

 American Diabetes Association®
Tour de Cure®



TAKE THE **RIDE** OF YOUR **LIFE**

**TEAM CAPTAIN'S
GUIDE**

To learn more, visit diabetes.org/tour or call **1-888-DIABETES**

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Leading the Pack for a Great Cause

Serving as a Tour de Cure Team Captain can be so rewarding! By forming a team 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. Get inspired 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 and will be more apt to take action if a goal has been set for the group and communicated out to the entire team.

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 \$425 = _____ team goal
(national fundraising average per rider)

OR

_____ number of teammates x \$200 = _____ 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 FORM A TEAM
3. If you are new rider click on Register; if you are a returning rider enter your User Name and Password from the prior year to pre-populate your registration page
4. Click on "I would like to start a new team"
5. Enter your team name, teammate recruitment goal, team fundraising goal (AIM HIGH), and select your team type in the drop-down menu under Team Division. If you are part of a national team you'll also want to select the name of your company from the drop-down menu under Team Company.
6. Follow the prompts to complete your registration
7. 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 on the "Join a Team" button
3. Search for the team (you will need the team name to do so)
4. Click Join Team 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 five 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

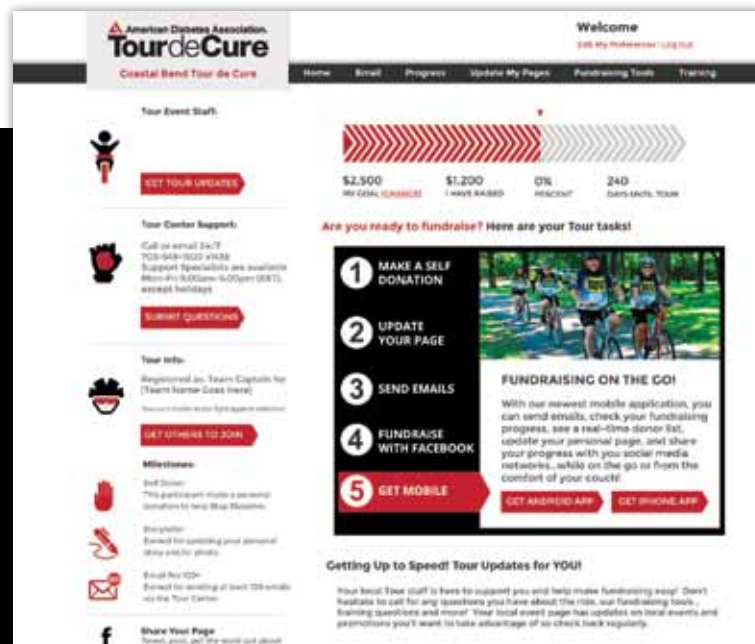
1. Log into your Tour Center at **diabetes.org/tour** using your username and password
2. Click on your local event link
3. Click on the Team Page tab
4. Customize the page with text and a photo; if you are a company team and you don't have a photo, consider using your company logo (with the company's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

TEAM CAPTAIN TIP

Did you know you can earn 25 Diabetes Dollars for every NEW rider you recruit? These will be applied to your fundraising account once the event has taken place and can help you reach a higher level of thank you gifts. You must meet the minimum fundraising amount by the day of the event in order to receive any Diabetes Dollars.



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" (Be sure to save your work at least every ten minutes or the system will log you off.)
5. Draft your message (there are already templates for you) and click send. That's it!

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.

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

Recommended Best Practices

- Send weekly team updates starting at 16 weeks (four months) before event day
- Be sure to introduce the Co-Captain(s) 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 or become a Champion to Stop Diabetes (\$1000+ riders)
- 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 if you earn one as a top team, etc.
- Keep the emails brief - a paragraph or two to check in



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

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, BBQ...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 we offer 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

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Team Kickoff Party Date: _____

Prospective Team Fundraisers

- Event: _____ Date: _____ Goal: \$ _____
- Event: _____ Date: _____ Goal: \$ _____
- Event: _____ Date: _____ Goal: \$ _____

Does your company have matching gifts? Yes No

TEAM CAPTAIN TIP

Don't spend hours working online in your Tour Center. Once you are familiar with it, it is quick and easy to use. If you find yourself struggling for more than 10 minutes, STOP! Call your local staff member or our support line (703-549-1500 x1438) while at your computer and ask them to walk you through it. We value your time and we can help!

Thank you for leading the fight to Stop Diabetes!



ATTENTION TEAM CAPTAINS!

Help support the Tour de Cure with your team apparel.

Get your custom team apparel through Primal and receive 15% of your order total donated back to your team's fundraising account.



Contact us today to start designing your custom team apparel!

www.primalcustom.com/givesback.htm

custom.apparel@primalwear.com

303-745-8442

Minimum order: 15 jerseys

