
**Active
for Life.**

**TOUR[®]
de CURE[®]**
American Diabetes Association[®]
Ride. Run. Walk. For Life.



TEAM CAPTAIN'S GUIDE

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5 EASY STEPS TO SUCCESS

Welcome to Virtual Tour de Cure!

The American Diabetes Association (ADA) continues to monitor the spread of COVID-19 (Coronavirus). We are following the guidance of the Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO) and other health authorities. We are being cautious, conservative and consistent because the health and safety of our participants, volunteers, sponsors, employees, partners and friends is our top priority. With that in mind **we have decided to host our Tour event VIRTUALLY**, not in person.

A **virtual event** offers you and others an opportunity to join us wherever you are. Funds raised will support lifesaving research, education and advocacy to support the millions of Americans living with diabetes and their loved ones.

Step 1: Goal setting

Goal setting is one of the most important steps to creating a successful team. When setting a recruitment and fundraising goal, set one that is challenging and significant, yet attainable. For example, 6 members x \$100 + 6 members x \$250 + 1 Champion (\$1000) = \$3,100!

Does your company offer sponsorship?
Does your company have matching gifts?
Team members want to be a part of something impactful and these additional financial opportunities can grow your team's impact.

Step 2: Lead by Example

- Set a personal goal to be a Champion (\$1,000+ fundraiser).
- Kick start your fundraising by making a personal donation.
- Personalize your webpage and share your story! People who raise funds online with customized pages raise 3X the amount of people who don't.
- Make the ask. Utilize the Tour app to send text messages or emails to potential donors. You can also ask them to join your team. Use the links in your Participant Center to send messages through your social media outlets. Facebook and LinkedIn fundraising can take you to the next level.



Step 3: Recruit

Recruit 10-15 team members and hold a Virtual Team Kickoff event. We have waived the registration fee so it's easier than ever before to participate! Ask your friends, family or co-workers to join your team.

Step 4: Be Champions

Ask other team members to strive to be a Champion fundraiser (Set your personal goal at \$1,000 and ask for your team to match, share your "why")

Step 5: Celebrate

Cheer your team members on along the way as you strive to achieve your team goal.

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Our Mission: To prevent and cure diabetes, and to improve the lives of all people affected by diabetes.

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ONLINE TACTICS

Once you are registered you can start on your journey to becoming a fundraising Champion. It's easy with the online tools in the [Participant Center](#).

Update your team page with a **team picture**.

Update your personal page and team pages with content that will inspire others to support you and the team.

Your WHY Hasn't Changed

- People with diabetes can suffer serious complications such as blindness, heart disease, stroke, kidney disease, hearing loss and amputation. This disease is not going away in a few months, we need to continue our efforts to fund research, advocacy, education and programs for those with diabetes.
- In addition, people with diabetes who contract the COVID-19 virus are more likely to experience more severe symptoms. We still need to fight against diabetes for all those who are counting us to provide funds for lifesaving research, advocacy, education and programs.
- Make sure to tell your WHY on your Participant Center page to make it more personal.

Set up your URL for your personal and team pages.

Email your entire team at the same time and encourage them to recruit and fundraise. Celebrate fundraising milestones in group text or email (\$100, \$250, etc., this builds momentum and friendly competition)

Encourage your team to reach out to friends and family across the country to join. Virtual means everyone can join as a participant or as a donor.

Easy Ways to Fundraise

- Start by customizing your Participant Center page – personalize your page to tell everyone why you are participating.
- Did you know that 1 in 10 Americans have diabetes? Ask 10 friends for \$10 each towards your fundraising goal. You can email your prospects from the Participant Center.
- Conduct a Facebook Fundraiser to request donations. You can easily set this up from your Participant Center.
- To make fundraising even easier, download the mobile app so you can send out funding requests right from your phone or tablet.
- For specifics on how to complete these steps, please click [here](#).

See your **progress** in real time on your personal fundraising website, or the Tour mobile app.

Manage your team by downloading a team report.

Email **thank you notes** to donors who are supporting you and the team.

Go social! You can fundraise with Facebook, LinkedIn and Twitter directly from your Participant Center. Add your own picture to your post and you will see your donations come rolling in. Make sure to include our hashtag **#VirtualTourdeCure2020**.

Go mobile! Download the mobile app to your [iPhone](#) or [Android](#) and you can fundraise from anywhere. With the app you can also text your friends with a link to your page.

COMMUNICATE WITH YOUR TEAM

Use your Participant Center or mobile app to send email messages to your teammates. All your teammates are 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!

Encourage your team members to fundraise with their own Participant Centers. It's a fundraising hub that will help everyone reach their goals.

TOUR de CURE American Diabetes Association. Ride. Run. Walk. For Life.

My Participant Center

Home Social Email Donation History Personal Page Team Page Company Page

Compose Message

Configure Compose Set Recipients Preview & Send

Select Email Template

- Thank You (1)
- Recruiting (4)
- Solicitation (6)
- Other (2)
 - Blank Message (Preview)
 - Welcome to the team! (Preview)

Direct Link:
<http://main.diabetes.org/site/TR?pen=892>

Compose Drafts Sent Contacts

- **Coach** your team to update their personal pages and share them on Facebook, LinkedIn, and Twitter.
- **Send** your team email messages through your Participant Center and encourage them to send messages too. The templates make it easy.
- **Remind** everyone to send thank you notes to their donors. "Thank You" templates are ready to use.
- **Set up a group page on Facebook** for your team members to use and share fundraising tips, pictures, training tips and more.
- Invite your team to be a part of the **Virtual Tour de Cure Community Facebook group**.
- **Do shout-outs** about the team's fundraising rock stars in email and social.

Thank you for leading the fight against 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

READY, SET, GO!

Get ready for an awesome Tour de Cure – a virtual event like no other.
We're in this together ... even though we're apart!

Ready ...

Got Team Jerseys/Tech Tops?

Although not riding together, you want your team to feel connected and to look their best in virtual event photos!

Primal, our National Sponsor of the Tour de Cure offers **custom team apparel**. Not only do they offer quality products with the great pricing and a good turn-around time (timeline 6-7 weeks for production and add time for artwork) --- they also give 15% of the custom apparel cost back to your team's fundraising! Check out www.primalwear.com/tourdecure for more information or to start your order!

Set ...

Get your shoes laced up or your bicycle tires pumped!

In light of social distancing and stay-at-home orders, we want to provide some tips for participating in the Virtual Tour de Cure.

- Prior to the event, we will send details regarding what Tour de Cure day will look like.
- Tour de Cure will host a kick-off with the following components, just like we are at a physical event:
 - ✓ Warm Up
 - ✓ Sponsor Announcement
 - ✓ Top Individual and Top Team Fundraisers
 - ✓ National Anthem
 - ✓ Go Red Rider, Go Red Strider Cheer!
 - ✓ And more!

We can't wait to share the day with you and your team!

Go!

Celebrate your support of the American Diabetes Association and have fun!

- Walk, run or ride in your neighborhood or walk/run on a treadmill or ride a stationary bike. Choose your distance and enjoy the day!
- Everyone can participate in the virtual Tour de Cure! It's a great opportunity for co-workers and families to get out and be active.
- Set up video conference chats or use a connected app with team members to participate together.
- We want to see your team in action! Take lots of photos! Be sure to post them on social media with our hashtag **#VirtualTourdeCure2020**
- Watch Facebook Live for our broadcast throughout the day so all participants will be connected to our mission.