

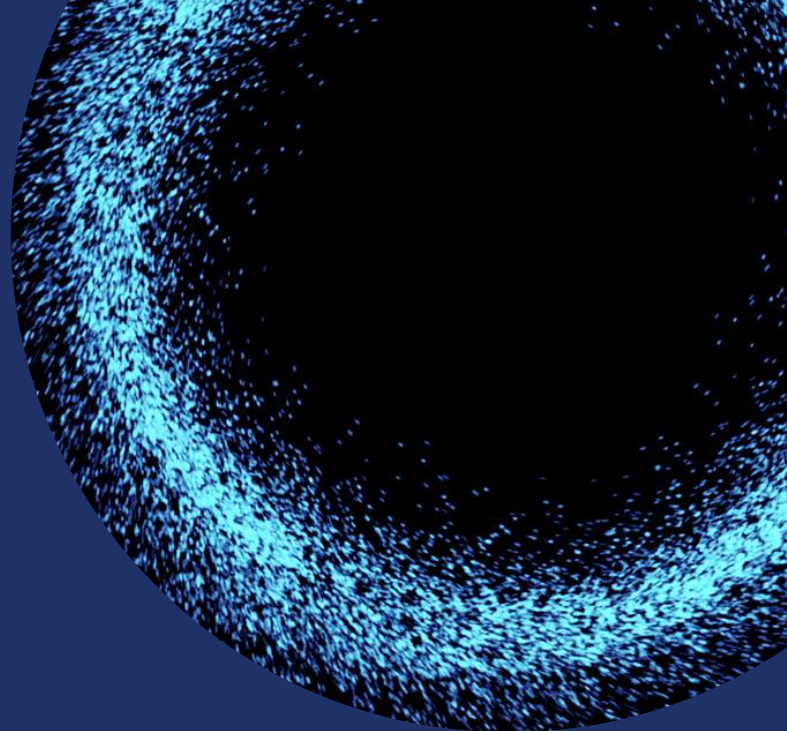
**DIABETES
CANADA**

**LACE UP
TO END DIABETES**

A black and white photograph of a night festival. In the foreground, a large fountain sprays water upwards. The background is dark, with several bright, curved lines of lights (possibly from a Ferris wheel or other rides) and a crowd of people. The overall atmosphere is festive and lively.

Lace Up to End Diabetes
Community Champion Toolkit

laceup.diabetes.ca



THANK YOU FOR BEING A COMMUNITY CHAMPION

This guide will help set you up for success from start to finish.

CREATE YOUR WALK

Determine a location and date for your 5km walk. Get your friends and family involved with your efforts.

1

REVIEW YOUR EVENT PLANNER

Enclosed is your Event Planner that will help guide you through each step of the way. We'll walk through this tool together on our first planning call!

3

HAVE FUN!

Please remember how much we appreciate your commitment and know that we are here to support you every step of the way!

5

REACH OUT TO US

Let us know your date and location and we will add your event details to the Lace Up website so that others in your community can register and join your event.

2

FORM THE COMMITTEE

Based on our planning meeting, work with your team of volunteers to determine who will be the perfect lead for each task.

