Encourage walkers to raise money and remind them about the Walker Fundraising Kit showing them how to raise big bucks for diabetes research! Keep them informed about the walk day logistics that you will be receiving in the Progress Report the week before the walk.

Have Fun

Most of all have fun while you participate in this worthy cause! Feel proud to know you are helping 23 million Americans who have Type 1 diabetes. Now, lace up your sneakers and start walking!