

STEP OUT | WALK TO STOP DIABETES®

 American Diabetes Association.

Together We Can Stop Diabetes.



Team Captain's Guide



diabetes.org/stepout

1-888-DIABETES

Welcome to Step Out: Walk to Stop Diabetes!



We're so excited you've joined the American Diabetes Association to help Stop Diabetes®! Your support of Step Out: Walk to Stop Diabetes will help make a difference in the lives of nearly 26 million American children and adults living with type 1 and type 2 diabetes. As a Team Captain, you are responsible for your team's success and making sure every team member has a rewarding experience. It's a big job, but the Association staff is here to support you every step of the way!



In this guide you will find:

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Your Role as a Team Captain

Job Description

A great team needs a great captain at the helm. Serving as a Team Captain and rallying your team around the cause of stopping diabetes is an important job and a great leadership experience.

As a Team Captain your job is to:

- ✓ Recruit and inspire your team – let your determination and enthusiasm show and challenge your team to do their part!
- ✓ Actively track the team's fundraising progress and communicate clearly and often – let your team know exactly what you need them to do to reach the goal.



If you know someone with diabetes...



They are a **Red Strider** and should be the first to join your team! A Red Strider is someone living with type 1, type 2 or gestational diabetes who walks and raises funds for Step Out: Walk to Stop Diabetes! The purpose of the Red Strider program is to support everyone who lives with diabetes and showcase the courage it takes to live every day with this difficult disease. All Red Striders will receive special recognition on the day of event! They are why we walk, so recruit those you know with diabetes to join your team today!

Your Resources

- ✓ The step-by-step information in this guide will help you have a fun and successful Step Out: Walk to Stop Diabetes experience.
- ✓ At **diabetes.org/stepout** and on your local event website, you can find more tools, such as sample emails, recruitment strategies and fundraising ideas, to make your job easier.
- ✓ And don't hesitate to contact your local American Diabetes Association office for other materials, ideas or support. We're here to help.

What's Your Team Type?

There are all types of teams: corporations, families, clubs & organizations, and school groups. Teams also come in all sizes — two or more people make a team! Get recruiting today and form a team to walk for those who have been touched by diabetes. What's your team type?

Corporate Teams

Large and small businesses form teams and walk with us each year to raise funds for diabetes research, information and advocacy. Invite employees, company vendors, employees' families, friends and neighbors to join your team. Corporate Teams:

- Strengthen teamwork and team building skills
- Boost corporate pride and employee retention
- Provide a wellness activity for employees

Friends & Family Teams

When a family or friend is diagnosed with diabetes, we all want to do something to make a difference. Friends & Family Teams are made up of family, friends, civic groups, places of worship and co-workers. They celebrate and remember lives touched by diabetes, like our Red Striders. Friends & Family Teams:

- Provide an opportunity for family and friends to get together
- Walk in Step Out to provide a wellness activity for the whole family
- Easier to fundraise with others



Clubs & Organization Teams

Every year, clubs and organizations form teams and walk in Step Out. Clubs and Organization Teams are made up of club members, family, friends, co-workers and neighbors. Clubs and Organization Teams:

- Strengthen teamwork and team building skills
- Encourages community involvement
- Showcase their commitment to Stop Diabetes

School Teams

School Teams engage teachers, school administration and students in a cause that needs to be addressed earlier in the lives of our children. School leadership can get involved by promoting a team effort throughout all grades. School Teams:

- Teach kids the importance of supporting local community events
- Offer incentives or engage in friendly competition between grades and/or classes
- Teach children about the benefits of exercise at a young age

Local Association staff can provide you with materials based on your team type! Go to the Contact Us page in this guide to find out how to reach your local office.



Stop Diabetes One **Step** at a Time!

Start early and finish strong! These 5 steps will take you from recruiting team members, to raising money and, finally, thanking your team for their support in the fight to Stop Diabetes!

Step 1: Plan!

3 months out

- Meet with your Association representative to develop your campaign plan
- Set a Team member goal and recruit, recruit, recruit!
- Create your team at **diabetes.org/stepout**
- Set a dollar goal — \$200 per team member is a good guideline

Step 2: Inspire!

2 months out

- Attend the Kickoff!
- Recruit a Red Strider to help inspire your team.
- Put up Step Out posters and brochures in high-traffic areas
- Use email, social media, voicemail, memos and bulletin boards to encourage registration.

Recruit Red Striders to help inspire your team.



Red Striders are people with type 1, type 2 or gestational diabetes and are willing to lend their personal story and photo for promotion of your team.



Even if they can't walk with you, they can be a Virtual Walker!

Do you have family or friends who live across the country or can't join you on walk day? They can still join your team as a Virtual Walker and raise money to Stop Diabetes.

Step 3: Fundraise!

