



Dash 4 Diabetes Team Guide:

Everything you need to know about having a team for the Dash

Join Us on April 7, 2018 for the 24th Annual Dash for Diabetes! Forming a team for the Dash is a fun and easy way to support the Diabetes Self-Management Program at Chester County Hospital. Below you will find all of the information you need to create your team.

If you have any questions, contact Lauren.Roscovich@uphs.upenn.edu

Forming a team is as easy as 1-2-3!

- 1) **Create your team!** All interested team captains should contact Kate Pergolini at Kate.Pergolini@uphs.upenn.edu and she will get your team set up online.

There are 3 ways you can structure your team sign-ups:

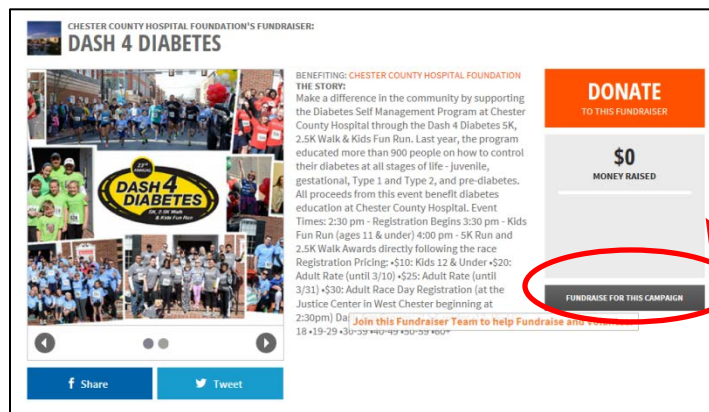
- Each member can sign up individually for your team online through your team URL that Kate will provide you with.
- You can provide your team with a promo code that gives them free entry for each team member. Following the race, we will issue an invoice for any team members that used the promo code. This option is great company teams, doctors' offices, etc.
- You can become a \$500 Dash Team Sponsor. With your sponsorship you will receive 15 complimentary entries for a team, and your team name listed on the back of 750+ official Dash race shirts.



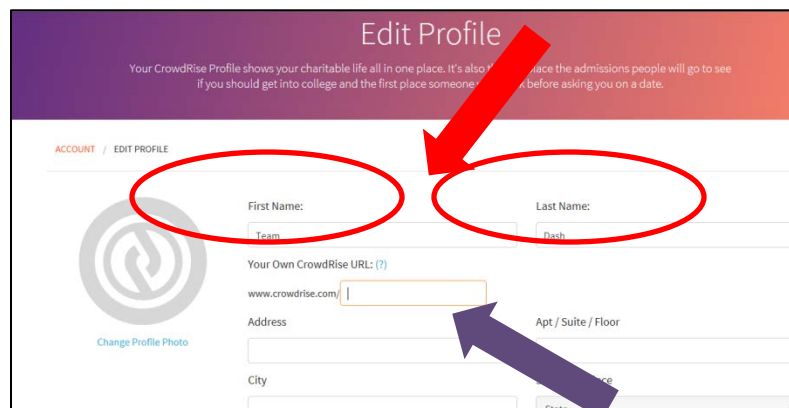


2) **Create your team fundraising page!** Creating a team fundraising page is a great and easy way to collect donations online from family, friends, and those that are unable to make it to the actual event. See the steps below on how to create your team fundraising page. New this year, any team that raises \$350 or more by February 28 will get their team name on the Official Dash T-Shirt! Note that fundraising is optional.

- Visit the 2018 Dash Fundraising Page [here](#)
- Click the “Fundraise for this Campaign” button (see below)



- You will then either login if you already have a Crowdfunder account or sign up with Facebook or your email to get your page set up.
 - Note: If you sign up with your personal name but want the page to be under your team’s name, follow these simple steps:
 - a. Go to top right drop-down arrow → Select Account
 - b. Under Account Info → Select Edit Profile
 - c. Under Edit Profile, change your First and Last name to your Team Name (ex– if your name is Joe Smith and your team name is “Team Smith” you would change your First Name to “Team” and Last Name to “Smith”)
 - d. You can also create a unique URL for your team (which can be found below your name) → See **purple** arrow





- 3) **Spread the word!** Once your team page and fundraising page are created, you can begin spreading the word by sharing your EventBrite team registration link and fundraising link on social media urging people to join your team for the Dash! Anyone that is unable to make the race can make a donation. See Dash Team Social Media Guide below to help you spread the word.
- 4) **Team Shirts-** All teams of 25 or more (that are registered prior to February 28) have the option to get a custom team t-shirt with their team name/logo on the front (in one color). **Please Note:** New this year, only sponsor teams or teams with 25+ people registered by 2/28 will be able to get a complimentary team shirt. All other teams can order team shirts on their own for an additional fee.

Dash Team Social Media Guide & Outreach Tools

We know that recruiting a team and fundraising often takes a little creativity and persistence. We know you can do it—all to support local families with diabetes in Chester County. We want to make it as easy as possible for you. That is why we created for you some sample emails, sample social media posts, etc.

Sample Email

Dear Family and Friends,

This year, I am forming a team for the 24th Annual Dash for Diabetes on Saturday, April 7, 2018 and would love for you to join my team, Team *(Your Team Name Here)*. The Dash is a family fun event supports the [Diabetes Self-Management Program at Chester County Hospital](#). The Dash features a 5K, 2.5K Walk and Kids Fun Run. There are several ways to support the Dash, which can be found below.

- **You can join our Dash Team!** You can join our Dash team by registering online [here](#) *(insert link to your team registration page)* and selecting our Team from the drop down menu.
- **You can make a Dash Donation to support our team!** If you are unable to dash with us on April 7, another great way to support the Dash is by making a donation to support our team. You can make a donation to our fundraising page online by clicking this [link](#) *(insert link to your team fundraising page)*

Feel free to spread the word about the Dash to family and friends that you think would be interested in dashing and/or donating. Any way you can support will mean so much to me. Thank you for helping me raise funds and awareness to improve lives of families affected by diabetes in Chester County.

Happy Dashing, *Your Name*



Dash 4 Diabetes Logo

Feel free to use the Official Dash logo in any of your emails and/or social media posts (on Facebook, Instagram, Twitter, etc). The image will help to catch the attention of your family and friends!



Sample Facebook Post for Dash

Along with uploading the Dash logo, you can also use this sample text:

“Friends, I have created a team for the @24th Annual Dash 4 Diabetes on April 7! This family-fun event raises funds and awareness for the Diabetes Self-Management Program at @Chester County Hospital. You can dash with me by:

- 1) Joining my team here: <http://bit.ly/2018dash4diabetes> (select Team ____ when registering)
- 2) Making a donation to support our team here: (insert link to CrowdRise fundraising page)

Any support you are able to give is most appreciated. Thank you for the support of the #Dash4Diabetes!”

Sample Dash Instagram Post

Feel free to use the Dash logo in any of your social media posts (on Facebook, Instagram, Twitter, etc). The image will help to catch the attention of your family and friends! Always include your team registration link and your fundraising link in your posts as well so anyone that is interested in fundraising can go online to make a donation!