



TOUR[®]
de **CURE[®]**

American Diabetes Association[®]

Ride. Run. Walk.

TEAM CAPTAIN'S
GUIDE

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The American Diabetes Association's mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

Thank you for volunteering to be a team captain for Tour de Cure! Team Captains play an important role in the success of Tour.

STEPS FOR VICTORY

Step 1: Goal setting

Goal setting is one of the most important steps to creating a successful team. When setting a fundraising and recruitment goal, set one that is challenging and significant, yet attainable. Team members want to be a part of something impactful. (For example: 15 members x \$200= \$3,000)

Step 2: Register online

Visit www.diabetes.org/tour and find your local event



Step 3: Lead by example

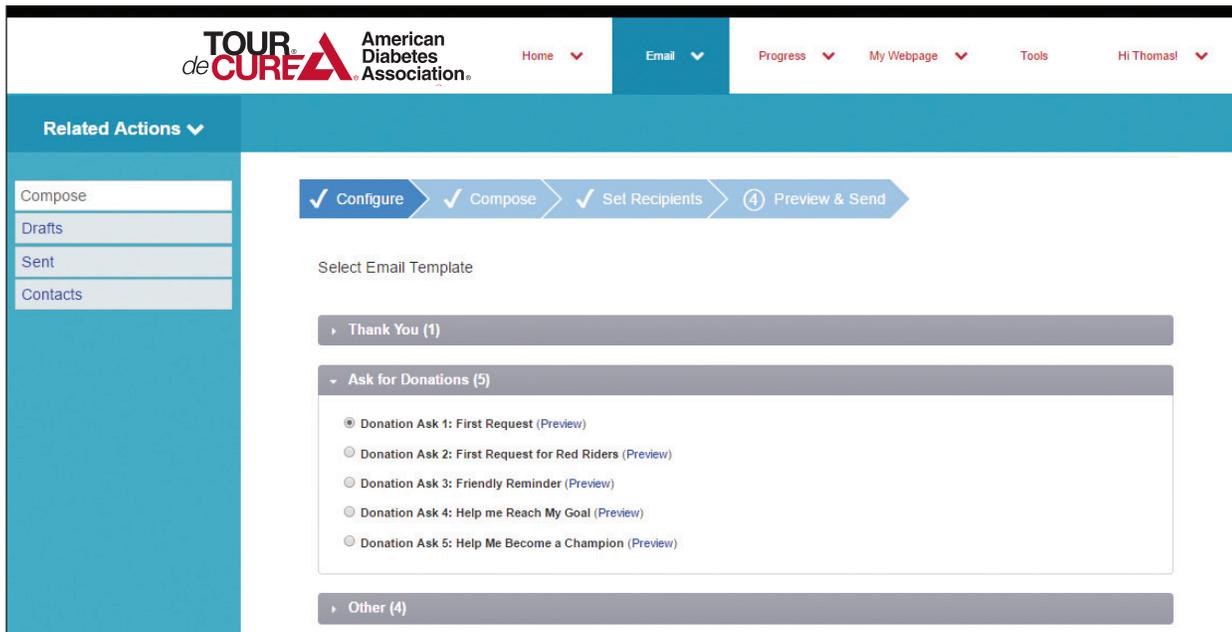
- Make your personal donation
- Personalize your webpage and share your story! People who raise funds online with customized pages raise three times the amount of people who don't.
- Ask for donations

Step 4: Recruit 10-15 team members

Step 5: Identify a champion (\$1,000+) for your team

Step 6: Cheer your team members on along the way as you strive to achieve your team goal

The local American Diabetes Association staff will help you set your goals, develop a fundraising plan, help identify potential team members and coach you on strategies to make you successful!



ONLINE TACTICS

1. Register online at diabetes.org/tour
2. Click form a team.
3. If you are a new participant, click register; if you are a returning participant, enter your user name and password from the prior year to pre-populate your registration page.
4. Enter your team name, teammate recruitment goal, and team fundraising goal (AIM HIGH), and select your team type in the drop-down menu under Team Company. Customize your team webpage with text and photo. If you don't have a photo, consider your company logo. Create a vanity URL by clicking on the Create My URL link.
5. Start Your Fundraising. Make a personal donation when you register and show your team that you are leading the way. Your team will follow your lead.
6. Sending e-mails is easy!
 - Login to your participant center and click the SEND EMAIL button
 - Configure by selecting your email template:
There are many templates to choose from; send a thank you, ask for donations, invite others to join your team or create your own!
 - Compose your message:
Add in your story, change the subject line, be sure to make it your own!
 - Set recipients:
You can type in e-mail addresses individually OR quickly import your address book from Gmail, Yahoo or Outlook
 - You're all set, click preview and send!
Be sure to copy yourself as well.
7. You are now registered as a Team Captain. Thank you!



COMMUNICATE WITH YOUR TEAM

Use your participant center to send email messages to your teammates. All of your teammates automatically loaded into your participant center contacts, so it's easy to select them.

Make sure your messages are positive and uplifting. Get the team pumped up!

Thank you for leading the fight
to Stop Diabetes!

Remember, local staff is here to support you all the way. If you hit any stumbling blocks, or just want to strategize, please contact us. Find his or her name on the local pages of our website or call 1-888-DIABETES.