



DCC XIV

TEAM CAPTAIN

PLAYBOOK



CHALLENGE
CANCER

Paycor



Dear team captains

The Miami Dolphins organization thanks you for supporting the #1 fundraising event in the NFL. The DCC began 13 years ago with one goal in mind: to unite the community against one of the most insidious diseases of our generation. Today, the DCC is a year-round movement focused on the challenge 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



“Be authentic. Don't try to just sell the perks (swag, tax-deductible donations). While those are amazing and important, the passion and drive is what truly resonates with people and co-workers to take time out of their personal time to participate. When people see that you are excited and passionate, I believe that energy is contagious and people will follow.”

- Dillon DiBartolomeo, Team Hurricanes WOW MKTG

“Get a core team; one-on-one is best to grow; connect with perspectives - has cancer touched them? Keep in touch! Encourage!”

- Jeffrey Wade, Team Hurricanes - Team Sarcoma





“If you can get 1-5 new people to join - the day of the event is all it takes to get someone hooked!”

- Julie Engroff, Team Genentech

“Don't doubt, just do it - you think people won't join the team, but once you talk about it, they will join (just like donating - the more you talk about it, the better the outcome)”.

- Anthony Machado, Team Hurricanes On-Site Patient Access



“Mack Cycle loves the way the DCC welcomes both first-timers and experienced riders. If any team needs bikes, equipment, expertise or friendly cycling tips, swing by our store in South Miami and we'll make sure your team is prepared and ready to have an amazing experience.”

- Rachel Losada, Team Hurricanes - Mack Cycle

“Cycling has helped us get the community involved in powerful ways. We ride for a purpose and we love riding with the Miami Dolphins.”

- Maurice Hanks, Team Break the Cycle





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 - Pro tips for recruiting team members!
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- **Preparing for the Best Party in Town!**
 - Keep an eye on participant guide release, you will find a small breakdown of what is to be expected.
- **Let's Party!**
 - Tips to make the most of your DCC Day with all your team members.
- **The After Party!**
 - Here you will learn how to finish your DCC Year strong, get ideas on showing gratitude to your team and share about your team's success with others.



It Starts With You!

Personalize your fundraising page

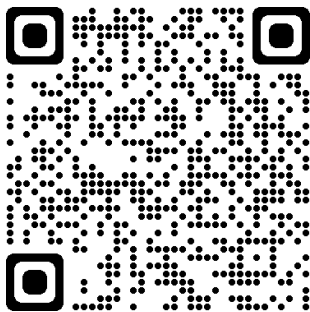
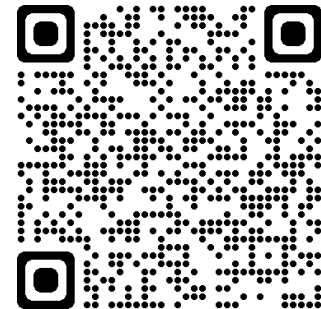
You've registered and now you are ready to set up your DCC Fundraising page. Although we have a template set up on your fundraising page, nothing will speak to those around you like your story. This is the first thing donors will read when they go to your page.

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.



Set 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.

On pages 6-10 of this guide you will find the **Team Captain Goal Sheet** and a **Suggested Timeline**. Utilize these tools to assist you in your planning.



Team Captain Goal Setting Worksheet

Team Name: _____

Captain: _____

Co-Captains: _____

Take some time to reflect what your team was able to achieve.

DCC XIII RESULTS

of team members: _____

Amount raised: \$ _____

Average team member amount raised: \$ _____
(Dollars raised ÷ number of team members)

DCC XIV GOALS

of team members: _____

Minimum Goal: \$ _____
(For example: team member goal x previous team member average)

Suggested Goal: \$ _____
(Number of team goal x \$500)

Start Planning!

1. Appoint team co-captains

Potential Co-Captains:

- ★ _____
- ★ _____
- ★ _____

Due Date: _____



2. **Customize your team page.**
3. **Team kick-off announcement to all previous team members and/or company employees.**

Due Date: _____

4. Recruitment Activities

Activity	Date

5. Fundraising Activities

Activity	Date

6. **Email to all team members announcing goals and activities.**

Due Date: _____

7. **Plan communications ahead of time.**

Make sure to communicate to your team any and all other team specific communications; team rally's, gatherings, fundraising opportunities, internal promotions, team building opportunities etc.

