


WALK  TO CURE DIABETES

Walk Talk



Dear Walker,

Being a Corporate Team Captain is a sure way to bring some extra fun into your office and get to better know your co-workers. Below are some keys to success for Corporate Teams. Implement these and you will make a huge impact on the lives of people living with type 1 diabetes.

Water Cooler Talk: Internal Communications

You know your company best and you know how to communicate best within your company. Internal communications are a very important part of team building. JDRF offers many [templates](#) you can use as internal memos. For example, it is effective to have a memo from the CEO/President to all department heads asking them to serve as or identify team captains. Also consider recruiting additional walkers through an internal memo from CEO/President to all employees encouraging them to join the team and begin fundraising. Internal voicemails and intranet updates are other great ways to spread the word about your JDRF walk team.

Bringing People Together: Internal Kick-Offs

Creating a fun and exciting environment for team building and fundraising is key to your team's success. An internal kick-off consists of a short presentation by JDRF staff sharing information about JDRF, diabetes and participating in the Walk to Cure Diabetes. It is an opportunity to hear from a youth ambassador that connects your team members with a family living with type 1 diabetes. It gives your company an opportunity to announce internal goals and team incentives. Consider holding your internal kick-off during a regularly scheduled management or staff meeting. If you can, schedule it around refreshments- bagels for breakfast, root beer floats for an afternoon break, or a Lunch and Learn. Give them food and they will come!

[Click here](#) for an example of an Internal Kick-Off flyer.

[Click here](#) to send an email requesting an Internal Kick-Off.

Putting a Face on Diabetes: JDRF Youth Ambassadors

A JDRF Youth Ambassador is a youth and/or family representative that can give your employees a personal perspective of living with type 1 diabetes. Many times there are personal connections to type 1 diabetes within the company employees' families. The JDRF chapter also has many contacts with local families that love to come and share their story. It is a great speaking experience for the youth involved and it gives the employees a real person to rally around. Many times, walkers can utilize the photos and stories shared by their youth ambassador in their own fundraising campaign and promotions. [Click here](#) to send an email requesting a youth ambassador from JDRF.

Motivation and Fun: Internal Incentives & Team T-shirts

Providing internal incentives to encourage fundraising is a great way to motivate your team. The most effective is creating team t-shirts. Not only does this give the walkers something for participating, it gives visibility to your team at the Walk. Companies use the t-shirts in a variety of ways. Some give one to anyone that registers to walk; others set a fundraising level to achieve to earn the shirt; and others even use it as a fundraiser by selling the shirts. JDRF has a partnership with a t-shirt vendor (Competitive Edge) to help Walk Teams quickly, easily, and efficiently order your team t-shirts. Initiate your order online at <http://jdrfteamshirts.compet.com>. A portion of proceeds on all team t-shirt purchases comes back to JDRF.

Incentive prizes offered to recognize milestones are also encouraged. Consider these achievements: top individual fundraiser, top fundraising team captain, top fundraising department/team, a prize for walkers raising over \$100 (or over \$500). Ideas for incentive prizes include:

- Parking space for a week/month
- Group pizza party
- Sporting event/Concert tickets
- Half or full day off
- Special casual day
- Executive job swap/car wash

Also, don't forget to check out JDRF's [incentive prize catalog!](#)

Thank you again for all you are doing for JDRF and people living with type 1 diabetes!