

Community for **Life.**



TEAM CAPTAIN'S GUIDE

STEP | WALK
OUT | TO STOP DIABETES®

 American Diabetes Association.

TEAM CAPTAIN'S GUIDE

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 Step Out! Team Captains play an important role in the success of Step Out.

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/stepout 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!



STEP OUT WALK
TO STOP DIABETES
American Diabetes Association

REGISTER ▾ DONATE ▾ MY CENTER ▾ menu

Company Teams and National Teams

Lead. Inspire. Empower.

The Step Out Walk is a great way to promote health and wellness at your company and supports all people living with diabetes.

Did you know that diabetes is one of the highest healthcare costs for your company and a major contributor to lost productivity? With over 30 million Americans living with diabetes, one out of seven health care dollars is spent on diabetes and its complications. This disease is placing a burden on the lives of many of your employees and their families and the number affected is increasing.

Create a company team for Step Out and encourage employees to become and stay healthy, work with their colleagues for a common cause, and to make a difference in their community.

Building Strong Bonds

Teams help employees develop leadership skills, including goal-setting, decision-making, problem-solving, time management, negotiating, and networking. It's a great alternative to a staff retreat or company picnic!

Teams come in all sizes and members can be of all different skill levels — it only takes two people to get started and five or more people to make a full team! You can also assign a co-captain to help you lead your team to success.

Be a hero at your company and take the first step. [Start a team today!](#)

[Start a Team](#)

Register Your Team

1. Register online at diabetes.org/stepout
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!

ONLINE TACTICS

With our free Step Out mobile app, you can fundraise anytime and anywhere!

You can use the app to:

- Send text messages and emails that automatically link to your fundraising page
- Update your personal fundraising page with photos from your personal library and set-up a Facebook Fundraiser
- Share updates on social media

Facebook Fundraisers for birthdays or anniversaries are all the rage and now you can set up a Facebook Fundraiser that connects directly to your Step Out Fundraising page!

The new Facebook Fundraiser is great because you can customize your photo (no more stock images!) and share your story, and your donations will deposit directly to your Participant Center in real time!

To get started, visit your Participant Center or download the Step Out Mobile app (iPhone or Android).

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 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.



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