

**DIABETES
CANADA**

Fill - A – Truck Tool Kit

Small Household Goods and
Gently Used Clothing



**Lions–Diabetes Canada
National Liaison
Committee Initiative**

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Dear Lions Clubs,

Lions Clubs International adopted diabetes as a long-term commitment. Diabetes Canada and the Lions Clubs of Canada will work together to support diabetes education, management and research to End Diabetes. End Diabetes is our rallying cry to end the terrible health impacts of diabetes as well as its shame, blame, stigma and misinformation. It's also time to End Diabetes altogether with a cure.

THANK YOU for raising money for Diabetes Canada . Since you've chosen us, we want to make it easy for you. This Fill A Truck fundraising toolkit is a step-by-step guide that will help you plan and organize from start to finish so that your event is a big success. When you support Diabetes Canada, you are joining a committed, passionate community of supporters who are shedding the light on the diabetes epidemic Canada is facing.

Since 1953, we have led the fight against diabetes by helping those affected by the disease live healthy lives, preventing the onset and consequences of diabetes, and investing in research to discover a cure. We continue to build partnerships that empower the people we serve with life changing information and support, life saving research, healthy public policies, and our world class research based on Clinical Practice Guidelines for prevention and Management of Diabetes in Canada. Our work is important to the

 idians with diabetes or prediabetes, and especially to d youth with type 1 diabetes whom we send to D-Camps across the country each year.

The generous support of our community partners makes this possible. On behalf of all of us at Diabetes Canada, thank you very much for your dedication to End Diabetes.

Every time you donate your small household items and gently used clothing to Diabetes Canada, you help **11 million** Canadians with diabetes or prediabetes, and the environment by diverting garbage from landfills.

Annual benefit for people with diabetes
\$10 million to Diabetes Canada – lets us help



11 million Canadians who receive care informed by our *Clinical Practice Guidelines*

2.5 million website visitors who find information



30,000 people who learn at Expos, webinars and workshops



20,000 people who reach out to 1-800-BANTING



2,500 campers who attend D-Camps programs



80 research projects looking at prevention, treatments – and a cure



3 billion lbs. of textile waste produced

100 million lbs. diverted from landfills by Diabetes Canada



Environmental benefits

- 1 billion kWh saved
- 280 million lbs. reduced from carbon footprint



Join us to End Diabetes

Diabetes Canada relies on generous donations from people like you to help Canadians with diabetes or prediabetes and to End Diabetes.

The three easy ways to donate your small household items and slightly used clothing are



Visit declutter.diabetes.ca to book a free pickup



Call **1-800-505-5525** to book a free pickup



Visit diabetes.ca/dropbox to find the nearest clothing dropbox location



1. Launch Your Fill - A - Truck Event

tasks and multiplies people who have diverse skills and talents to compliment each other.

Form A Committee - Teamwork divides the the success. Select a few

Remember to also recruit day of volunteers to make your day as easy as possible.

Set A Goal – When you collect more than 200 receive \$2 per bag to be donated to \$2000!

bags your club will Diabetes Canada 1000 bags is

Set a Date and Select a Location – Know your community and check your area for other events be mindful of holidays and constriction.

Secure a truck or trailer and permits needed for the location.

Make sure it is convenient.

Make A Plan – Create a planning list or an action list with deliverables assign to people with due dates for accountability.

will help to success. Secure a space (someone's

garage, basement, community Centre, School, etc) and

workers and

Pre Fill-A-Truck Collection is suggested and ensure your event

start collecting from neighbours, family, co-friends!

8 weeks in advance of your Fill -A- Truck event coordinate with your Diabetes Canada local staff to order your customized sign for the truck, ensure Diabetes Canada staff will be present to support your amazing event and coordinate an end of the event pick up of all the donations.

FILL IN YOUR STAFF INFORMATION

2. Promote, Promote, Promote..... 6 weeks in advance

In this package you will find:

- Fillable poster to customize with your club and community location to help spread the word. Posters are an amazing resource for community events – Coffee Shops, grocery stores, city halls, office buildings, store fronts, community Centres, etc. (See page 6)
- Give out bags. Purchase or get donated garbage bags and attach posters and share with family, schools, businesses, family, friends, churches, etc. The easier you can make it for people to donate, the better!
- Press kit with tips to help promote the event (See page 7)
- Invitation Letter (See page 8)
- Media Release (See page 9)
- Suggested links for social media so you can post event details on your website and social media. Instagram. Facebook. Tweet – let us know and tag us @Diab

 Diabetes Canada
Sponsored - 



Your local Lions Club is hosting a Fill-A-Truck event in support of Diabetes Canada.

Join us on (date and time) at (location) and donate small household items and gently used clothing.



Declutter and donate

News Feed Link Description

DISPLAYURL.COM

 Like  Comment  Share

3. Fill – A – Truck Event Day

Create a schedule of volunteers so you have 2-3 per hour at the site to greet, help unload cars, and thank.

