

# Email to inform your staff about Go Blue Day



Below is some suggested messaging you can send to staff, letting them know that your organisation plans to Go Blue for Breakthroughs!! Feel free to adapt it to make it work for your organisation.

Dear [Team/Staff],

As part of [insert your organisation's name] ongoing commitment to supporting important causes, we're thrilled to announce our participation in Breakthrough T1D's Go Blue for Breakthroughs to help support those living with type 1 diabetes (T1D).

For those who aren't familiar with T1D, there are currently more than 135,000 Australians who live with this condition, with a further 8 people diagnosed each day. T1D is a lifelong autoimmune condition where the body cannot produce its own insulin, which is what regulates blood sugar levels in our bodies. This means, people living with the condition need to monitor their blood sugar levels 24/7 and administer themselves insulin daily. This is done through insulin injections or using an insulin pump to keep their blood sugar levels stable. There is currently no cure for T1D.

On [insert date], [insert your organisation's name] will be going BLUE to raise awareness of T1D and raise funds for Breakthrough T1D, the worlds largest funder of T1D research. Funds raised will support promising research aimed at finding cures and improving the lives of those living with this condition. This is an opportunity for us to come together as a team and make a meaningful impact in our community.

We'll be going BLUE by [pick one or more from the below, or describe your own way your organisation plans to go blue!]:

- Wearing something blue, whether it's a blue tie, accessory or a fun fashion statement.
- Selling some delicious blue treats, where the money raised will go towards money raised will go towards Breakthrough T1D, the world's leading funder of T1D research
- Turning our office blue with some fun decorations
- Selling some blue ribbon pins/ bracelets/ custom t-shirts/ jolly sole socks

Your support and participation on Go Blue Day would be greatly valued! Please consider making a donation and sharing our fundraising page [insert link to your organisation's fundraising page] with your wider network, including friends and family. Every dollar raised plays a crucial role in advancing life-changing research, bringing us one step closer to a world without T1D. Thank you for your generosity and support and we look forward to Go Blue for Breakthroughs with you!

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Education is an important way to raise awareness of T1D and motivate people to support the cause. Feel free to attach some resources such as our [5 common myths about T1D](#) or [4 common signs of T1D](#).