



5 Steps to Team Success

These five simple steps will guide you from planning, rallying your team, to fundraising and of course saying thank you to your team for helping End Diabetes.

Step 1: Planning



Meet with your local Diabetes Canada representative to develop your Lace Up team plan. Not sure who that is? Email laceup@diabetes.ca and we'll connect you.

Recruit Co-Captains: more hands = less work.

Create a Team Name and Team Goals.

Setup your team online (see the Captain's Guide for more details).

Step 2: Inspire



Plan a kick-off event – asking for time in a pre-standing meeting is great too.

Ask Co-Captains to assist with rallying the team. For example, each person could be designated to different departments or activities.

Have someone share their personal story or connection to diabetes, or share a CEO message.

Show your enthusiasm and have your Co-Captains present how they are Lacing Up – create an atmosphere where people are excited to participate!

Use email templates, intranet messages, social media, chat or however you communicate with your community to encourage participation and raise awareness.

Step 3: Put the “fun” in fundraise



Create contests or internal challenges for top fundraiser and top mover (most kilometres tracked).

Shouts outs for your top fundraiser and team stories or successes. Profile how individual employees are lacing up or personal connected. Check with your Human Resources Department for more information about your company’s matching gift program.

Encourage use of pre-written emails templates, sharing on social media, and the importance of follow-ups.

Step 4: Track your activity and final push



Watch the Lace Up kick-off video on September 1 or when you start. Encourage weekly wellness breaks, lunchtime yoga, walking meetings, or stretching.

Share your progress – every distance and dollar makes a difference.

Track your activity on the new Lace Up app.

Show your team spirit, plan to get active at a similar time.

Send reminder emails, social media posts, follow-ups.

Join us for Lace Up Day on Sunday, September 25 across social media platforms.

Step 5: Thank you!



Thank your donors.

Encourage team to share photos from their #LaceUpYourWay challenge.

Thank your team members.

Recognize your community efforts on your website, intranet, or community news.