4

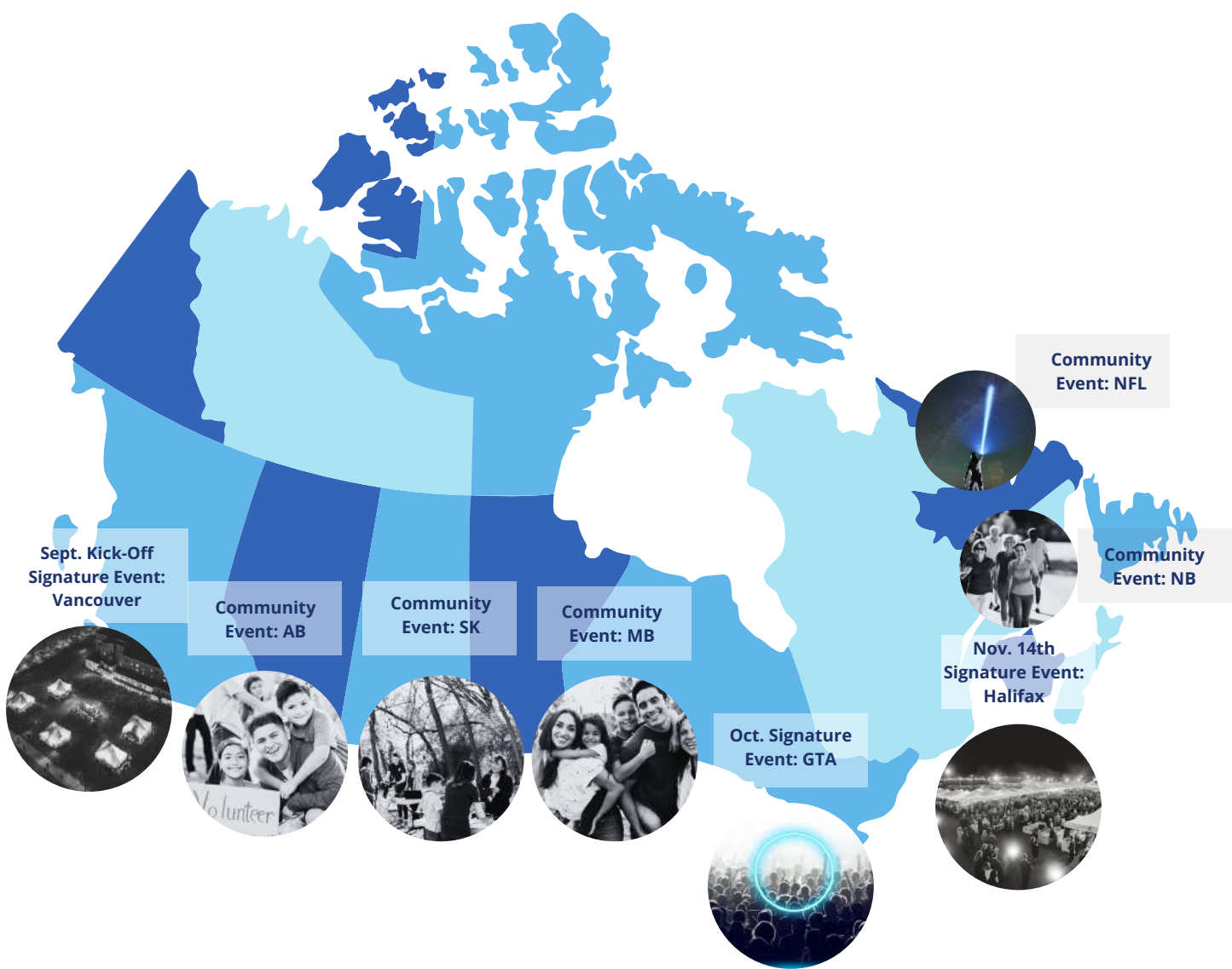
Your Lace Up Team:

Donna.Dowsett@diabetes.ca
Kimberley.Banford@diabetes.ca



Rally From Coast-To-Coast

By stepping up as a Community Champion, you will be joining other like-minded volunteers across Canada as we activate in-person events from coast to coast!





The Event At-A-Glance

Participant Engagement: Moving from West to East, participants will fundraise and rally to light up the night sky and the map of Canada to represent their story and community. Participants can register to attend a 5km in-person event or participate virtually. Diabetes Canada will host 3 in-person signature events, featuring insights from local researchers, connections with partners and a shared commitment to supporting Canadians living with diabetes. At volunteer-led community walks, participants will gather together to share their stories and enjoy a personalized 5km walk experience.

THE FACTS

One in three people in Canada are living with diabetes or prediabetes. Among those living with diabetes, 33% do not feel comfortable disclosing their condition to others. Diabetes Canada is committed to changing the conversation around diabetes, making the invisible more visible, and raising awareness about the diabetes epidemic.



RESEARCH

At Diabetes Canada, our vision is a world free of the effects of diabetes. To transform this vision into reality, supporting diabetes research is one of our biggest priorities. Determined Canadian scientists are working relentlessly, to reshape the future of diabetes. They are bridging critical knowledge gaps and equipping healthcare professionals with cutting-edge tools for effective diabetes management. But we cannot do this alone. Your support plays a crucial role in enabling vital research.



