American Diabetes Association®
Tour de Cure®
TEAM CAPTAIN’S GUIDE
START A CHAIN REACTION. YOU CAN HELP STOP DIABETES.

TO LEARN MORE, VISIT diabetes.org/tour
OR CALL 1-888-DIABETES
Give Yourself an Instant Promotion

That’s right, stepping up to serve as a Tour de Cure Team Captain is like giving yourself an instant promotion. YOU can be a leader in the fight to Stop Diabetes®. All it takes is the willingness to reach out to others and a little extra time, and you’ll become one of the ADA’s most important assets.

This guide will help you...

1. Set goals for your team
2. Identify a Co-Captain
3. Get registered online
4. Customize your team webpage
5. Recruit teammates
6. Communicate with your team
7. Boost team fundraising
8. Plan for event day
9. Get ADA staff help, when needed
10. Inspire you to Stop Diabetes

Tour de Cure Team Captain noun
1. a leader in the fight to Stop Diabetes
2. one who rallies and motivates
see: hero, inspiration
Step 1: 
Goal Setting

Goal setting is one of the most important steps to creating a successful team. It’s important to set a stretch goal that is challenging and significant, yet attainable. Team members want to be a part of something impactful.

*Fill in the worksheet below to get started. Remember, this is your goal; what you want to achieve and feel is realistic. Aim high to Stop Diabetes! We know you can do it and we can help!*

Team Name: ________________________________________________________________ _______

Team Captain(s): __________________________________________________________________

For Returning Teams

_________ number of teammates last year   ___________ number of teammates goal
_________ team fundraising average last year   ___________ fundraising average goal
_________ total raised last year   ___________ team goal

For New Teams

_________ number of teammates x $423 = ____________________ team goal
(national fundraising average per rider)

OR

_________ number of teammates x $ ______________ = ____________________ team goal
(local fundraising minimum per rider)

Suggested Goals

A new friends & family team is encouraged to strive for at least five riders. A new corporate team is encouraged to evaluate company size, and include family and friends, when goal setting:

- Small Company (up to 250 employees) – strive for 10-15 riders
- Medium Sized Company (250-500 employees) - strive for 25 riders
- Large Company (500+ employees) – strive for 50 or 100 riders

Returning teams are encouraged to have each team member recruit at least one more rider, aiming to double the team size.

Our Team Goal: $__________________ for diabetes research, education, & advocacy
Step 2: Identify Your Co-Captain

As teams grow, it becomes more and more important to divide up leadership tasks. We want you to have fun while leading the way and sharing responsibilities will help you stay balanced. So, think about who could help you spread the word, create excitement, and plan team activities.

Who do you know that...

- Is a cycling enthusiast or an athlete?
- Lives with diabetes?
- Has a close friend or family member with diabetes?
- Is a party planner?
- Has pull within your company or family?
- Is a great fundraiser?
- Has a large circle of influence?
- Is not afraid to talk to others and make asks?
- Is motivated by competition, incentives, or recognition?

List your potential Co-Captains here, and note any special skills that might come in handy:

_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________

Now, select your strongest Co-Captain and ask them to help!

Remember, they are much more likely to say yes if you ask them face to face (like over a cup of coffee or while riding together). Don’t forget to tell them why you are getting involved! They could also have the privilege to be a leader in the fight to Stop Diabetes!

Team Captain Tip: Although the online system can only recognize two co-captains, we recommend assigning roles to others on the team, as well. You could designate a team training ride leader, a team fundraising mentor, a team tent party planner, an executive sponsor and more.
Step 3: Get Going Online

Before you start recruiting teammates, it is important to get yourself personally registered online, so teammates can easily find and join you. They can’t join a team that doesn’t exist!

Register Yourself First

1. Go to diabetes.org/tour and select your local ride
2. Click Register to Ride
3. Click on the “Start a Team” button
4. Name your team and enter your team goal (Remember to aim high!)
5. Follow the prompts to complete your registration
6. You are now registered as the Team Captain! Congratulations!

Get Your Co-Captain Signed Up By Having Them Follow These Steps

1. Go to diabetes.org/tour and select your local ride
2. Click Register to Ride
3. Click on the “Join an Existing Team” button
4. Search for the team (you will need the team name to do so)
5. Click join and follow the prompts to complete your registration
6. Email your local ADA staff member and request to be designated as co-captain (The system doesn’t have a co-captain registration choice, but we will add it for you)

Your friendly local ADA staff member is always there to help. Find his or her name on the local pages of our web site, diabetes.org/tour or call 1-888-Diabetes.

