

WHEN: October 2, 2015

WHERE: Metro Toronto Convention Centre

WHAT: 2015 Toronto Ride for Diabetes Research

- Teams of 5 register, raise pledges and ride on a stationary bike in 7 minute intervals over the course of an hour
- Great way to build team spirit and have fun for a good cause
- Easy to schedule - your team is through in 1 hour
- Refreshments, fantastic music & fabulous prizes included
- View the Ride Video at jdrf.ca/ride.

WHO: Over 1100 Corporate Teams from various sectors including finance, securities, hotels and restaurants, wealth management, insurance, law, and accounting

HOW TO GET STARTED!

- Have someone in senior management **send out a letter/e-mail** to all staff encouraging them to get involved. To make it easy, sample letters are available online at <http://jdrfca.donordrive.com/ridefundraisingtools>
- Assign a Key Coordinator to **recruit Team Captains**.
- Key Coordinators and Team Captains attend an **Internal Ride Kick-off Event** to receive information and tools to successfully fundraise. Each Organization, along with their respective JDRF Coordinator, will plan and implement the event. Date TBD.

WHAT'S NEXT FOR TEAM CAPTAINS?

1. **Sign-Up as Team Captain:** Recruit 4 colleagues to ride on your team and have them register online at jdrf.ca/ride.
2. **Set Goals:** Set a team goal and then challenge other teams and companies to see who can raise the most pledges and clock the most kilometers.
3. **Collect Pledges:** Ask family, friends, business contacts, suppliers, etc. Pledging yourself first is a great way to get started. Be generous, others will follow your lead.
4. **Continue to Motivate:** Be a leader within your company to engage other Riders and share ongoing communication to encourage competition between Riders and teams.
5. **Attend Ride Day:** Join with your team, and submit your pledges. Ride stationary. Move research forward.

