ARE YOU READY TO CHALLENGE CANCER?

The DCC has become one of the nation's highly-celebrated experiences inspiring thousands of cyclists, runners, and walkers to come together as one team focused on one unified fight.

Funding cancer research is our mission and fundraising for the DCC has never been easier.

Thank you for joining our fight.
#oneteamonefight
Dolphins Challenge Cancer is a collective movement providing hope to families and friends, coworkers, and neighbors who have been affected by cancer. The shift to ‘challenge cancer’ takes the organization beyond a single event to align closer to Sylvester’s mission, which is why we have committed a $75 Million transformative gift to the center. The DCC is passionately invested in more than 300 doctors and researchers that work to find the cure for your cancer. Beyond looking for just a cure, the research that Sylvester generates also addresses disparities in care for minority communities supports medically-underserved populations; identifies ways to reduce risks for firefighters and other first responders; and promotes preventative care habits, among its many initiatives.
2.0 CHOOSE YOUR CHALLENGE

FEBRUARY 26, 2022 | HARD ROCK STADIUM
DOLPHINSCHALLENGECANCER.COM

How Will You Participate?
To ensure safety and comfort, participants will have the opportunity to attend the event in-person or celebrate virtually from wherever they choose.

DCC 5K will welcome thousands of supporters for this family-friendly run/walk event.

15 mi, 50 mi, & 100 mi cycling routes will start and finish at Hard Rock Stadium.

Virtual Registration perfect for those that want to support the cause, without breaking a sweat.

35 mi ride route will start at the University of Miami and finish at Hard Rock Stadium.

2.1 COMMITMENT

Ready to Raise More Money?
Registration is the first step. Our improved fundraising system makes your outreach efforts seamless and easy. Join The Challenge: visit DolphinsChallengeCancer.com to register.

“I raised $1,270 in less than 24 hours. I set out to ride 100 miles and go live on Facebook at every 20 miles at rest stops. At each stop, I’d thank my most recent donors and dedicate my next 20 to specific loved ones challenged by cancer. The more I rode, the more tired I got, and the more tired I got, the more committed I was to my purpose. It was difficult but nowhere near as difficult as cancer itself.” -- Edgar C.
### 3.0 Registration Fees & Minimums

**FUNDRAISING MINIMUMS VARY FOR EACH EVENT CATEGORY.**

<table>
<thead>
<tr>
<th>Event</th>
<th>5K</th>
<th>15 mi</th>
<th>35 mi</th>
<th>50 mi</th>
<th>100 mi</th>
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<tbody>
<tr>
<td><strong>Registration Fees</strong></td>
<td><strong>$25</strong></td>
<td><strong>$75</strong></td>
<td><strong>$100</strong></td>
<td><strong>$125</strong></td>
<td><strong>$250</strong></td>
</tr>
<tr>
<td>Until Nov 5</td>
<td>Until Jan 28</td>
<td>Until Feb 11</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Fundraising Minimum</strong></td>
<td><strong>$250</strong></td>
<td><strong>$500</strong></td>
<td><strong>$750</strong></td>
<td><strong>$1000</strong></td>
<td><strong>$3000</strong></td>
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### 3.1 Raise More, Earn More

**Heavy Hitter Society**

<table>
<thead>
<tr>
<th>Benefit</th>
<th>$250+</th>
<th>Mad Dog $1,000</th>
<th>Heavy Hitter $3,000</th>
<th>All-Pro $10,000</th>
<th>Hall of Fame $25,000+</th>
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<tbody>
<tr>
<td>Friday Night Kick-Off</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Saturday Festival Access</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Amenity Package &amp; Finisher Medal</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>DCC Commemorative T-Shirt</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Cycling Jersey or 5K Half-Zip Pullover</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Heavy Hitter Celebration (Fall 2022)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Heavy Hitter Festival Passes (event day)</td>
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<td></td>
<td>2</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Exclusive Miami Dolphins and HRS Event Invites</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Hall of Fame Recognition Online &amp; In-Person</td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
4.0 Fundraising

Dash To Your Fundraising Goal

Your new dashboard is the portal to launch all of your fundraising efforts.

View donors from past events

• Through your DonorDrive dashboard, you can easily email all your contacts to encourage them to donate to your fundraiser.
• Reach out to your past donors and let them know you are once again participating in the DCC with a link to your page.
• Most of them will donate again. Eventually, you will create a habit and recurring donations each year.

Create your Facebook Fundraiser

• On average, Facebook fundraisers raise $150 more.
• Get more donations from your friends and family.

