

**MOVE WORK ASIDE.  
MOVE FOR A CURE.**



## TEAM CAPTAIN GUIDE

Welcome to the **Sun Life Ride to Cure Diabetes for JDRF**! We would like to personally thank you for registering as a team captain. Your leadership and passion are essential to making the Ride a huge success. Whether you are joining the Ride for the first time or have been riding with us for years, the team at JDRF is available to help support you every step of the way as you lead your team.



## WHY WE NEED YOUR TEAM TO RIDE



Approximately 300,000 Canadians are living with T1D



In Canada, the rate of T1D is growing at 4.4% annually



Today 1-in 21 families are impacted by T1D; in 2040, it could be 1-in-16



Research works: in the last 50 years of progress, 25 years have been added to the lifespan of a person living with T1D and receiving the latest care

## WHAT DOES IT MEAN TO BE A TEAM CAPTAIN?

Team captains are key to the success of the Ride! As a team captain, you will recruit members to your team, coach and motivate them to achieve their fundraising goals, and play a critical role in ensuring that your team has a fulfilling and fun experience on Ride day.

We encourage you to familiarize yourself with your [Participant Centre](#) — and all the Ride fundraising tools on our website. Get your team excited about fundraising and be sure to recognize their successes! When your team hits their fundraising goals, JDRF can fund more critical T1D research, including advances in stem cell therapy treatment, potential new medications and therapeutics as well as better screening and prevention tools.

Being a team captain is a great way to really make a difference! And of course, JDRF is here to help you along the way. We have outlined some important steps for you below. Please keep in mind that the earlier you start, the more likely your team will hit your fundraising goals.

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## TEAM CAPTAIN TIMELINE FOR SUCCESS

Use this timeline as a guide for when to complete certain tasks on your road to the Ride.

**May – July:** Register as a team captain

**May – August:** Recruit team members

**May – September:** Fundraise and build momentum within your workplace

**Ride Day:** Move work aside and move for a cure!

**October – November:** Recognize and thank your team members and your supporters

## TOP TIPS FOR SUCCESS AS A RIDE TEAM CAPTAIN

1

**Register as a team captain.** Visit [jdrfride.ca](http://jdrfride.ca) and create a team with a fun and memorable team name and ambitious fundraising goal. Team captains must register before participants can join their team. Once you've registered and set up your team, send out a link to have colleagues, family and friends join you. If you are participating at an in-person Ride in Montreal, Toronto, or Calgary, we encourage each team to have five members but for those joining Ride Your Way, there is no limit to how many members a team can have.

2

**Personalize your team page and inspire others to join or donate.** Log in to your Participant Centre and update your page with the following:

- Your personal and team fundraising goal
- Your team's connection to T1D or why your team is moving work aside to move for a cure
- A team picture or video showing your group together and having fun

3

**Build support for the Ride at your workplace.** Encourage your senior management to support the Ride by sending an endorsement message to all staff asking them to join the cause. Or try reaching out to vendors and suppliers to raise funds within your professional network. These interactions are not only a great way to fundraise, but they also help you to network and encourage the growth of important professional relationships. Reach out to your JDRF Staff Partner for a templated letter to help you build support for your team's Ride fundraising.

4

**Create your fundraising plan.** After you have recruited additional team members from your corporate network, encourage your team to set up their online fundraising pages too. Explore JDRF's fundraising tools together, brainstorm creative fundraising ideas and get your team inspired to make a difference for the T1D community!

5

**Be your team's cheerleader!** As a team captain, one of your most important roles is to make sure your team stays motivated, celebrated and updated! Keep the lines of communication open throughout your Ride campaign on fundraising progress, and upcoming team fundraising initiatives. This keeps your team engaged and excited about the Ride!

6

**Make a plan for Ride day.** Show your team spirit by designing a fun team t-shirt for your group to wear on Ride day or decide on a fun and vibrant team costume to express your company and team pride! Whether you are participating in person or joining Ride Your Way, show as much team spirit as possible! Team cheer anyone?

7

**Share your Ride day experience.** Don't forget to capture your team's spirit on Ride day in pictures and video that you can share with your team and company post-event. Don't forget to use #SunLifeRide and #JDRFRide and tag us @JDRF\_Canada if sharing on social media.

8

**Celebrate your team's success!** You did it! You made it to Ride day and pedaled for a cure in-person with your team or participated by Riding Your Way – amazing job! Now it's time to celebrate that success and thank your team for their hard work.

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## TOP 5 FAQ'S

You can see all of our FAQ's at [jdrfride.ca](http://jdrfride.ca), but here are a few of the questions that we think would be most helpful as you get started:

### **Q: How can I invite someone to join my team?**

**A:** As a team captain, once you have registered and created your team, select Log in at the top right of your screen and follow these steps:

- Click on "Email" on the navigation on the left of your screen
- Select the "Join My Team" message template
- Enter the email addresses of team members and an email will automatically be generated inviting them to register. Team members can click on the link provided within the email and follow the steps to register.

### **Q: Is there a minimum that JDRF suggests that my team and I fundraise?**

**A:** The Ride is a key fundraising event for JDRF that helps drive our mission to accelerate the pace of T1D research. We encourage all participants to raise a minimum suggested amount of \$200 per individual or \$1000 per team of five.

### **Q: What if my team and I collect more funds after our Ride?**

**A:** We encourage participants to submit their pledges before the date of their participation via our online fundraising system or through the offline funds process. Donations are accepted up until December 15, 2023, however, to qualify for fundraising rewards, all donations must be received by November 9, 2023.

Should you have any questions, please contact a member of our Ride Support Team at **1.877.505.5373** or via email at [ride@jdrf.ca](mailto:ride@jdrf.ca).

### **Q: What is the KM Challenge?**

**A:** The Kilometre (KM) Challenge is a fun way for your company or team to support the Ride by moving work aside to a move for a cure in your own way. If cycling isn't your activity of choice, we'll help you convert your time spent exercising (aerobics, basketball, rowing, CrossFit and anything else you can think of) into kilometres. Simply pick a kilometre goal as a team and set up a timeframe to track your activities using our helpful tracking sheets on [jdrfride.ca](http://jdrfride.ca), and our handy activity conversion chart to track your KM Challenge success!

### **Q: What are other ways that my company can help support JDRF and the Ride?**

**A:** Thank you for wanting to support JDRF and advance research into a cure for T1D. Our JDRF Paper Bikes are a simple and easy fundraising program that you can organize at your company. All you need is some enthusiastic staff members to sell these bikes for \$2, \$5, or even \$10 donations and allow people to show their support by signing "their bike" and posting them in your workplace. This is a great way for your company to publicly display your support for JDRF and the T1D community. To learn more about JDRF Paper Bikes page under Fundraising Resources on [jdrfride.ca](http://jdrfride.ca).

Team captains - thank you being a leader in your workplace and joining the Ride. You are making an impact for the T1D community and making a difference to help accelerate T1D research.

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