



GUIDE TO PARTNER OUTREACH

As a chapter of The Diabetes Link, you may connect with our industry or nonprofit partners. These partners amplify the voices of young adults like you, so professionalism and respect are key. You are representing us in these interactions—please always inform us before reaching out. We'd love to connect you directly whenever possible. Review this quick guide before making contact.

DO



Loop in your Program Coordinator. Before contacting any of The Diabetes Link's partners (industry, nonprofit, speakers, etc.), get approval first. Your Coordinator will help facilitate the introduction and should be CC'd on all future communications. This ensures the team stays informed about chapter events involving our partners.



Introduce yourself and your role clearly and professionally—first impressions matter. Working in the diabetes space is a meaningful way to make an impact, so help others remember you. When appropriate, connect with industry and nonprofit partners on LinkedIn to build lasting relationships.



Be clear, respectful, and professional. The diabetes community is close-knit, so every interaction matters. Your professionalism reflects on both your chapter and The Diabetes Link. Always use polite, inclusive, and respectful language.



Be transparent about your goals. Whether you're seeking collaboration, a tabling representative, or a guest speaker, be specific about what you're asking for and why it matters.

DON'T



Don't speak on behalf of the national organization. Only The Diabetes Link staff can make commitments on behalf of the national office. This includes future partnerships, event-specific partnerships, and future funding.



Do not request funding without approval. The organizations listed [here](#) already support The Diabetes Link and your chapter, so please do not contact them for additional funding. You're welcome to engage with these **partners** through events, collaborations, or shared resources—but all funding requests must be approved in advance. If you'd like to connect with any of these organizations, reach out to your Program Coordinator first.



Don't ghost or spam. Always reply to partners—even if they say no. A quick thank-you shows professionalism and helps build future opportunities. If you don't hear back, it's fine to send one polite follow-up after 5–7 days. More than that can seem pushy—no response usually means they're busy.