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. Now known as Dolphins Challenge Cancer, we are focused on maximizing community impact with your support. Funding cancer research has never been more important than now when we’re facing so many unknowns. And, fundraising has never been easier thanks to this guide, designed to turn you into a success story.
SUPPORTING LIFE-SAVING RESEARCH

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

How Will You Challenge Cancer on April 10?

To ensure safety and comfort, participants will have the opportunity to attend the event in-person or celebrate virtually (with the same perks!) from wherever they choose.

- **In-person 5K** participants will be spaced out with varying start times to allow for social distancing.
- **15 mi, 50 mi, & 100 mi cycling routes** will start and finish at Hard Rock Stadium.
- **35 mi ride route** will start at the University of Miami and finishes at Hard Rock Stadium.
- **Online Only**: For those that want to support the cause, without breaking a sweat.

2.1 COMMITMENT

**Ready to Raise More Money?**
Registration is the first step. We are introducing a new and improved fundraising system making 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.
### 2.2 REGISTRATION FEES & MINIMUMS

**Fundraising Minimums Vary for Each Event Category.**

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<thead>
<tr>
<th></th>
<th>5K</th>
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**Heavy Hitter VIP Access**

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### 2.3 RAISE MORE, EARN MORE

**Heavy Hitter Society**

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<thead>
<tr>
<th>Fundraising Minimum</th>
<th>Mad Dog $1,000</th>
<th>Director $2,000</th>
<th>Heavy Hitter $3,000</th>
<th>All-Pro $10,000</th>
<th>Hall of Fame $50,000+</th>
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<td>All-Inclusive Friday Night &amp; Saturday Festival Access</td>
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<td>Amenity Package &amp; Finisher Medal</td>
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<td>DCC T-Shirt</td>
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<tr>
<td>Cyclist Jersey or Half-Zip Pullover</td>
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<td>Commemorative Duffle Bag</td>
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<td>VIP Heavy Hitter Amenity Package</td>
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<td>VIP Heavy Hitter Additional Access Passes</td>
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<td>Exclusive Miami Dolphins and HRS Event Invites</td>
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<tr>
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*Not applicable for Online Only Fundraisers. Online Only Fundraiser benefits start at $250.*
4.0 FUNDRAISING

Dash To Your Fundraising Goal

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

Use your dashboard to view donors from past events

**PRO TIP:**

- 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

**PRO TIP:**

- On average, Facebook fundraisers raise $150 more
- Invite Friends to Participate
- Share on Your Own Page (and ask your network to share it on your behalf)

One click donations

**PRO TIP:**

- Easily promote your donation page to all of your contacts by clicking ‘Text’ on the mobile version of your page.
- An automated DCC text message will appear with a URL to your donation page ready to send.
- For contacts using the mobile version of your page to donate, there is the instant ease of paying with 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

Treat Yourself

**PRO TIP:**

Make a Donation to yourself as a reward for a job well done.

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

**PRO TIP #1:**

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

**PRO TIP #2:**

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.

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Seal it with an ask.

**PRO TIP:**

Add your fundraising link to your email signature.

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“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:

• 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
• Why do you feel it’s important for challenge cancer?

Example: If you are participating in memory of a loved one
This April, I am participating in DCC XI 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
This April, I am participating in DCC XI 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
This April, I am participating in DCC XI 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
This April, I am participating in DCC XI. 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.
3.0 IMPORTANT INFORMATION

Safety Policies & Procedures

Funding cancer research safely is our top priority and our host venue has provided updated safety policies and procedures. In 2020, Hard Rock Stadium secured a GBAC STAR™ facility accreditation from the Global Biorisk Advisory Council (GBAC), a Division of ISSA which was implemented at stadium events, open air theater movie nights, football games, private events, and press conferences. The DCC will work directly with Hard Rock Stadium, local officials and review Centers for Disease Control guidelines in preparation for DCC XI.

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.

#ONETEAMONEFIGHT