Team Captain Tip: Don’t forget to take 5 minutes to customize your team webpage and web address after you register. It’s an easy way to speed up recruitment and donations. Instructions are on the next page.
Step 4: Customize Your Team Webpage

Now that you are registered and ready to reach out to prospective teammates, make sure the team webpage you are sending them looks amazing and is easy to access. It’s simple!

**Customize Your Team Webpage**

1. Log into your Tour Center at diabetes.org/tour using your username and password
2. Click on your local event link
3. Click on the Team Page tab
4. Customize the page with text and a photo; if you are a company team and you don’t have a photo, consider using your company logo (with the company’s permission)

**Create a Vanity URL (Web Address Shortcut) for Your Team Page**

1. While still on your team page, look towards the top in the small print and find the vanity URL link
2. Click on the link and customize the keywords for your custom web address (case sensitive, don’t use spaces)
3. Hit save. If you receive an error message, the web address you chose is already in use and you will need to select something different and repeat steps 1-3.
4. Copy and paste the vanity URL into a new window of your browser to make sure the link works. Give this address to potential team mates and put it in your email signature!

*Team Captain Tip:* In order for photos to upload successfully, they need to be sized to 150 x 150 pixels. You can resize photos in editing programs like Microsoft Office Picture Manager or iPhoto. If you need assistance resizing a photo or logo, contact your local Tour staff member.
Step 5: Recruit Teammates

Now you’re ready to build this team! Ask everyone you know – you’ll be surprised how many people will ride with you if you just ask!

Make Sure To Invite Your...
- Friends, Family & Neighbors
- Co-workers
- Doctor, Dentist, Hair Stylist, etc.
- Acquaintances from your place of worship
- Acquaintances from your various hobbies, classes or teams
- Local schools, teachers, and students you work with
- Local civic organizations (Lions, Rotary Club, etc.)
- Clubs, sports teams, and professional organizations

Use Materials & Resources to Spread the Word
- Get posters & brochures from your local ADA office
- Send email invitations to your contacts (get permission before emailing co-workers)
- Use social media like Facebook, Twitter and LinkedIn
- Create your own Team Captain business cards (ask your ADA staff for the template)
- Make an announcement at your next club meeting
- Share what you are doing with your local newspaper
- Ask your company to spread the word

Your local staff is here for you

Your local ADA office can help you by supplying text for internal company postings and company newsletters, hosting recruitment tables and corporate kick off parties at your office, and supplying you with materials like posters and brochures.

Team Captain Tip: You can send emails to prospective teammates from within your Tour Center. Just log in, sync your contacts from your existing email account, type your invitation, and you’re all set! You’ll be notified every time someone joins your team, as well! You can also include your team page vanity URL in the body of any email you write.
Step 6: Communicate with Your Team

Now that your team has signed up, you need to keep them engaged. Communication is key, but how do you get the information to them easily and effectively?

Use your Tour Center to send email messages to your teammates. All of your teammates automatically load into your Tour Center Contacts, so it is easy to select them.

To Send a Team Email from Inside Your Tour Center...
1. Click on the “Manage Contacts” link to the right
2. Click on the “Groups” button
3. Check the box next to “Teammates”
4. Click on “Compose Message”
5. Draft your message (there are already templates for you) and click send. That’s it!

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

**Recommended Best Practices**
- Send weekly team updates starting at 12 weeks (three months) before event day
- Be sure to introduce the Co-Captains in the first email and ask them to help write emails
- Welcome new members with a personal email when they join the team
- Congratulate team members in the weekly updates by mentioning their names when they do something spectacular, like surpass their fundraising goal
- Encourage teammates to respond by engaging them in topics like training, team apparel, team incentives, what to bring to the team tent on event day, etc.
- Keep the emails brief – a paragraph or two to check in

Team Captain Tip:
Want to communicate with your team more often? Consider starting a team Facebook page. Invite team members to join and provide daily updates about cycling, team progress, the Tour de Cure, diabetes, and more. Just be sure to keep the page active with several posts per week.
Step 7: Boost Team Fundraising

New team members who haven’t ever done a fundraising event before may be apprehensive about the fundraising minimum. People might hesitate to join the team without your leadership and help. So make yourself a fearless fundraising leader!

