Active for Life.
TEAM CAPTAIN’S GUIDE
5 EASY STEPS TO SUCCESS

Thank you for committing to be a team captain for Tour de Cure!

Team captains play an important role in the success of the Tour de Cure. 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 to success!

**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 $300 = $4,500)

**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.

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

**Step 3: Recruit 10-15 team members**

**Step 4: Ask other team members to strive to be a Champion fundraiser**

**Step 5: Cheer your team members on along the way as you strive to achieve your team goal.**
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.

1. Update your team page with a team picture.

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

3. Set up your URL for your personal and team pages.

4. Email your entire team at the same time and encourage them to recruit and fundraise.

5. Check on your team’s fundraising progress.

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

7. Manage your team by downloading a team report.

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

9. 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.

10. 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

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

- 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.

- Do shout-outs about the team’s fundraising rock stars in email and social.