

DIABETES
CANADA

LACE UP
TO END DIABETES



Lace Up to End Diabetes

Team captain guide

laceup.diabetes.ca



Let's #LaceUpYourWay Together

Woohoo for Team Captains!

Welcome to Lace Up to End Diabetes! We are excited to have you as a team captain this year. You have taken the first step to show your commitment to end diabetes. As a captain, you rally and support your friends, family, and coworkers in raising awareness and funds to support the nearly 11.5 million Canadians living with diabetes or prediabetes.

We hope the information in this guide will be helpful. We appreciate your passion, leadership and support.

Lace Up Team
Diabetes Canada
laceup@diabetes.ca

The Team Captain Guide will provide you with information and tips to support you in:

- ✓ Getting Started
- ✓ Setting Your Goals
- ✓ Building Your Team
- ✓ Promoting Your Team
- ✓ Fundraising



Your Role as Team Captain(s)

The Role

Every great team needs a great team captain leading the way. Stepping up as a captain and rallying your community to build awareness and funds to support the diabetes community is a fulling experience.

As a team captain/co-captain it is your job to:

- Recruit and inspire your team get creative and show your passion and enthusiasm challenging your team to do their part!
- Actively track your team's progress, communicate clearly and often sharing your goals and how to reach them is a great place to start.

Your Resources

- This guide is full of step-by-step information to support your success.
- At laceup.diabetes.ca you can find more tools, including sample emails, sample social posts, fundraising tips and more!
- Don't hesitate to reach out to your local Diabetes Canada office, we are here to provide ideas, tips and support. Unsure of your local contact? Email laceup@diabetes.ca and we'll connect you.



Getting Started

Sign-up Your Team Online

Before you start building your team it is important to sign-up your team online. This will help team members easily find and join your team. It's easy!

1. Go to laceup.diabetes.ca and click "Join" or download the Lace Up app
2. Click "Start a Team" and choose "Join as a new participant"
3. Follow the prompts to complete your registration

Congratulations your team is now setup!



Setting goals leads to success! Set a goal for:

- Team fundraising goal
- Team member goal
- Kilometres moved

Set goals that are realistic but inspirational. Share your goals with everyone. Don't forget to lead by example and make the first donation.

Personalize Your Team Fundraising Page

Now that your team is setup online you have access to your participant centre. Here you can personalize your team page! Click "My Team" to update your team photo, story and page URL.



UPDATE PHOTO

Add a photo to make your page stand out. Upload a team photo or a photo of someone you're Lacing Up for.



EDIT CONTENT

Sharing why you Lace Up is the most effective way to motivate others to join and support your team!



URL SETTINGS

Create a shortened URL for your team page (don't use spaces). Share this URL with potential teammates.



Download the Lace Up App

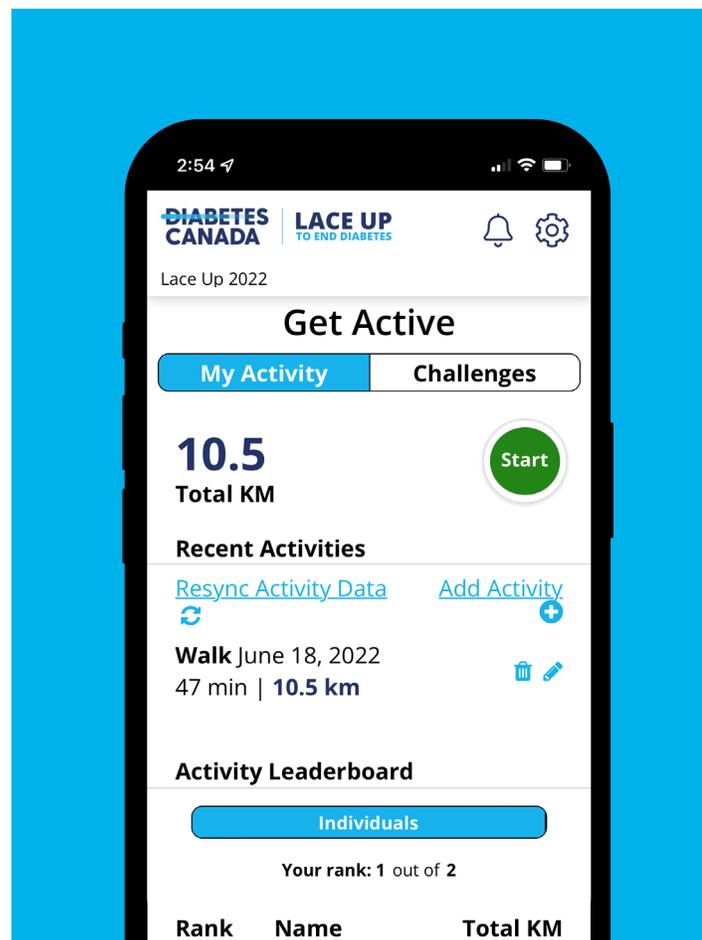
Get it on Google Play or the Apple Store

New in 2022! The Lace Up app is the easiest way to update your fundraising page and share the fun with friends, family and colleagues.