Share These Tips

1. The easiest way to meet the fundraising minimum is for each teammate to send some emails through the Tour Center to their friends, neighbors, and family. You only need a handful of people to donate $25 each.

2. Make sure your teammates personalize their web pages with custom text and a photo, and reasons why they ride. People who raise funds online with custom pages raise 3x the amount of people who don’t personalize their page. Donors want to know why you ride!

3. If your teammates don’t know how to personalize their web pages, take the time to show them, or ask your ADA staff member to help them. It’s the same steps you did to personalize the team page, with the exception they use the “Personal Page” tab instead of “Team Page.”

4. Make sure every teammate is asking their donors about matching gifts. If the donor works for a company that does matching gifts, the team member may be eligible for double donations!

Team fundraisers are also great ways to boost team totals. Consider these ideas and ask your local ADA staff for more details if you need help or supplies:

- Team Garage Sale
- Bake Sale
- Pin-up Campaign
- Spaghetti Dinner
- Casino Night
- BBQ Party
- Happy Hour Events
- Restaurant Fundraisers
- Car Wash
- Change Canisters
- Bowling Tournament
- Silent Auction
- Jeans Day at Work
- Sports Ticket Fundraisers

Team Captain Tip: If your teammates are dragging their feet about personalizing their websites and sending emails, make it a party! Host a get together at a local coffee shop or restaurant with free wi-fi. Have everyone bring their laptops and contacts, and customize your web-pages together. It’s fun, productive and a great team building activity.
Step 8: Plan for Event Day

Now the big day is almost here and you are ready to ride! But, let’s be honest, you want to be the best Team Captain out there, right? Here are some ideas that go above and beyond the call of duty, to make it an extra special event day:

1. **Custom Team T-Shirts or Jerseys.** Choose a design and put together a group order. Make sure to allow ample time for ordering – usually 8-12 weeks for jerseys and 6+ weeks for t-shirts. Order from Primalwear.com and get 15% back towards your fundraising. Visit http://www.primalcustom.com/givesback.htm

2. **Pre-Event Parties.** Hosting get togethers with your teammates is important to make sure everyone knows everyone BEFORE the ride. Happy hour, team training ride, whatever. Just make it fun and social.

3. **Team Incentives.** Ask your local ADA staff member how much the team has to raise to get a team tent in the Top Teams Village! Also, ask about special incentives just for Team Captains.

4. **Team Photos.** Organize a time and place for a team photo on event day!

5. **Team Member Incentives.** Reward the person who recruits the most teammates, who raises the most funds, etc. A $5 coffee card or a gag gift will do. People just like to be recognized!

**Team Captain Tip:**
Don’t let teammates ride alone. Encourage teammates who are riding the same route to ride together and if possible, provide a place for them to meet up before the ride starts. That will ensure that everyone on your team has an enjoyable time, and a new friend or two.
Step 9: 
Help is Just a Phone Call Away

As Team Captain, you are the leader in our fight to Stop Diabetes, but you are not alone! The ADA staff is here to support you all the way. If you hit any stumbling blocks, or just want to bounce some ideas off of us, please contact us right away. We would like to meet personally with every team captain.

Your friendly local ADA staff member is always there to help. Find his or her name on the local pages of our web site, diabetes.org/tour or call 1-888-DIABETES. Or for specific web site help call our Tour Support line at 703-549-1500 x1438.

Our promise to you is quick, friendly customer service. We can also connect you with other team captains, if you wish.

Team Notes

Prospective Team Members

1. ____________________________________________________________
2. ____________________________________________________________
3. ____________________________________________________________
4. ____________________________________________________________
5. ____________________________________________________________
6. ____________________________________________________________
7. ____________________________________________________________
8. ____________________________________________________________
9. ____________________________________________________________
10. ____________________________________________________________

Team Kickoff Party Date: ________________________________

Prospective Team Fundraisers

Event: ______________________________________ Date: _______________ Goal: $____________
Event: ______________________________________ Date: _______________ Goal: $____________
Event: ______________________________________ Date: _______________ Goal: $____________

Does your company have matching gifts?  □ Yes  □ No

Thank you for leading the fight to Stop Diabetes!