

Employee Walker Recruitment Memo

Purpose: To provide core information and invite participation in the Walk

Who sends this: Senior-level Executive

Who do you send this to: All employees

When is this memo sent out: After Team Captain kick-off event

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.

As many as 3 million Americans suffer from type 1 diabetes. With your support, JDRF will continue its mission: to find better treatments and a cure for diabetes 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. 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 by registering online at www.jdrf.org and creating a Personal Page to raise even more money. The third step is to join me as we Walk to Cure Diabetes!

I sincerely hope each of you will do your part to support both **(COMPANY NAME)** and JDRF in this worthwhile community event. Contact a **(COMPANY NAME)** Team Captain today!

(LIST TEAM CAPTAINS AND EXTENSION NUMBERS)

Thank you for your continued support!