Team Captain Timeline

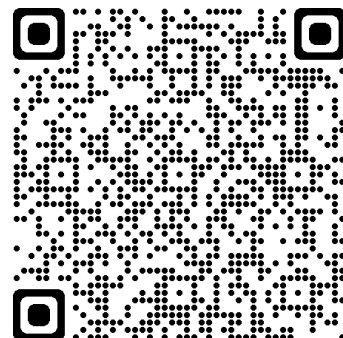
The following checklist is designed with an ideal timetable of eight months. This timeline is to give you an idea of scheduled communications and planning, just start at the beginning of the list and utilize/personalize as you see fit for your team. Use the boxes to the left of the items to check off tasks as you complete them.

8 TO 10 MONTHS PRIOR TO DCC DAY – RECOGNIZE & RETAIN

- Thank last year’s participants.
- Send a survey to your team to go over wins for the team and areas they want to improve.
- Ensure donors were thanked.
- Host a celebration with your team, you worked hard!
- Start brainstorming what your team kickoff should look like.
- Attend Team Captain Day!(Date 8/5/23)
- Follow @dolphinschallengecancer on instagram.
- Think of who you would like to utilize as a co-captain.

4 TO 8 MONTHS PRIOR – RECRUIT, RETAIN, FUNDRAISE

- Register! Email your company/team about registration being open. Spread the word!
- Set Team goals and Personal goals.
- Plan and execute Team Kick Off party.
- Connect with the DCC Staff about joining kick off for your team or any questions you may have. [Click Here to book a meeting](#) or scan the QR code.





- Schedule bi-weekly or monthly communications to go out to your team about your team status.
- Set up a fundraising plan for the office/team.
- Schedule a team engagement plan to keep everyone involved.
 - Plan any internal company/team competitions for fundraising and recruiting.

2 TO 4 MONTHS PRIOR – RECRUIT, FUNDRAISE, ENGAGE, COMMUNICATE

- Send check in emails to your team.
- Send your team fundraising tips.
- Engage your team in building team morale.
 - Host some fun meetings or internal events for them.
 - Host an internal fundraising competition. Get people excited to fundraise.

4 TO 8 WEEKS PRIOR – RECRUIT, FUNDRAISE, COMMUNICATE

- Begin finalizing your team roster
- Make sure team participants finalize their route (routes cannot be changed past 02/04/2024).
- Continue fundraising efforts.

2 TO 4 WEEKS PRIOR – PLAN, COMMUNICATE, FUNDRAISE

- Make sure team participants finalize their route (route cannot be changed past 02/04/2024).
- Finalize your team roster
- Forward the participant guide to all team members.
- Plan a time with your team for a team photo on event day.



1 WEEK PRIOR

- Pick up your packet at packet pick up!
 - If you are picking up your team's packets, you will need a copy of each participant's i.d. that you will be picking up for.
- Keep the Fundraising going!
 - Think of doing a countdown series for your team as you get closer to event day. Maybe thi is a series you post on social media to raise awareness of what you are doing or a series of tips internally sent to your team to create excitement for the big day!

THE DAY BEFORE DCC

- Send any team reminders!
 - Where your group photo will be taken.
 - Arrival times.
 - Parking.
 - Don't forget your bib!
 - If they will be using the shuttle, shuttle location and pick up/drop off times.

DCC DAY

- Reminders:
 - Allow at least a 40-minute window from parking to your start time.
 - When in doubt check your participant guide.
 - Share your experience with everyone on socials throughout the day.
- ENJOY THE BEST PARTY IN TOWN!

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 John Asdourian via email at John.a@primalwear.com

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





Grow the Team

The DCC is all about teams.

Just this past year, DCC XIII 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. That is just the floor of what you and your team are capable of. This applies to your team's overall fundraising goal and your personal goal.

A tip we recommend is this:

- ★ Personal fundraising floor is your fundraising minimum. Your goal is above that. The minimum is what we know you can achieve. Where do you know you can go? What new level are you reaching for? Maybe that's Mad Dog (\$1K+) status or Heavy Hitter (\$3K+). Think it over and set your goal.
- ★ Team fundraising floor is your team's fundraising minimums all added together. What is the total fundraising amount your team WILL be achieving. Once you know that, think of doubling it. As a team it isn't a question of whether you will achieve it but how much you will achieve together.

If you haven't yet, go back to the goal's 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

We understand that fundraising looks intimidating but we want to help you see how FUN and simple it actually is.

