

**DIABETES
CANADA**

**LACE UP
TO END DIABETES**



Lace Up to End Diabetes

Fundraising toolkit

laceup.diabetes.ca





Step by Step Guide to Lace Up

Ready to get started? It's easy, follow these steps:

Step 1: Join

1. Choose how you want to participate: Start a team, Join a team or Go solo.
2. Visit laceup.diabetes.ca or download the Lace Up app to Join.
3. Access your participant centre and customize your fundraising page.

Step 2: Share

Now that you have access to your participant centre, you can personalize your fundraising page, set up goals and follow these suggestions to spread the word about how you are Lacing Up.

Post and tag @DiabetesCanada for a chance to be featured on our social media!

- Personalize your fundraising page
- Make a self donation
- Share on social media
- Email your social circle
- Thank your teammates and donors
- Monitor and share your progress
- Tell everyone why you are Lacing Up

Step 3: Change Lives

A world free of the effects of diabetes is our vision. That's why we're working together to:



Support children and youth with type 1 diabetes through medically supervised summer D-Camps across Canada.



Improve the quality of life of people living with diabetes through support services and resources.



Share knowledge and create connections for individuals and the healthcare professionals.



Advocate through public policy such as the new Framework for Diabetes.



Fund research to improve treatment, prevention, and ultimately find a cure.



3 Easy Steps to Raise \$500



STEP ONE
Kickstart your fundraising
Donate \$50 yourself



STEP TWO
Email 10 family and friends
(10 x \$25 = \$250)



STEP THREE
Share on social media
(8 x \$25 = \$200)

= YOU HAVE RAISED \$500



Download the Lace Up App

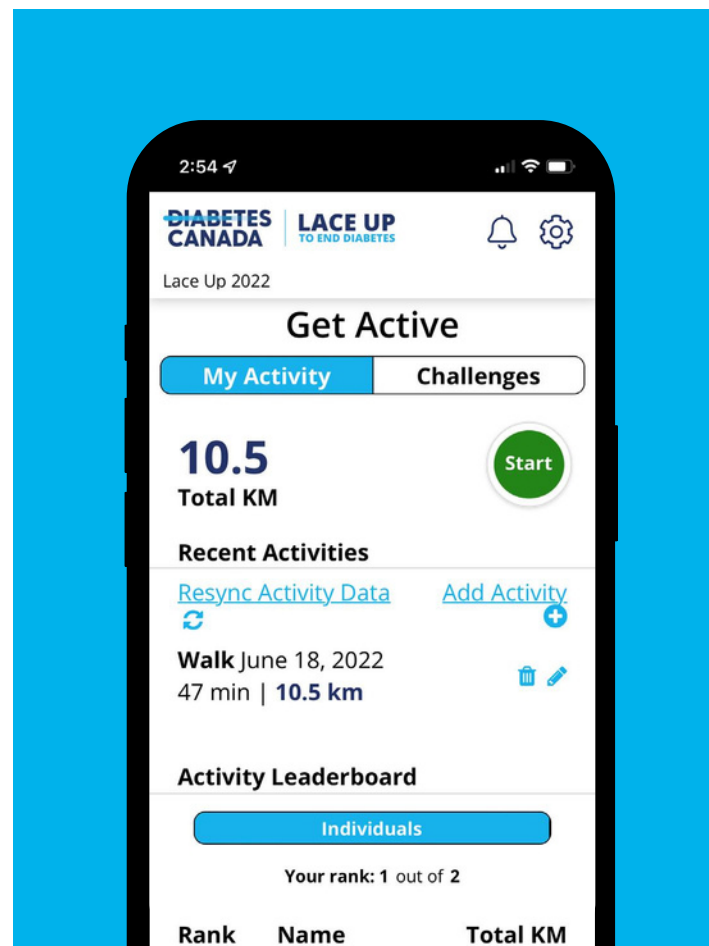
Get it on Google Play or the Apple Store

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.





Thank you for Lacing Up!

If you have any questions, please contact us at laceup@diabetes.ca