



HOW TO HOST AN ID DAY

Tips for hosting your own I Decide To Fight Diabetes Day

ID Day is a day of action where you and others can show your support in the fight against diabetes. By pledging \$5, you can participate in the ID Day and wear your sneakers at work to show your support. The contribution will support the American Diabetes Association's mission to prevent and cure diabetes and to improve the lives of all people affected by diabetes through research, information and advocacy.

No organization is too large or too small to join in. The best part about hosting an ID Day is that it can be tailored to meet the needs of your group! On these pages, you will find tips on how you can host your very own ID Day and become a champion in the fight against diabetes.

Step 1: Get your management team involved. Talk to your managers/group leaders/directors and get them energized about this exciting call to action. The more excitement you build up from your management team, the quicker everyone else will want to get involved.

Step 2: Let us know. After your organization has agreed to host an ID Day, be sure to let us know. Send an email to idday@diabetes.org telling us your name, the name of your organization, the date of your ID Day and a contact number. We will then let you know how to obtain your ID Day tool book and pinups.

Step 3: Where & when. Pick a date and time that will work for your organization. Oftentimes, Fridays are "casual" day, so it might seem like the perfect fit. However, to really have an impact, why not pick a Wednesday? Wearing business clothes with your sneakers will make a bold statement. Pick a high traffic location to promote ID Day. Do you have a popular gathering spot? Maybe the front lobby, a break room or even an outdoor courtyard? ID Day is what you make it. It could be as simple as everyone wearing their sneakers or it could include educational activities to promote diabetes awareness.

If you want to consider a fun activity or event, pick a time that will work best for your team. The lunch hour is a great time of day to get everyone involved. Other suggestions would be a morning or afternoon break. An ID Day activity can last anywhere from 30 minutes to two hours. For instance, it could be a lunchtime walk or an invited special guest. The length of the activity will depend on what action items you plan to include. A list of suggested activities is included below.

Step 4: Get the word out. Using the variety of promotional materials provided in this booklet, you can inform your fellow co-workers/friends/employees about the ID Day. There are posters and flyers, which can be displayed around the office, and a sample voicemail script and email template to promote the day.

Step 5: Build your ID Day team. Aside from getting your entire organization involved, it is suggested that you build a core team to assist with your ID Day activity. The following roles are suggested:

ID Day Manager — In charge of building your ID Day, getting sign-offs from key leaders including managers, etc., and managing day-of logistics.



Promotions — This person will be in charge of hanging posters, distributing flyers and sending company-wide emails and voicemail messages to promote the day.

Finance — This person will be responsible for collecting the \$5 donations, distributing the ID Day pinups and sending the money to the American Diabetes Association.

Step 6: Money matters & ID Day pinups. In order to show your support for ID Day, all participants are asked to donate \$5 and wear their sneakers to work on the selected day. All donations are in support of the American Diabetes Association, the nation's leading 501(C)3 nonprofit organization dedicated to diabetes research, information and advocacy. Your donations are tax deductible. It is recommended that money be collected only on event day in order to maintain all the funds in one place. One person should be in charge of collecting the donations and distributing the pinups. Upon donating the \$5, each person will be given an ID Day pinup to sign. These pinups should be collected and displayed in a prominent location during your ID Day and will provide a strong visual of the support from your co-workers.

Please send an email to idday@diabetes.org indicating the amount of money collected at your event. A cashier's check or money order made payable to the American Diabetes Association for the amount collected should be sent to:

American Diabetes Association
Attn: Sharaine Rajack
1701 North Beauregard
Alexandria, VA 22311

Step 7: Establish a timeline. Once you have selected a date for your ID Day, it is important to build yourself a timeline in order to make the day as successful as possible. Get sign-off from your management/leaders. Select an ID Day date.

As soon as possible:

Send an email to idday@diabetes.org to let us know about your event. We'll send a confirmation and mail your pinups.

As soon as possible:

Build your core ID Day team.

4 weeks prior: Receive your ID Day pinups from ADA.

3 weeks prior: Download all the items you wish to use for your ID Day from diabetes.org/IDecide. If you are interested in receiving diabetes education materials specifically designed for implementation in the workplace, check out the American Diabetes Association's Winning at Work™ initiative. For an overview and to order materials, visit diabetes.org/winningatwork.



2 weeks prior: Begin promoting your ID Day. Now is the time to start hanging posters and distributing flyers. A suggestion is to include the flyers in a pay stub mailing prior to the day. Also, confirm all logistics for your ID Day. If you are hosting guest speakers, now is the time to confirm all details.

1 week prior: Continue your ID Day promotions and be sure your timeline is complete. Begin collecting \$5 donations and distribute ID Day pinups if desired. For example, it's a good idea to send one final email reminder to everyone the day before. Also, ask your IT department to upload the I Decide To Fight Diabetes screensaver on all employees' computers to promote the event.

Step 8: ID Day. The day is here. Set up your location using the ID Day pinups that have been signed by everyone who has donated their \$5. If you are having a guest speaker or special activity, be sure that they are comfortable with their location and that all of their questions have been answered.

Suggested ID Day activities include:

- Invite colleagues to meet at a designated time to put those sneakers to use and go for a group walk.
- Make sure to take a group picture! Post it on your company website and share with ADA.
- Invite a spokesperson from your local health club to give a demonstration on at-work exercises. This is a great opportunity to form a partnership with a local health club. They may be willing to donate coupons or even offer a free membership as a door prize.
- Contact your local parks and recreation centers to inquire about obtaining coupons for upcoming classes and/or events.
- Call local nutrition centers or local hospitals and inquire about having a nutritionist/dietician visit your office to give tips on a healthy diet.
- Invite the CEO/President of your organization to actively engage in the ID Day by rallying all employees to Decide To Fight Diabetes! He/she can wear the charm or a customized T-shirt and participate in the at-work exercises as the CEO Champion in the fight against diabetes.

The ID Day activities can be as large or small as you make them. If you have questions about whether a particular activity would be appropriate, please contact idday@diabetes.org.

Step 9: A big thank you! After the ID Day, be sure to thank everyone who participated. Now is a good time to announce the final dollar amount collected to help fight diabetes. Also, ask your colleagues to spread the word that anyone can host his or her very own ID Day event with an outside group or organization (school PTA, volunteer groups, etc.). Be sure to send a thank-you note to any partners who may have been involved with making your ID Day a success.

Step 10: Give us your feedback. Upon the conclusion of your ID Day, please let us know how your day went. We want to know what worked well and what suggestions you may have for future events. Remember to take photos and upload your best shots at diabetes.org/IDecide [under the "Share Your Story" page]. You and your group may be featured on our website as the ID Day participant of the month.

GOOD LUCK!
