

# Lace Up to End Diabetes Team Captain Guide



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**LACE UP**  
TO END DIABETES

[Laceup.diabetes.ca](https://laceup.diabetes.ca)

# Let's Lace Up to #EndDiabetes Together

## Woohoo for Team Captains!

Welcome to Lace Up to End Diabetes, presented by GMS! 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 co-workers in raising awareness and funds to support the nearly 11.5 million Canadians living with diabetes or prediabetes.



**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

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](mailto:laceup@diabetes.ca)

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# Your Role at 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 fulfilling 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](http://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](mailto:laceup@diabetes.ca) and we'll connect you.

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# 5 Steps to Team Success

These five simple steps will guide you from planning, rallying your team, to fundraising and of course saying thank you to your team for helping end diabetes.



## Step 1: Planning

- Meet with your local Diabetes Canada representative to develop your Lace Up team plan
- Recruit co-captains, more hands = less work
- Create a Team Name & Team Goals
- Setup your team online – see page 7 for more details



## Step 2: Inspire

- Plan a Kick A\$\$ Kick Off Event – asking for time in a pre standing meeting is great too
- Ask Co-Captains to assist with rallying the team e.g. each person could be designated to different departments or activities.
- Have someone share their personal story or connection to diabetes or CEO message.
- Show your enthusiasm and have your Co-Captains present how they are lacing up – create 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

# 5 Steps to Team Success



## Step 3: Put the “FUN” in Fundraise

- Create contest/internal challenges (e.g. most KM's tracked or top fundraiser).
- Shouts outs for your top fundraiser and share stories or successes
- Profile how individual employees are lacing up or personal connected.
- Check with your Human Resources Department for more information about your company's matching gift program.
- Encourage use of pre-written emails templates, sharing on social media, and the importance of follow-ups



## Step 4: Get Active & Final Push

- Attend the virtual Lace Up kick off event September 1,
- Encourage weekly wellness breaks, lunchbreak yoga, walking meetings, or stretching
- Share your progress – every kilometre makes a difference
- Track your activity on Strava
- Show your team spirit, plan to get active at a similar time
- Send reminder emails, social media posts, follow-ups
- Join the virtual celebration event on September 26th



## Step 5: Thank you!

- Thank your donors
- Encourage team to share photos from their 10K or 100K
- Thank your team members
- Recognize your community efforts on your website, intranet, or community news

# 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](https://laceup.diabetes.ca) and click **"JOIN"**
- 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!**

### Team Captain Tip

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" (aka. Fundraising hub). Here you are able to personalize your team page, click **"My Team"** to update photo, story, and Team Page URL. [Watch our overview video to get started.](#)



**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**

Share "why you Lace Up" your story 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 team mates.

# Building Your Team

Now that your Team Page is setup you are ready to build your team! There are no limits on your team, ask everyone you know you might be surprised how many people join you if you ask. The great thing about a virtual 10K, is that your team members can be from all over the country!

## Invite your:

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

## Team Captain Tip

Your Participant Centre has pre-written email messages to help you build your team.

Log in, click "Email" and choose the "recruiting – Please join our group" email.

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

## 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!



# Promote Your Team

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

## Team Captain 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!



## Promote your team on Facebook

- Share your team's fundraising page on Facebook
- Update your status often
- Like our Lace Up Facebook event page and join the discussion
- Invite your team to like the Facebook Event Page



## Promote your team on Instagram

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



## Promote your team on Twitter

- Tweet why you are Lacing Up this September and insert your Fundraising Link
- Tweet your team's progress and \$ 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](http://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 #LaceUp10K. Lace Up participants that raise \$150 or more will receive a FREE Lace Up buff.
- 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 making a donation 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](https://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
- Cheer the team on as they track the kilometres
- Encourage team members to thank their donors
- Encourage the team to join virtual celebration event
- Thank your team members

Please contact us at [laceup@diabetes.ca](mailto:laceup@diabetes.ca) if you have any questions, we are here to help!

# Thank You for Lacing Up this September!



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