Event Schedule



REGISTRATION OPENS

Registration will open in January, with the focus on recruitment and capturing stories.

Location : laceup.diabetes.ca

CELEBRATION EVENTS BEGIN ACROSS THE COUNTRY

Beginning in BC, in-person 5km Walk Celebration events will start to take place.

Location : TBD

WORLD DIABETES DAY

The last of the Cross Canada Relay events will take place in Halifax.

Location : TBD



Ready To Get Started?

To help get you started, we will be shipping you a Community Champion kit. Included in your kit are gift cards (Staples, Amazon to help with costs on supplies and printing), signage templates, km markers, route markers, and other branded Lace Up materials. Once we confirm the date of your event we will work backwards to get that to you in plenty of time!

Step 1 - CREATE YOUR WALK

Determine a location and date for your event. Get your friends and family involved.

Step 2 - REACH OUT TO US

Tell us when you are planning this event, so we can get it up on the Lace Up website.

Step 3 - COMPLETE YOUR WALK PLANNER

This guide will help you determine each step in your event planning and provide an outline of how to create a successful event. We will walk you through this toolkit on our first planning call!

Step 4 - HAVE FUN!

Please remember how much we appreciate your support and know that you are making a difference for people living with diabetes.



Community Walk Planner

Lace Up Location: _____

Date: _____

Establish a reliable volunteer planning committee:

Start early by gathering a group of take-charge volunteers to help plan and coordinate the community walk.

Think of who would be a great fit to help with the planning and what their skills may be.

Is there anyone you know that may have a connection to diabetes, has participated in planning a walk or has a passion for volunteering?

- Colleagues
- Friends
- Family
- Neighbours
- Running groups
- Students who are looking for volunteer hours

Once you have established your committee, ensure you set up a meeting schedule, agenda and do not forget to have someone take notes. This will help keep your committee on track, remind members of tasks and deadlines and ensure people are accountable.



Community Walk Planner

Set your Community Walk Goals:

- Number of Participants
- Fundraising Goal
- Costs covered by sponsorships (in-kind)

Event Logistics:

- **Walk Route** – Establish location of walk and map out the distance.
- **Vendor examples** – Get quotes for porta-potties, fencing, tables, chairs, tents, garbage cans, staging, sound, etc. Determine if you also want to have a family fun zone with a jumpy tent, face painter, balloon artist etc.
- **Supplies** – Order supplies needed early on to ensure they arrive on time – shirts, promo items, markers for walk route, signage, first aid kits etc.
- **Food** – Do you plan to provide healthy choices for participants? Make sure you have a minimum of 1 water station.
- **Warm Up** – Have a friend, family member or fitness professional lead warm-up exercises to create enthusiasm.
- **Licenses/Permits** - Depending on your location of the community walk, you may need to get permits and approval from your city or town.

Sponsorship:

- What is your fundraising goal and when do you need to achieve it by?
- Start by making a list of potential businesses you can attract to the community walk and tell them why they will benefit from supporting this event.

Many local business owners will be happy to participate in your community walk. Done well, your title and other large sponsors can assist in covering a sizable portion of the event costs. Smaller sponsors can offer merchandise and/or gift certificates for door prizes or raffles. It is critical that you keep careful track of even the small donations so that you can thank each sponsor when the event is over.



Community Walk Planner

Recruiting Community Partners - In-Kind

Who do you know that may be able to donate services to the event or provide a discount? This could include gift cards, donations to products such as tables, chairs, tents, sound stage etc.

Recruiting paid sponsors

Tap into your network. Who do you know that could benefit from sponsoring a community walk, do they have a new product or service they want to promote?

Signage and Printing

What type of signage will you need for the community walk?