One-click Donations

• On mobile, click 'Text' on your fundraising page to easily message your contacts.
• An automated message will appear with your donation page link ready to send.
• Mobile recipients can then quickly pay using Venmo, PayPal and Apple Pay.

"I'm halfway to my fundraising goal in less than 2 hours... this platform is more user friendly and inviting for those wanting to make donations. Love it!" -- Shawn M.
4.1 Fundraising

Stay on Track with the DCC App

The mobile DCC XII app is a great fundraising tool to help you promote and manage your fundraising success for DCC! The mobile DCC XII app is available for both iPhone and Android users - providing easy access to your fundraising page from the comfort of your own mobile device. Simply download the mobile DCC XII app from the App Store or Google Play by searching ‘DCC XII’, log in, and start fundraising!

Benefits of using the mobile DCC app:

• View your fundraising progress
• Easily ask for donations and thank donors through Facebook, Twitter, LinkedIn, Snapchat, WhatsApp, texting, and email
• Schedule posts to Twitter and/or LinkedIn
• Enter check or credit card donations you receive from donors
• Add fun filters to your photos to make them unique to the event
• Monitor your fundraising as well as your team’s progress
• Reach out to your team individually or as a group
• Manage notifications so you can be reminded and updated about DCC

Search DCC XII to download your app from either the App Store or Google Play

Download on the App Store | Get it on Google Play
4.2 Fundraising

Be Your Own Champion

Make a Donation to yourself and let everyone know how much this means to you.

Ask your Family, Friends, and Co-Workers to support you! Make it personal.

Create your own fundraiser within a fundraiser:
• Personally match $1 for $1 for a limited time
• Do something out of the ordinary for every dollar or donation, i.e. run a mile for each gift
• Commit to baking a cake for each donor of $100

Don’t make the mistake of thinking everyone is going to give after only asking them once. Make the follow-up ask part of your plan.

Seal it with an ask.

Add your fundraising link to your email signature.

“I raised $1,000 overnight. I’m blown away. What surprised me most was that donors were sharing my post which encouraged their friends to start donating!” -- Diana D.
SHARE YOUR STORY

The key to a good story is to share who and/or why you’re participating. We all have a reason to do what we do. What’s yours?

Here is some inspiration for your story:

• Why is this important to you?
• If you are honoring someone, share your relationship with them.
• If you are comfortable sharing a personal journey, do so.
• Highlight if someone you know was treated at Sylvester Comprehensive Cancer Center.

Example: If you are participating in memory of a loved one
I am fundraising for the DCC to honor the memory and fighting spirit of my brother Phil. He lost his battle with lung cancer in 2017 after many rounds of treatments and surgeries at Sylvester Comprehensive Cancer Center. Phil fought long and hard against cancer and today, we fight for him and for the countless families experiencing this horrible disease so that one day, we can live in a world that is cancer-free.

Example: If you are participating to honor someone currently going through cancer
I am fundraising for the DCC in honor of my mom Suzy, who was diagnosed with breast cancer in 2020. Mom is an amazing individual who has given so much for all her children. She is fighting so hard and we want to celebrate her courage by raising awareness and funds for cancer research and survivorship programs at Sylvester Comprehensive Cancer Center. We hope that others don’t have to go through this in the future.

Example: If you are participating to celebrate a survivor
I am fundraising for the DCC in honor of my best friend Christy who is a cancer survivor. Christy survived ovarian cancer in 2018. She is a wife, mother, sister and daughter and the best friend any one could ask for. When she was first diagnosed, we were all shocked. But her strength and courage has taught us all so much. Today, we cheer with her, for all those struggling with this disease.

Example: If you are participating because the cause is important to you
I am fundraising for the DCC. 2020 was a whirlwind. Staying indoors. Masks. Missing your friends and family. It can all be draining. Now, imagine all of those feelings -- all of those emotions -- while also battling cancer. That can feel insurmountable. Whether you have had direct or indirect ties to cancer, I humbly ask that you consider supporting this cause, which raises funds for life-saving cancer research and survivorship programs.
5.0 IMPORTANT INFORMATION

Event Changes & Updates

Changes may be made to the event, route or experiences offered to ensure we effectively support the cancer community to the best of our ability. Thank you in advance for allowing us to give 100% of all funds raised to Sylvester Comprehensive Cancer Center should we need to implement any modifications to the event format, programs, or experience.

“I've committed to running 1 mile for every donation I get. So far I've received 28 ($1,200 raised) in less than 2 days. My plan is to run 3-6 miles per day and dedicate the mile to a person of their choice as a thank you for their support to fulfill my commitment to challenge cancer.” -- Gladys S.