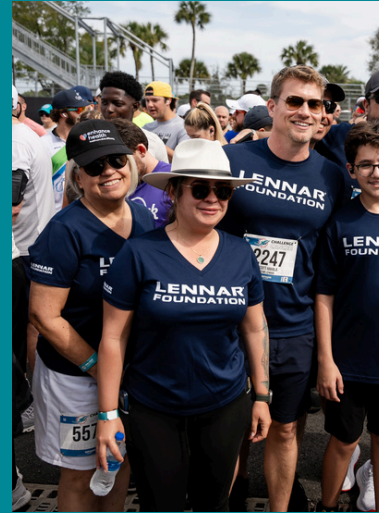


TEAM CAPTAIN

PLAYBOOK

PRESENTED BY **Paycor**



Dolphins
CANCER CHALLENGE

TEAM CAPTAIN PLAYBOOK



DEAR TEAM CAPTAINS,

The Miami Dolphins organization thanks you for supporting the #1 fundraising event in the NFL. The DCC began 14 years ago with one goal in mind: to unite the community against one of the most insidious diseases of our generation; cancer. Today, the DCC is a year-round movement focused on the challenge that the cancer community faces every day, reminding us that you don't have to have cancer to fight cancer.

As Team Captain, you are the leaders of the DCC. Embrace this role by impactfully bringing people together to benefit the health and wellness of our community.

Thank you for accepting this role and taking on the challenge of continuing the winning tradition of the DCC. #oneteamonefight

CAPTAIN ADVICE



**Ela Alayon, Team
Lennar**

"Fundraising seems to be the biggest challenge most teams have. Find a way to raise funds to assist team members that are not reaching their fundraising goals, with the understanding that if everyone follows the guidelines and information provided by DCC they will be successful with their efforts."



Lia Disser, Miami GP

“Don't compare yourself to other teams! Your team is special in its own way and the event is great because of all the individuals/teams that bring everyone together”



Lisa Siegel, Team Hurricanes Finatics Fighting Cancer

“You can do it... share your personal story. Why this is important to you. Provide positive reinforcement, and give updates and shout outs. Don't hesitate to ask people to join your team/donate, even strangers. Ask each of your team members to recruit at least 1 new team member and have the new TM to do the same. Have bake sales, car washes, silent auctions, raffles to raise money. When asking for donations, do it individually, not in a group. Continue to ask your team for suggestions. I can go on and on...”



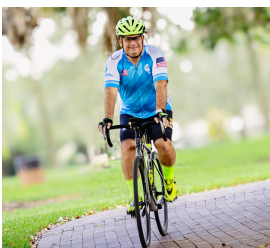
Gloria Caceda, World Kinect Corporation

“Go big or go home --- start planning early and steady its a marathon not a sprint. Try to embed the challenge into the company culture.”



Anthony Machado, Team Hurricanes - On-site Patient Access

“If someone is thinking about starting a team, I highly encourage them to do it! It is incredible how people will join you on this mission to help in the fight against cancer. You will see that the more you talk about your team, the more people will join. In addition, throughout the teaming building process, you are fully supported by the friendly DCC staff to help you start and grow your team. At the end, you will feel accomplished since you will be making an impact in our community!”



Rob Adams, Team FPL

“Ask, ask and ask again. There are those that will support you - just need to find them!”

SETTING GOALS

Pro Tip - Set goals for a successful year!

- ★ Make your goals realistic, but significant.
- ★ Your team goals should reflect the TEAM'S goal.
- ★ Lead by example and share your personal fundraising goal with the team.
- ★ Make a team size goal too. The larger the team, the larger the fundraising.
- ★ Make a core team.
 - Assign a co-captain to the team and a few people that know how to rally/ fundraise well.

Use the Team Captain Goal Setting Sheet and a Suggested Captain Timeline as tools to assist you in your planning.

TEAM CAPTAIN GOAL SETTING

Kickstart a successful DCC year with some goals for the team!



TEAM LEADS

Team Name: _____

Register By (MM/DD/YYYY):

Roles	Names
Team Captain	
Co-Captain	

TEAM SUCCESS GOALS/STRATEGY

What your team achieved vs what your team is looking to reach.

