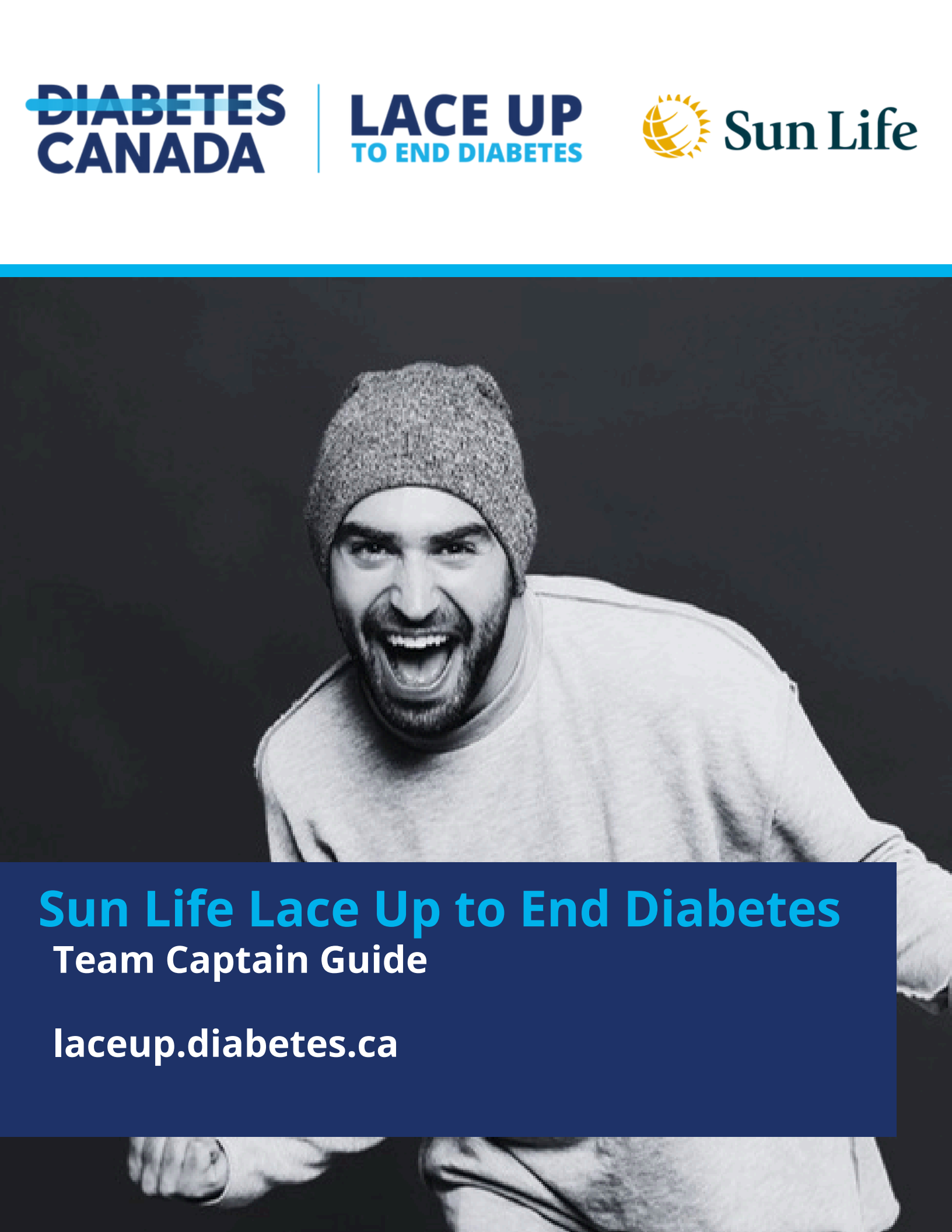


**DIABETES
CANADA**

LACE UP
TO END DIABETES

A black and white photograph of a man with a beard, wearing a knit beanie and a light-colored sweatshirt. He is leaning forward with his mouth wide open in a shout or cheer, showing his teeth. The background is dark.

Sun Life Lace Up to End Diabetes

Team Captain Guide

laceup.diabetes.ca



Let's Lace Up Together

Cheers for Team Captains!

Welcome to Sun Life 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 **BLUE CREW** in raising awareness and funds to support people across Canada living with diabetes or prediabetes at our in-person or virtual events.

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 **BLUE CREW** 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 fulfilling experience.

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

- Recruit and inspire your team to 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 choose between our in-person signature and community events or one of our virtual events
- 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!



SHARE YOUR TEAM LINK

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



Building Your Team

Now that your team page is ready you can start to build your **BLUE CREW**! 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 Lace Up is that your team members can be from all over Canada!

Consider inviting:

- Family members
- Friends
- Acquaintances from hobbies, classes, clubs, or sports teams
- Co-workers
- Classmates
- 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 YOUR TEAM LINK

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



Sharing Your Story

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 year 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!

#ShowYourGlow



FACEBOOK

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



INSTAGRAM

- Post a reel about why you are Lacing Up or who you Lace Up for
- Update your story, insert your team page link and search Diabetes Canada to use our fun stickers!
- Share images or a reel that shows how your team is Lacing Up



TWITTER

- Tweet why you are Lacing Up and insert your team page link
- Share progress updates towards your team goal at key milestones (50%, 75%, 90%)
- Tweet inspirational stories from your team about why they are Lacing Up



Team Fundraising Ideas

The best Lace Up fundraising tip is to get your **BLUE CREW** to download the app and register online at laceup.diabetes.ca. Fundraising with the app 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 coworkers.
- Ask all departments to be involved and compete against each other, or start a company-wide team and strive toward a common goal. Most teams of 5 to 6 people are easily able to raise \$2500.
- As a special bonus, every team that raises \$2000 will get blue flashlights for up to 6 of their members. That's the \$500 individual reward, for \$333 per individual!
- Encourage each team member to raise at least \$333. Ask them to post on social media using the Lace Up app or directly on their accounts with their page link and #LaceUptoEndDiabetes.
- Use your company's email, message board, newsletter, staff meetings, intranet and company website to recruit team members and encourage fundraising. Please ensure you get permission and follow your company guidelines.
- 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 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 be active and fundraise in support of the 1 in 3 people across Canada affected by diabetes or prediabetes.
- Celebrate team milestones with company-wide emails.



Team Captain Checklist

- ☒ Sign-up your team at laceup.diabetes.ca
 - ☒ Personalize your personal and team fundraising page
 - ☒ Set goals for how many team members you'll recruit, your movement, and your fundraising
 - ☒ Ask family, friends co-workers to join your team
 - ☒ Find a Co-Captain (or two!) to help you
 - ☒ Encourage team members to personalize their fundraising pages.
 - ☒ Share fundraising tips and weekly updates, cheering on your team as they hit milestones.
 - ☒ Encourage team members to thank their donors
- 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!

laceup.diabetes.ca