Download it today on [Google Play](#) or the [App Store](#). People who fundraise with the app raise an average of 3.5x more – that’s 3.5x more impact for people affected by diabetes or prediabetes.

Why Lace Up on the app?

- Use it on your phone, tablet or with your smart watch
- Share your progress with a couple taps by email, text or on social media
- Earn achievement badges exclusive to the app
- Join new activity challenges as you go





Building Your Team

Now that your team page is ready you can start to build your team! There are no limits on your team. Ask everyone you know! You might be surprised how many people join and have been affected by diabetes or prediabetes. The great thing about #LaceUpYourWay is that your team members can be from all over Canada!

Invite your:

- Family members
- Friends
- Acquaintances from hobbies or classes
- Co-workers
- Classmates
- Acquaintances clubs or sports teams
- Professional networks

Spread the Word to Your Network



UPDATE SOCIAL STATUS

Update your Facebook status, share why you Lace Up and invite others to join.



SEND EMAIL INVITES

Email your network and invite them to join you using the email template.



SHARE TEAM URL

Include the link to your team page whenever and wherever you can!

TIP

Your participant centre has prewritten email messages to help you build your team.

Log in, click "Email" and choose the "Recruiting – Join us! #LaceUpYourWay" email template.

Customize it why you are Lacing Up or who you are Lacing Up for and send. You'll be notified every time someone joins your team.



Promote Your Team

Share your team page on social media platforms such as Facebook, Instagram and Twitter to get your social friends and followers involved in your fundraising efforts. Share updates on your team's progress and spread the word about why you are Lacing Up this September or who you are Lacing Up for.

TIP

Find a Co-Captain to help you motivate and support the team. Think about someone who could help you spread the word, build your team, and create excitement!

 **FACEBOOK**

- Share your team page on Facebook
- Update your status often
- Like our Lace Up Facebook event page and invite your team
- Join our Facebook group

 **INSTAGRAM**

- Post an image and caption why you are Lacing Up
- Update your story and insert your team page link
- Share images of how your team is Lacing Up
- Share your progress in Instagram Stories and add our fun Diabetes Canada & End Diabetes Stickers

 **TWITTER**

- Tweet why you are Lacing Up this September and insert your team page link
- Tweet your team's goal and funds raised
- Tweet inspirational stories for your team



Team Fundraising Ideas

The best Lace Up fundraising tip is to get your team members registered online at laceup.diabetes.ca. Fundraising online is easier for you and your team, and it will help you reach your goals!

Here are some more fundraising ideas to help your team succeed:

- Send the link to your Lace Up team fundraising page to your employees.
- Ask all departments to be involved and compete against each other.
- Encourage each team member to raise at least \$150. Ask them to utilize social media to promote Lace Up using hashtag #LaceUpYourWay. Lace Up participants that raise \$150 or more will receive a FREE Lace Up water bottle.
- Utilize your company's email, message board, newsletter, staff meetings, intranet and company website to recruit team members and encourage fundraising.
- Check with your Human Resources Department for more information about your company's matching gift program.
- Ask company vendors and local businesses to support the team by donating or Lacing Up with you.
- Invite employees' family and friends to join in the fun!
- Offer incentives to motivate the team such as free lunch, dress down day, extra vacation day and CEO's parking space for top fundraisers. Create a healthy competition that encourages your team members to fundraise on their own.
- Celebrate team milestones with company wide emails.



Team Captain Checklist

Sign-up your team at laceup.diabetes.ca

Personalize your team fundraising page

Personalize your individual fundraising page

Set goals for team member, and team fundraising

Ask family, friends co-workers to join your team

Find a Co-Captain to help you

Encourage team members to personalize their fundraising pages

Share fundraising tips and weekly updates

Download the Lace Up app and encourage your team to do the same

Encourage team members to thank their donors

Cheer your team on as they track their activity on the app

Thank your team members

Please contact us at laceup@diabetes.ca if you have any questions, we are here to help!



**Thank you for Lacing Up
this September!**

laceup.diabetes.ca