DCC XIV Results	DCC XV Goals	Achieved
# of Team Members: _____	# of Team Members: _____	
Amount Raised: \$ _____	Minimum Raised Goal: \$ _____ (For Example: Team member goal x previous team member average)	
Average team member amount raised : \$ _____ (Dollars raised ÷ number of team members)	Suggested Goal: \$ _____ (Number of team goal x \$500)	

Breakdown of Tasks

Task	Assigned to	Status		Deadline
Customize the team page		<input type="checkbox"/>	Started	
		<input type="checkbox"/>	Done	
Team kick-off announcement to all previous team members and/or company employees		<input type="checkbox"/>	Started	
		<input type="checkbox"/>	Done	
Schedule recruitment activities		<input type="checkbox"/>	Started	
		<input type="checkbox"/>	Done	
Schedule fundraising activities		<input type="checkbox"/>	Started	
		<input type="checkbox"/>	Done	
Schedule communications ahead of time (team rally's, gatherings, fundraising opportunities, internal promotions, team building opportunities etc.)		<input type="checkbox"/>	Started	
		<input type="checkbox"/>	Done	

Recruitment Activities

Activity	Goal	Date

Fundraising Activities

Activity	Goal	Date

5 PHASES FOR THE DCC

5 PHASES FOR THE DCC

Team Captain focus by month

	<p>1 - Pre-Registration</p>	<p>July</p>	—————	<ul style="list-style-type: none"> Begin planning your team kick off. Attend Team Captain Kick Off hosted by the DCC. Brainstorm roles for your team. Fill out goals sheet.
	<p>2 - Registration Opens</p>	<p>August - October</p>	—————	<ul style="list-style-type: none"> Register and execute Team Kick Off party. Schedule bi-weekly/monthly team communications. Set up fundraising plan for the team.
	<p>3 - Recruit, Retain, Fundraise</p>	<p>November - December</p>	—————	<ul style="list-style-type: none"> Check in on your team members and send fundraising tips by emailing/communicating. Engage your team in building morale with team activities.
	<p>4 - Registration Close/ Pre-event</p>	<p>January - February</p>	—————	<ul style="list-style-type: none"> Finalize your team roster and route changes by February. Forward Event Guide to team, packet pick up instructions and any team specific instructions for team photo. Keep the fundraising going!
	<p>5 - Fundraising Last Call and Gratitude</p>	<p>March</p>	—————	<ul style="list-style-type: none"> Remind team members to reach their minimum goal by 02/13/2024 Send a thank you to your team, recapping your collective accomplishments. Host a team celebration.

IT STARTS WITH YOU

Personalize your fundraising page

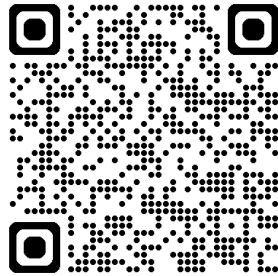
You've registered and now you are ready to set up your DCC Fundraising page. Although we have a template set up on your fundraising page, nothing will speak to those around you like your story. This is the first thing donors will read when they go to your page.

Personalize your team fundraising page

As a team Captain you are in charge of personalizing your team fundraising page. We recommend setting the page to share the heart of the team! Post photos of your team on there to allow people to see the faces behind your team. Photos will go a long way!

Utilizing your DCC Dashboard like a Pro.

By scanning this QR Code or [clicking here](#), you will find best practices on how to best use your dashboard. Here you will find tips for success, your fundraising account, tools, how to send emails and share on socials.



Set up your Donor Drive App.

The DCC app makes fundraising easy. Register online, update your story, share your personal fundraising link with friends and family and stay on top of messages from the DCC team. Everything your dashboard has to offer now in the palm of your hand. [Click here](#) or Scan the Qr code to know how to utilize our app.



Lastly, be your own champion!

Make a donation to yourself once registered and let everyone know how much this means to you.

GROW THE TEAM

The DCC is all about teams.

Just this past year, DCC XIV had **332** teams! With that being said, we know our teams all want to know how to further grow their team.

Tips on Recruiting

★ Recruit those you know.

- Friends
- Family
- Coworkers
- Neighbors

★ Free registration will appeal to new incoming team members! Check to see if your organization will cover the registration fees for your team. If so, contact one of our coordinators for a promo code specific to your team. At the end of DCC they will then send you an invoice for the total amount of registrations.

- Email Celine Diaz, cdiaz@dolphins.com to request a code.

★ Post on socials about why you are participating and invite others to join you.

★ Have each team member recruit at least one additional member.

★ Utilize your Team Kick-off day, fundraisers and post-event celebrations to invite others to join your team.

- Examples:
 - Invite the office to coffee and donuts in a conference room to have sweet treats while learning about the DCC and registering.
 - Have a company family day? Have employees and their families register for your DCC team.

FUNDRAISING

Put the FUN back in Fundraising.

Make your fundraising goals attainable.

When it comes to your fundraising goals don't settle for what you KNOW will be achieved. Set a goal that surpasses your required fundraising minimum. This applies to your team's overall fundraising goal and your personal goal.