- ★ Individual Fundraising
 - Be your own champion and donate to yourself!
 - Make it personal!
 - Personalize your fundraising page with pictures and your story, your WHY.
 - Make the ask.
 - Family

- Friends
- Co-Workers
- Add your fundraising link to your email signature.



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- Connect your facebook through donor drive for a facebook fundraiser.
- Put your fundraising link on 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. Download the app to get QR code.
- Talk about your company fundraising on Linked In, instagram, facebook etc. Post your team fundraising page on there. Challenge your social media family to challenge cancer with you by donating.

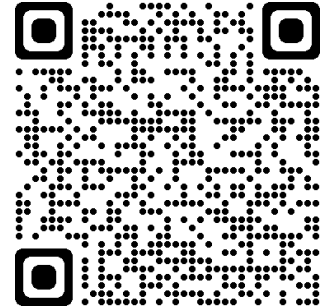
★ Onsite Fundraising

- 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.

- Resharing 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

Scan the QR code or use this link to our [resources page!](#)





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
- ★ Routes
- ★ Water Stop details
- ★ Safe Riding Tips
- ★ Participant experience/ tracking
- ★ Family & Friends ticket information

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.



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.

- ★ Follow the event guide schedule.
- ★ Tips for the day of the event.
 - Follow the participant guide for times.
 - How to continue fundraising on the day of the event.
 - Keeping the team spirit going.
 - Enjoy the activations and take pictures, tag us.

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 XIV.

Send thank you's 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 Challenge Cancer 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.

For example, on the next page you will find a clip of a recap article that our Polyglass team did this past DCC XIII.

The screenshot shows a website header for 'ROOFING CONTRACTOR' with a search bar and social media icons. Below the header is a navigation menu with links like 'MAGAZINE', 'NEWS', 'TOPICS', etc. A red banner reads 'DON'T MISS A BEAT! Watch videos produced from the International Roofing Expo show floor'. The main article is titled 'Polyglass Partners with the Dolphin's Challenge Cancer for Seventh Consecutive Year' and features a photo of two cyclists in Polyglass gear. The article text states that Polyglass U.S.A. Inc. partnered for the seventh year with the Dolphin's Challenge Cancer annual cycling and 5K run/walk event at the Hard Rock Stadium in Miami Gardens, Fla. It also mentions that Polyglass contributed over \$68,000 for cancer research at Sylvester Comprehensive Cancer Center. To the right of the article is a yellow sidebar with 'CHATS FROM THE SHOW FLOOR' and 'ROOFING CONTRACTOR INTERNATIONAL ROOFING EXPO' branding, along with a 'Subscribe For Free!' button and a 'WRE 2023 Preview' video thumbnail.

Below you will find a clip example of a Linked In post from our Microsoft team



Josh Login and James Hesson at Dolphins Challenge Cancer

Dolphins Challenge Cancer: Serendipity, the unlikeliest of friendships, and the birth of an enduring legacy at Microsoft.



Ernie Fernandez

Vice President for State and Local Government at Microsoft

Published Feb 15, 2023

+ Follow

This is the story of Josh Login and James Hesson, and the journey they shared which ultimately touched the lives of so many others. Josh, a business applications service specialist, and James, a director of sports for industry solutions, met six years ago while working on the Northeast sales team at Microsoft. However, it wasn't until a customer visit to Miami that their friendship blossomed.

During their visit at the Miami Dolphins headquarters, the excitement surrounding the upcoming Dolphins Challenge Cancer ("DCC") event was palpable. DCC is an endurance event organized by the Miami Dolphins NFL team to raise funds for cancer research and patient care programs. James and Josh both lost someone close to them to cancer and were immediately inspired by the DCC mission to unite the community in the fight against the disease.

They signed up for a 5K run on the spot and embarked on a shared adventure that would be life-changing in many ways. Despite their different upbringings and careers, they had found a common purpose. James now runs hundred-mile ultramarathons, and Josh isn't too far behind his athletic friend. Every year, they raise the bar physically, charitably, and relationally. They created and manage an event chapter at Microsoft that has grown from two members to 14. Last year, they raised \$36,000 and this year, they're aiming to achieve their goal of \$50,000. They also started a pre-event tradition of taking a 20-hour road trip from New Jersey to South Florida, with Josh as the planner, mapping out each stop in their itinerary.



**CHALLENGE
CANCER**