Ensure there are refreshment for volunteers

Working with Diabetes Canada representative have your truck full of goods counted and removed. Within a few weeks Diabetes Canada will ensure that your hard work turned into tangible funds that you can be proud of in support Diabetes Canada.

Congrats you have helped 11 Million Canadians affected by diabetes or prediabetes and you also have helped to divert textiles from landfills!



**DIABETES
CANADA**



Fill - A – Truck

Gently Used Clothing and
Small Household Items



Where:

Date:

Location:

Time:

The goal is to create maximum awareness of an event, the diabetes epidemic and Lions Commitment to helping to address the problem.

This is a multifaceted approach. Local promotional tools have been designed to help reach participants and maximize coverage of the Lions work for diabetes.

- **Invitations/Letters**
- **Media Advisory**

A press kit can be a great way to get media interested in a story about an event or an organization.

Invitations

- **Send out invitations 6 weeks in advance to local elected officials (Members of Parliaments , Members of the Legislative Assembly, Mayors Counselors). If none of these people are available to attend; look to community leaders next (ie, local health authority board members).**
- **Invitations need to clearly request their attendance at the event / Always invite elected officials to bring greetings (2minutes) on behalf of the area they represent. Begin your invitation strategy with your local community leaders.**
- **Local MPS and MLAS are most likely to get you the most press**
- **The best way to contact an individual is by an invitation through letter or phone. Always remember to request a response back and date for that response.**
- **Ensure you have all of the details for the event and provide them to your guest speakers; the five W's always work – Who, What, When, Where and**



Date

Name of invitee

Title if Applicable

Address

City/Town, Prov. Postal Code

Dear Name of Invitee:

It is (my or our) pleasure to invite you to attend our Lions Club (Insert name of Event here).

We would be pleased if you would bring greetings on behalf of the (add government/community/town or city of) with a 1-2 minute speech.

As part of a major province wide Lions (Insert event name here), the (Club Name) is holding a Fill-A-Truck for the community of (Name of the Community) and surrounding area. The object of the event is to support the 11 Million Canadians affected by prediabetes or diabetes. The (insert event name here) details are as follows:

Date:

Location:

Time:

(I or we) look forward to your attendance on (date of event) Please RSVP to (add contact name and phone number) by (add date).

Please call us if you have any questions. Thank you for your consideration of this request.

Yours sincerely,

Add name



For Immediate Release

Media Advisory

Fill-A-Truck in Support of Diabetes Canada

City, Prov. (Month XX, Year) – Use a media advisory when the goal is to invite the media to an event. A good lead should get right to the point and give media a good reason to attend upfront.

Make sure to reference Diabetes Canada and your club name

Date: (start here so everything lines up for easy reading)

Time: (start here)

Where: (start here)

Who: (Who is involved)

The media advisory should be brief. If necessary, any additional details (ie. Statistics, information about the event etc. or a quote from a spokesperson can be included here. (Keep in mind all quotes need to be approved by the individual)

For more information or to schedule an interview, please contact:
Include a local contact person who is a key committee member.

Name

Title

Lions Club Name

Phone:

Email



For Immediate Release

Media Advisory

Fill-a-Truck In Support of Diabetes Canada

Newmarket, ON (Oct. 13, 2017) – As part of our ‘Coats for Kids’ initiative, the North Newmarket Lions Club, in conjunction with Diabetes Canada, is sponsoring a ‘Fill-a-Truck’ event on Saturday, October 21. Our ‘Coats for Kids’ storefront is located at 1271 Gorham Street, Unit 8, Newmarket, and is open every Saturday, starting October 21, from 10:00 am to 1:00 pm.

Lions Clubs International adopted diabetes as a long-term commitment as part of its LCI Forward Strategic Plan in 2016. Diabetes Canada and the Lions Clubs of Canada will work together to support diabetes education, management and research to end diabetes.

You may already be supporting Diabetes Canada by leaving bags of clothes on your front doorstep for the Diabetes truck to pick up. For this one event, you can drop off any gently-used clothing to the Lions ‘Coats for Kids’ storefront. If you have any gently-used winter clothing (coats, boots, hats, mitts, scarves) the Lions will be more than happy to give them away to families in need at no cost. The remainder will be sent to Diabetes Canada to be sold as a fundraiser to help the 11 million Canadians affected by diabetes or prediabetes and you will also help divert textiles from landfills.

Yours sincerely,

Leah Springford
North Newmarket Lions Club

By Mail: Box 506, Unit 23 - 1111 Davis Drive, Newmarket, Ontario, Canada, L3Y9E5

By Telephone: 905-895-1441

By Email: northnewmarketlions@yahoo.ca



**Lions Club Name FILL-A-TRUCK EVENT
IN SUPPORT OF**



Donate your small house hold items and gently used clothing to support
11 Million Canadians living with prediabetes or diabetes
and divert textiles from landfills..

Date

For more information:

Contact Name and email