- Sponsor banners
- Registration Signs
- Directional Signs
- Water Station
- Any other signage needed for areas onsite

Volunteers

Here are a two key volunteer positions to fill for your community walk day:

- **Volunteer Coordinator** – As you organize a community walk, have one person on your planning committee responsible for managing volunteers on race day. This position is critical - so choose someone who can handle the responsibility. As volunteers arrive, the coordinator makes assignments and gives instructions to those who will help with:
 - o Participant Check-in
 - o Safety and First Aid
 - o Lap counters or timers
 - o Food and water for your walkers



Community Walk Planner

Equipment Supplies Manager – Somebody must be responsible for locating, picking up, and returning rentals such as tables, chairs, tents etc. This same committee member may be the one to arrange for commercial portable toilets and fencing. When it comes to obtaining the equipment and other necessary resources, see if they can be donated or discounted in return for mention on your printed materials.

Marketing and social media

- Promoting the community walk will be key to a successful event. Consider sharing your story, photos from the event, key information and more on platforms like:
 - Facebook
 - LinkedIn
 - TikTok
 - Instagram
 - X (Formerly Twitter)

Set Up – One Day before community walk

- Pro tip: Mark your walk route the day before the event with route and km markers. Use chalk or spray paint for a grass start line or directional markers. Make sure it washes off. You can even have fun and put quotes that inspire your participants.
- Have fencing, porta-potties etc. that can be onsite the day before. This allows you more time on the day of the event to do what you need to do.
- Be sure to have an event kit that includes items such as pens, highlighters, hand sanitizer, zip ties, tape, first aid kit, money kit with change, zip lock bags, envelopes, horn, clicker, garbage and recycling bags, bin for donations etc.
- Print off any registration lists and place them on clip boards.
- Prepare a schedule for volunteers with contact information.



Community Walk Planner

Day of Registration:

- Ensure your registration area is organized.
- Make sure your walkers list is alphabetical and easy to follow.
- Check in walkers as they arrive.
- You may accept day of walk registrations if you like along with donations, but be clear on payment.
- Shirts should be boxed by sizes (Men, ladies & youth) and easy to access.

Set up - Give yourself plenty of time:

- Tents
- Food stations
- Registration stations
- Walk bag pick-up
- Vendor stations/Family fun zone/Sponsor activations
- Ensure you have plenty of garbage cans and recycle bins on-site.
- Volunteer Orientation – be clear on roles/expectations. Allow time to answer questions.

Volunteers:

- Ensure volunteers have clear roles assigned to them. It is important you know what they are comfortable helping with and what they may not be capable of doing.
- Be sure to be in contact the week of the event and send a reminder email two days before with clear instructions on meeting times and meeting locations.

Event Tear Down:

- Pick up all signage from route including route and km markers.
- Take down tents, tables, and chairs.
- Garbage pickup. Ensure walk site is spotless.
- Return all rentals.

Community Walk Checklist

6-8 MONTHS OUT

Date to be completed by: _____

- Establish a reliable volunteer planning committee.
- Secure your event location and date.
- Determine if you require any permits for your event. Submit application for approval.
- Set the registration rate and determine what the cost will be. Do you plan to have an early bird rate, family rate or one flat rate?
- Set a fundraising goal. This will help you determine a strategy to reach your goal and develop a plan to cover costs associated with the event.
- Prepare solicitation letters and custom sponsorship packages as needed. We have examples you can use.
- Create a prospect list of individual donors, corporate sponsors, and in-kind donors.
- Set a goal for participation.
- Prepare materials to meet your event needs. We will provide templates.
- Visit laceup.diabetes.ca for some premade materials for your event.
- Ask your friends, family, and co-workers to join you by donating to your event.
- Start promoting the event via email, social media, flyers, and word of mouth.
- Send out solicitation letters to your prospect list, individual donors, corporate sponsors, and in-kind donors.
- Refer to the Sample Fundraising Letter template.

3-5 MONTHS OUT

Date to be completed by: _____

- Follow-up with your friends and family who have not yet registered or purchased tickets and sponsors you have solicited.
Pro Tip: Do not be discouraged if you have not heard from supporters; it takes on average FIVE asks before someone will contribute.
- Send an electronic save-the-date as a second touch point. Continue to post on social media.
- Create a list of in-kind needs and solicit these donations.
- Reach out to a local celebrity to MC event.
- Reach out to a local gym to see if they can provide a fitness instructor to lead the warmup prior to the walk.