6-2 weeks out

- Encourage each team member to raise \$200 or more online – offer fundraising tips! 
- Use the online tools and goal posters to track your progress; promote Boundless Fundraising to your team members
- Tell team members to ask all donors if their company offers matching gifts
- Highlight your top fundraisers every week

It's easy to fundraise with Facebook!

Just add the Boundless Fundraising application from your Step Out Center to your Facebook page to extend your fundraising and recruitment efforts to your network of friends.



Step 4: The Final Push

2-1 week to go

- Send last-minute reminders by email, social media, voicemail, memos or flyers
- Ask your local office when turn-in days are held and schedule an appointment
- Arrange for signs and banners to promote the team at the event
- Send out a reminder with the date, time and location; include directions, the weather report, reminder to bring your collection envelope and day of event activities

Step 5: Thank You

After your walk

- Thank your donors
- Share photos of Step Out day
- Send thank you notes to your team members
- Praise the team in your newsletter, or send a press release to your local paper



What to do in your Step Out Center!

The online tools make it easy to register, manage your team and monitor your team's progress. At **diabetes.org/stepout** you'll find everything you need to help your team succeed!

Team Captain Online Tools

As a Team Captain, you can use the online tools to manage your team.

The screenshot shows the Step Out Center website interface. Red lines point from text labels to specific features on the page:

- Create a Team URL** points to the URL bar.
- Personalize your Team Page** points to the 'PERSONAL PAGE' tab in the navigation menu.
- Set a Team Message** points to the 'Update Your Personal Page' button on the right sidebar.
- Email your Team** points to the 'Send Emails' button on the right sidebar.
- Track your Team's Progress** points to the 'PROGRESS' tab in the navigation menu.
- Recruit Team Members** points to the 'Send emails to friends & family' button in the 'Fundraise to Stop Diabetes' section.
- Enter Offline Gifts** points to the 'Enter a cash or check amount' button on the right sidebar.

Personalize your Team Page

Add a picture of the team or your team's Red Strider and include a message. Tell the story of your Red Strider or another reason why your team is participating. Making a personal connection to the mission increases participation and fundraising.



Create a Team URL

Create an easy-to-remember URL for your Team Page. Copy the link and include on your flyers, posters and in emails to make it easy for people to register or make their donation to one of your team members.

Communication is the key to success!

It's easy to import and manage email lists and send emails to your team members. Send invites to your kickoff, share fundraising tips, updates on your team's progress and instructions for the big day!

- Encourage team members to input any offline donations so you can track team progress more accurately.
- Share how many people have joined, how much has been raised, who the top fundraisers are, etc.

Help the team raise money

Having your team members register and raise money online can make your job easier. It also improves results – those who raise funds online, raise four times as much than those who do not. Here are some things you can do to help your team succeed.

- Set your goal high and post it! Teams raise more money when a goal is promoted – see the “Set Your Goals” section for tips.
- Ask vendors and associates to donate to the team online.
- Ask people who can't or don't want to walk to support the team with a donation or participate as a Virtual Walker.
- Check out the Fundraising Guide for more ideas.

**Please note that Team donations will list under the Team Captain unless otherwise specified.*



Set Your Goals

TEAM GOAL BREAKDOWN

1. The average team raises more than \$1,000.

Encourage each of your team members to raise at least \$200.

of Team Members _____ x \$200 = _____

2. You can raise money in so many ways, vendor outreach, matching gifts, and holding fundraising events. For fundraising events, think about how many you want to have and set dates for your fundraisers.

Fundraiser #1 _____ Date _____

Amount to Raise \$ _____

Fundraiser #2 _____ Date _____

Amount to Raise \$ _____

Fundraiser #3 _____ Date _____

Amount to Raise \$ _____

3. Does your company have a Matching Gifts Program?

Estimated Employee Donations \$ _____

Matching Gifts = \$ _____

4. Add Steps 1-3 and you have your Team Goal!

TEAM GOAL = \$ _____



Join the Champion Challenge!

Champions to Stop Diabetes are walkers who raise \$1,000 or more. Our goal is to have at least 1 Champion on every team around the country. Can you do it? Champions receive a special medal to recognize their incredible efforts and more! Contact your local ADA office for details.

Contact Us!

We are here to help. Please don't hesitate to contact your local office if you need:

-  Help getting started with recruitment and fundraising – Association staff will meet with you to develop a plan!
-  Additional materials, such as brochures, posters, email or voicemail samples, flyers, pin-ups, etc.
-  Fundraising ideas
-  Assistance with holding an internal kickoff with your team
-  Anything that will help you have a fun and successful Step Out experience

There are several ways that you can reach us:

1. Find your local office information at **diabetes.org/about-us/local-offices**
2. Visit your local Step Out website – find your event at **diabetes.org/stepout**
3. Call 1-888-DIABETES

National
Premier
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