

# Lace Up for Diabetes Team Captain Guide



# Let's Lace Up to #EndDiabetes Together

## Woohoo for Team Captains!

Welcome to Lace Up for Diabetes – Virtual 10K, *do it your way!* We are excited to have you as a team captain in Diabetes Canada's first national fundraising event. 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 11 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)



# Meet Lace Up Ambassador: Dr. Greg Steinberg



*“The great thing about Lace up for Diabetes is that you can set your own goals and work towards them no matter what your level of physical activity.”*

~ Dr. Greg Steinberg

## Lacing up for the next generation of diabetes researchers

Growing up in the Brantford, Ont., in the '70s, one of my earliest and fondest memories was biking around my neighbourhood with my parents.

With the cancellation of so many organized sporting events this year, now is a great time to go back to making physical activity with the family part of a daily routine. In addition to being great fun, physical activity can help prevent type 2 diabetes.

To help celebrate the 100th anniversary of the discovery of insulin in 2021, I want to raise money to fund the next generation of diabetes researchers working in Canada. We have tremendous talent in Canada, but researchers need more funding to fuel the discovery of new treatments that will revolutionize the way we treat diabetes.

My plan is to ride 8,000 km (the equivalent of crossing Canada), completing on average 100 km per day for 80 days. My family will assist me in achieving this goal by also riding or running with me. We hope to raise money to help fund the next breakthrough discovery in diabetes [so it can happen in Canada] like it did 100 years ago.

# 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.



**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

## 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



# Fundraising Tips

## Asking for Donations

A lot of things were put on hold in the world due to COVID-19, unfortunately you cannot put a hold on diabetes. The need to support the 1 in 3 Canadians living with diabetes or prediabetes is greater now than ever.

### Here are some tips for asking for support:

- **Make it personal** – send a personal email, or make a personal call
- **Reinforce small gifts add up** – some people are willing to give up a daily treat
- **Ask those near and far** - diabetes impacts 1 in 3 Canadians you may be surprised who in your network is willing to support
- **Don't forget to follow-up** - people get busy and a friendly reminder is all it takes
- **Say thanks** – show your appreciation with one of our pre-written email templates

## 3 Easy Steps to Raise \$500



# 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!



Thank you to our sponsors:

