



INTRODUCTION TO ID DAY

WE NEED YOU!

Diabetes is reaching epidemic proportions and affecting millions of people in this country — especially those we care about. The American Diabetes Association has launched the I Decide To Fight Diabetes campaign to inspire and empower Americans to become champions in the cause. I Decide is a rallying cry to encourage Americans to behave differently and adopt healthier behaviors. The campaign is also about raising much-needed funds to support the mission of the American Diabetes Association.

WHAT CAN I DO?

The I Decide To Fight Diabetes campaign allows each person to become a champion for the cause by deciding to fight the disease through personal actions. . . start now by hosting and participating in ID Day.

WHAT IS ID 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 ID Day and wear your sneakers at work to show your support. People will learn how to help fight diabetes through easy-to-use tips on nutrition, exercise and smart choices for a healthier, more active life. 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.

WHERE DO I BEGIN?

Download all the items you wish to use for your ID Day from diabetes.org/IDecide. This Tool Book is your turnkey guide to making ID Day a success. 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! In this ID Day Tool Book, you will find tips on how you can host your very own ID Day along with materials to promote and publicize the event.



The Tool Book includes each of the following:

How to Host an ID Day
ID Day Poster
ID Day Flyer
Sample Email Template
Sample Voicemail Template

In addition to this ID Day Tool Book, make sure you also visit diabetes.org/IDecide for more information. There you'll find other ways to become a champion, such as purchasing and wearing the cool ID Charm and customizable ID Gear.

Thank you for joining us in this fight against diabetes. Please be sure to tell us about your ID Day. If you have additional questions, please call **800-676-4065, ext. 1436**.