Community Walk Checklist

1-2 MONTHS OUT

Date to be completed by: _____

- Recruit volunteers to meet your day-of event needs. Ensure you have a volunteer lead and plenty of volunteers to ensure a safe community walk. When recruiting volunteers, keep in mind the distinct roles you may need (Set up, take down, clean up, registration, food table, water station, safety, walk route volunteers, medals, swag sales etc.
- Continue to solicit donations from individual donors, corporate sponsors, and in-kind donors. Reach out to local newspapers, television/radio stations, etc. to encourage media coverage for your event.
- Determine the day-of event set-up and layout.
- Plan your 5km route. Try to be accurate. Pro Tip: All Trails is a great tool to use when planning your route.
- Request any necessary educational materials from the Diabetes Canada team.
- Prepare speaking notes/program.
- Determine printing company and print event signage.
- Order event swag, shirts and/or giveaways. It is important you have a deadline for shirt orders, so you do not over buy.
- Get quotes and secure tents, tables, chairs.
- Secure vendors such as balloon artist, jumpy tent, face painter.
- Order food and water.

2 WEEKS OUT

Date to be completed by: _____

- This is crunch time. Final push for walk registrations.
 - Finalize the day-of event schedule.
 - Finalize volunteer schedule.
- Send out confirmations to:
- In-kind donors/sponsors.
 - Venue if required.
 - Volunteers.
 - Entertainment and any other vendors.
 - MC.
 - Fitness instructor leading walk warm up.
 - Participants reminder email and information regarding community walk. Final push for fundraising.

Community Walk Checklist

EVENT WEEK

Date to be completed by: _____

- Follow up on any outstanding needs.
- Pack any day-of event necessities. Ensure you have your event kit ready.
- ASK, ASK, ASK! Now is the time to make your final request for donations. Ask friends and family who are not able to attend the event to donate instead.
- Send email to attendees with event day information.
- Send an email to volunteers outlining schedule and roles. Ensure they have a lead name and cell number for the day of the event in case they get lost or delayed.

POST-EVENT

Date to be completed by: _____

- Share your success with all walk participants by sending out a post-event email. Be sure to thank them for participating.
- Write thank you notes and distribute them to donors, volunteers, in-kind supporters, and sponsors.
- Contact Diabetes Canada and let us know all about your event! Please also include pictures so we can celebrate with you.
- Send any cheques with the Offline Donation Form to Diabetes Canada.
- Start planning for next year!

***This timeline can be adjusted based on your specific needs. The sample we have provided is an outline of best practices.**



Sample Fundraising Letter

<DATE>

<RECIPIENT NAME>

<RECIPIENT ADDRESS 1>

<RECIPIENT ADDRESS 2>

<RECIPIENT CITY, POSTAL CODE>

Dear Friends and Family,

This year, I am proud to lead the way toward a world without diabetes as a Community Walk Leader. I hope you will join me in raising funds and awareness at <NAME OF ACTIVITY> in <MEMORY/HONOR> of <NAME OF LOVED ONE>, to benefit Diabetes Canada.

I am delighted and inspired to support the Diabetes Canada community because <INSERT YOUR STORY HERE – YOUR CONNECTION TO DIABETES CANADA, YOUR EXPERIENCE WITH THE DIABETES, WHY SUPPORTING THIS COMMUNITY MATTERS TO YOU, ETC.>

Your generosity allows Diabetes Canada to continue their work in diabetes education, research, advocacy and resources.

My personal goal is to raise <FUNDRAISING GOAL>, and every dollar makes an impact. Please help me reach my goal by making a gift now.

To make a secure donation online, visit my fundraising page at <INSERT URL>.

Every dollar raised helps Diabetes Canada fund education, support services, advocacy and diabetes research that could lead to the next big medical breakthrough. Together, we are making a tangible difference in the lives of the 11.9 million people in Canada living with diabetes or prediabetes, helping to bring about positive change for the future. Your support means a world of difference to me, and to those affected by diabetes, so sincerely, thank you!

Sincerely,

<YOUR NAME>



Thank You For Lacing Up!

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