If you haven't yet, go back to the goals sheet of your team captain guide and fill out that goals sheet. Print it out and put it somewhere you can look at. Visually seeing your team's goals and seeing their progress is a great way to see where you are and where you are going.

Fundraising Tips

★ Individual Fundraising

- Be your own champion and donate to yourself!
- Personalize your page with pictures and your story; your WHY.
- Make the ask.
 - Family
 - Friends
 - Co-Workers
- Add your fundraising link to your email signature.
- Connect your Facebook through Donor Drive for a Facebook fundraiser.
- Put your fundraising link in your Instagram bio.

★ Team Fundraising

- Personalize your team page.
 - Share your company/team's reason as to why you collectively participate.
 - Add team photos.
- Host a team fundraising event.
 - Call-a-thon
 - Company match day. Where any donations made to the team can be matched by your corporation for a day.
 - Corporate bake sale
 - Department competition week.
 - Whichever department raises the most in a week is given something special (VIP parking, a day off, breakfast, lunch, get creative with what works for you.)
 - This also encourages your participants to individually fundraise on their pages.
- QR code for donations in the company newsletter.
- Talk about your company fundraising on Linked In, Instagram, Facebook etc.

★ Onsite Fundraising

- This is probably the most effective day to fundraise! On event day as you enjoy all that you have accomplished post on your social media account. Share the event. Share what you are doing to challenge cancer. Invite people to challenge cancer and support you.
- Reposting/Amplifying what the DCC posts is great, but on event day your followers want to see how you are personally joining the challenge.

★ Online Fundraising

- We have created some DCC Social Media Resources for you. These can be found to download on the resources tab of our website, ridedcc.com

REPPING YOUR TEAM WITH PRIDE

There is no better way to show off your team pride than customizing jerseys/shirts for your team. If you are interested in customizing an active shirt or jersey for your team, please contact Jacob Moreau via email at jacob.m@primalwear.com

See below for some examples of teams that used Primal to customize their jerseys.



PREPARING FOR THE BEST PARTY IN TOWN!

Keep an eye out for our event guide release and send reminders.

The event guide will have all event day information you will need to know. It is important that you read through this guide because it will hold a lot of the answers that your team will have questions about. Send reminders about anything specific to the team, arrival times, parking, etc.

It is better to over communicate than under communicate Pro Tip: When in doubt, check the event guide.

This guide includes:

- ★ Event schedule
- ★ Packet Pick up
- ★ Benefit Pick Up
- ★ Benefit chart
- ★ Parking
- ★ Transportation
- ★ Luggage/Locker information
- ★ Essentials to bring
- ★ Ride Marshal information
- ★ Pace Group/corral information
- ★ Mandatory cut-off times
- ★ Water Stop details
- ★ Safe Riding Tips
- ★ Participant experience/tracking
- ★ Family & Friends ticket information
- ★ Routes

This guide will be released the month of the event. Not only will we send you the link to this guide via email but it will also live on our website, ridedcc.com.

Cycling Prep

FINDING THE RIGHT BIKE

Finding the right bike all depends on how you intend to use it recreationally. Are you looking to ride long distances? Ride with your family and prefer an upright position or are you looking to ride mountain bike trails? Even a bike that has a battery for an additional assistance on your ride? Depending on the route you have selected for the DCC you will select your bike from Hybrid, Road, Mountain, or E-Bike options. Here is how to approach one of the best investments you will ever make.

- **SHOP AT A BIKE SHOP**

Walking into a brick-and-mortar store will allow you to connect and ask questions to their staff that will answer all your needs. You will be able to find the appropriate bike size to prepare you for your first ride. Most shops offer test rides and free mechanical adjustments during a specific period.

- **DON'T FORGET THE ACCESSORIES**

Aside from the bike, a few necessities are a helmet, lock, lights to alert others around you, water bottle cages, and a bike computer should you want to track your rides. Make sure you prepare for these items in your budget

- **SHARE YOUR GOALS**

Based on your needs you will find the right bike that matches your goals. It may be based on cost, weight, speeds, commuting, or riding 100 miles. Each style of bike will help you align with your goals and improve your experience on your bike.



