

# APRONS IN ACTION

**DIABETES  
CANADA**

Presented by



**Manulife**

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## Corporate Team Captain's Guide

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Your team's roadmap to cooking,  
connecting, and making a difference.



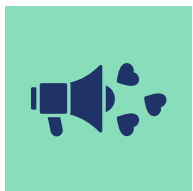


## Thank you for being a Corporate Team Captain!

As a Team Captain for **Aprons in Action** presented by **Manulife**, you're leading the way in a brand-new, national cooking challenge that brings people together for a delicious cause.

This guide gives you everything you need to:

- Recruit and grow a strong team
- Keep your teammates motivated and engaged
- Maximize your team's fundraising
- Celebrate your collective impact
- And yes... maybe help someone earn a spot at the **Celebration Gala in Toronto** to cook with celebrity chefs.



Aprons ready? Let's do this.

**On your mark... get set... cook!**



# 1. Start Building Your Team Today!

## 6 steps to recruitment success

### 1. START EARLY — AND STIR UP EXCITEMENT.

Once your team is registered, begin inviting colleagues and friends right away. Use the team recruitment email template to spread the word and explain why it's a cooking challenge, not a 10K.

### 2. RECRUIT A CO-CAPTAIN (OR TWO).

A co-captain can help promote the challenge, onboard new teammates, and keep the energy high. Even better: recruit "Kitchen Ambassadors" from different departments to expand your reach.

### 3. GET LEADERSHIP INVOLVED.

Have a manager or executive send a company-wide message encouraging staff to join the team and support Diabetes Canada. Leadership endorsement = instant momentum.

### 4. BRING BACK PAST PARTICIPANTS.

If your organization has supported Diabetes Canada before, reach out to past fundraisers or past event participants. They're often the easiest and most willing to return.

### 5. TELL YOUR PERSONAL STORY.

People join people — not events. Share why you're participating:

- A personal connection to diabetes
- A love of cooking
- A desire to learn bold, healthy recipes
- Or simply wanting to cook up something that makes a difference

### 6. HIGHLIGHT THE PERKS!

- Registration is FREE
- Everyone can participate from home
- Anyone who cooks and fundraises can earn rewards
- Top fundraisers will compete for a trip to cook with celebrity chefs at the Gala
- It's inclusive, fun, and flavour-filled

### TIPS

- + Add your team page link to your email signature
- + Post team updates on internal channels (Teams, Slack, intranet)
- + Encourage staff to involve family members — the more the merrier
- + Ask your HR or Wellness team to promote the challenge internally





## 2. Engage Your Team

Turn a group of participants into a team of kitchen champions

Once your team is assembled, it's time to ignite that culinary spirit—and keep it sizzling. Ways to keep your team excited:

### HOST A TEAM KICK-OFF.

A short virtual “Aprons-On Gathering” is perfect:

- Introduce the challenge
- Share healthy cooking inspiration
- Reveal fun internal cooking prompts
- Maybe even host a 3-ingredient live cook-along!

### ENCOURAGE KITCHEN CREATIVITY.

Host internal cooking challenges or potlucks using our cooking challenge toolkit or give colleagues bi-weekly/ monthly mini-challenges like:

- “Healthy Breakfast Week”
- “One-Pan Wonder Week”
- “Plant-Powered Plate Week”
- “Craft your very own recipe” week

### CELEBRATE LEARNING.

Share Diabetes Canada resources about healthy eating, nutrition tips, and carb-friendly swaps. Check out some great resources on our diabetes.ca website:

[Healthy Eating & Nutrition Tips](#)

### BUILD MOMENTUM WITH MILESTONES.

Shout out:

- First person to raise \$100
- First person to upload their dish
- Reaching 25%, 50%, and 75% of your team goal

### PROMOTE FRIENDLY COMPETITION.

Create internal categories such as:

- Best Plating
- Most Creative Recipe
- Best Healthy Twist
- Sweetest Dessert
- Most Improved Kitchen Confidence

### SHARE WEEKLY UPDATES AND CHOOSE YOUR WINNING DISHES!

Keep teammates informed with progress recaps and new cooking ideas. Excitement is contagious when you fuel it regularly. Then in August, **nominate your top three dishes in any category** (tapas, entrée & dessert) to represent your organization.

### SUBMIT YOUR RECIPE, SHARE AND VOTE!

Lastly, rally your team to vote! Support your top recipes during the People's Choice online voting period and help your company rise to the top.

#### TIP

- + Encourage teammates to share photos and videos of their dishes using **#ApronsInAction** and tag Diabetes Canada to help grow awareness.



## 3. Maximize Your Team's Impact

Fundraising shouldn't feel hard — it should feel like a recipe for success

Here's how Captains can help their team raise more:

### SET A TEAM FUNDRAISING GOAL.

Break it down into personal goals — small, achievable targets lead to big results.

### REQUEST A CORPORATE MATCH.

Many companies double employee fundraising. A \$50 donation becomes \$100 instantly.

### USE THE BUILT-IN FUNDRAISING TOOLS.

Pre-written emails, social share buttons, and personal story prompts make fundraising fast and easy.

### DRIVE EARLY WINS.

Encourage teammates to:

- Donate to themselves
- Share their page on social
- Ask close friends and family first
- This builds confidence and gets the donation snowball rolling.

### BE CREATIVE TOGETHER.

Try:

- Office chili cook-off
- "Donate the cost of your coffee" week
- Virtual cooking class hosted by a coworker
- Auctioning homemade baked goods
- Lunchtime demo: "5-minute healthy snacks"

### DONOR INCENTIVES.

Let supporters know their donations help participants earn rewards — and possibly qualify for the Gala experience.

### TIPS

- + A personal ask is ALWAYS more effective than a generic post
- + Fundraising is easiest when paired with storytelling — encourage teammates to explain why they're cooking for a cause
- + Celebrate every donation publicly (with permission)





## 4. Team Awards & Recognition

Because friendly competition makes the kitchen more fun

Teams have the chance to earn special recognition throughout the challenge.

### POTENTIAL RECOGNITIONS INCLUDE:

- Top Fundraising Team
- Top Average Fundraising per Member
- Top First-Time Team
- Most Creative Dishes Submitted
- Most Team Spirit
- Healthiest Recipe Award
- Most Supporter Votes (People's Choice)
- Award-winning teams will be highlighted on the website and in post-event communications



## 5. Resources for Captains

Everything you need is available at [apronsinaction.ca/captainresources](https://apronsinaction.ca/captainresources)

### Need More Support?

Your Aprons in Action presented by Manulife representative is here to help you recruit, motivate, and celebrate your team every step of the way. Contact us at: [apronsinfo@diabetes.ca](mailto:apronsinfo@diabetes.ca)

**We're grateful to have you in the kitchen with us — and we can't wait to see what you and your team cook up!**



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