

## Employee Walker Recruitment Memo

**Purpose:** To provide core information and invite participation

**Who sends this:** Senior-level Executive

**Who do you send this to:** All Employees

**When is this memo sent out:** After Kick-off Luncheon

To: All Employees

From: (NAME OF SENIOR LEVEL EXECUTIVE)

Date: (DATE)

Re: Walk to Cure Diabetes

I am proud that (COMPANY NAME) will be participating in the Juvenile Diabetes Research Foundation's Walk to Cure Diabetes. This exciting, family-oriented event will be held on (DAY OF THE WEEK), (DATE OF THE WALK) at (WALK LOCATION).

In addition to serving as (TYPE OF SPONSOR) Sponsor of the Walk, (COMPANY NAME) is committed to having a large team of no less than (NUMBER) Walkers raising at least \$ (AMOUNT) collectively. To accomplish this goal, I'm asking each of you to join our Walk to Cure Diabetes team.

Approximately 24 million Americans suffer from diabetes, including hundreds of thousands of children affected with this lifelong disease. With your support, the Juvenile Diabetes Research Foundation (JDRF) will continue its mission: to find a cure for diabetes and its complications through the support of research.

Joining our winning team is easy! The first step is to sign up with one of the many Team Captains in the various departments or register online at [www.jdrf.org](http://www.jdrf.org). The second step is to simply ask your family, friends and neighbors to sponsor you by making a contribution to JDRF, or to walk with you on the (COMPANY NAME) team. You can even fundraise online at JDRF's Walk Central to raise even more money. The third step is to join me as we Walk to Cure Diabetes!

I know each of you will do your part to support both (COMPANY NAME) and the Juvenile Diabetes Research Foundation in this worthwhile community event. Contact a (COMPANY NAME) Team Captain today!

(LIST TEAM CAPTAINS AND EXTENSION NUMBERS.)

Thank you for your continued support!