

**DIABETES
CANADA**

**LACE UP
TO END DIABETES**

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#ShowYourGlow

FUNDRAISING TOOLKIT



Step by Step Guide to Lace Up

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

STEP 1: JOIN

1. Visit laceup.diabetes.ca to get started.
2. Join virtually or in-person at a community champion led event. In-person events will run from September to November and will be located in towns across the Country.
3. Choose how you want to participate: Start a team, join a team or participate solo.
4. Access your participant centre and customize your fundraising page. **Did you know?** Pages that share your story and include a photo raise 40% more!

STEP 2: TELL YOUR STORY

Now that you have personalized your fundraising page and set a goal, it's time to share why you are lacing up and inspire your networks to help you reach your goal.

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

STEP 3: SHARE

- 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 4: 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



STEP 5: HIT MILESTONES AND EARN REWARDS



Waterbottle

RAISE \$250 AND EARN A LACE UP BRANDED WATER BOTTLE

Stay hydrated this fall while showing your support and commitment to Diabetes Canada.



Blue Flashlight

RAISE \$500 AND EARN A BLUE FLASHLIGHT

Ready to shine brightly? With this limited-edition blue flashlight, you have everything you need to light the night sky blue and raise awareness for diabetes.



Glow in the Dark Toque

RAISE \$750 AND EARN A GLOW IN THE DARK TOQUE

Congratulations on earning an extra special toque that glows in the dark. It's great for visibility on night runs or for day walks—and is equal parts warm and cool- looking.



Glow T-Shirt

RAISE \$1,000 AND EARN A CUSTOM GLOW IN THE DARK T-SHIRT

Your support will shine through in this one-of-a-kind glow in the dark t-shirt. As a top fundraiser, you will show up in style at the community event or create awareness while participating virtually.

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THANK YOU FOR LACING UP!

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