Dolphins
CANCER CHALLENGE

FINDING THE RIGHT BIKE FOR YOUR DISTANCE

13 OR 39 MILE RIDE

Hybrid or Road Bike

54 OR 99 MILE RIDE

Road Bike



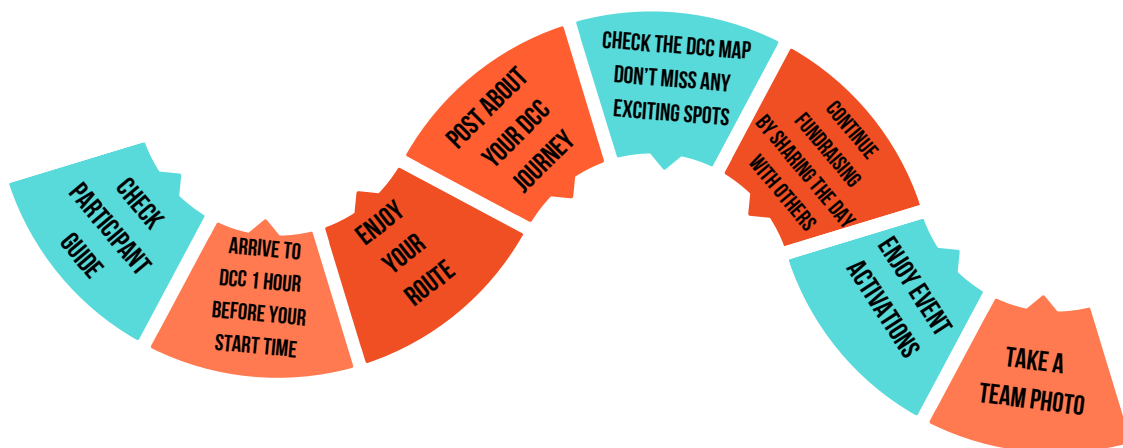
LET'S PARTY!

Enjoy the day! You've worked hard all year!

Here are some tips that you and your team can use to make the most of the event.

★ Tips for the day of the event.

- Follow the participant guide for times.
- Arrive to the event 1 hour before your start time.
 - Give yourself time to park, pick your packet if not done yet, and time to walk in.
- Continue fundraising on the day of the event.
- Keep the team spirit going.
- Enjoy the activations and take pictures, tag us.
- Schedule time for your team to get together and take a team photo.
- Check out the campus map to explore the grounds and make the most of your day.



AFTER THE PARTY!

Just because our DCC event finished doesn't mean the party stops! Here are all of the tips and tricks you need to know in order to enjoy and make the most of the "after party".

Fundraising Finish Line

As we wrap up our fundraising, keep encouraging your team to get their final push of donations. Maybe they haven't hit their fundraising minimums or maybe they have far exceeded them.

Either way, we can do far more than we think we are capable of. Push and encourage your team to

try and hit new heights in their fundraising before we officially close the book on DCC XV.

Send a Thank You to your donors

Showing gratitude to your donors goes a long way. Without our donors we can't create as big of an impact as we do. Think of sending them an email or card sharing your gratitude and explaining what you were able to achieve together.

Below we wrote an example of a thank you email template.

Dear (Donor Name),

Thank you so much for your generous donation and helping me support Dolphins Cancer Challenge and Sylvester Comprehensive Cancer Center. Thanks to your support, we are improving the lives of those challenged by cancer.

In our renewed mission to challenge cancer year-round, funding from the DCC will be allocated to support Sylvester's more than 3000 active clinical trials; survivorship programs; seed money to accelerate cutting-edge research; and innovative cancer treatments such as immunotherapy.

Together we are making a difference!

#OneTeamOneFight

Team Thank You

Without our team's hard work and dedication, we couldn't possibly be as successful. As a team captain make sure you are stewarding your gratitude to your team members. Thank them for joining, participating, fundraising and growing the team. A thank you can be big or small, see below for different ways to thank your team.

★ Publicly thank them for their hard work and dedication. You can do this by posting on social media/company intranet or shouting them out in a town hall/corporate wide meeting/email.

★ Write a thank you card and send it to a team member. Everyone loves happy mail.

★ Treat your team. At the next team gathering you have, share your gratitude by treating them to a special treat; for example doughnuts and coffee.

Host a Team Celebration

It is important to take a minute and not only acknowledge/reflect on your accomplishment but your team's. This can be a corporate lunch or breakfast saying thank you. Maybe having a team outing, a BBQ or activity that the team can gather at.

To make the celebration even more intentional, think of doing Team Specific Superlatives.

This is one way to make your team feel special and recognize team members for their hard work and dedication.

Share the news!

Post about the success of your team with the DCC on Corporate newsletters, Linked In etc. By doing this you are able to showcase how your organization/team gets involved in the community.

[Team Poly Glass Press Release](#)

[University of Miami Miller School of Medicine](#)

[Team FPL](#)

[Team FPL \(LinkedIn\)](#)

[Kluger Kaplan \(LinkedIn\)](#)