



5 Steps to Team Success

We're here to guide you and your **BLUE CREW** from planning, rallying your team, to fundraise and of course saying thank you for helping make a difference in the lives of people living with diabetes or prediabetes. Whether you join us at one of our signature/community champion or in-person events, here are 5 steps to team success:

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 and choose the event type that best fits your needs (see the Captain's Guide for more details).

Step 2: Inspire



- Plan a kick-off event—consider holding a recurring meeting 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 presencreate 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 most team spirit
- Shout out your top fundraiser and team stories or successes.
- Share how individual employees are lacing up or personally connected.
- Check with Human Resources for more information about your company’s matching gift program.
- Encourage your team to download the Lace Up app to fundraise easily with pre-written emails, text messages, and social posts.

Step 4: Track your activity and final push



- Get ready to take on your 5km challenge, in-person with us or on your own.
- 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 and join one of our distance or daily streak challenges.
- Show your team spirit by planning to be active at a similar time.
- Send reminder emails, social media posts, follow-ups.

Step 5: Thank you!



- Thank your donors.
- Encourage team to share photos from their Lace Up events and tag @DiabetesCanada.
- Thank your team members.
- Recognize your community efforts on your website, intranet, or community news.

