



Dolphins
CANCER CHALLENGE

DCC VI Playbook

Are You A Cancer Fighter?

Dolphins **CANCER CHALLENGE**

Everyone can be a Cancer Fighter!

Participating in the DCC is a great way to develop a **FUN** and exciting atmosphere within your organization.

Your team is able to build **camaraderie** among all staff – as everyone works toward the goal of tackling cancer!

We have made the process of starting and building a team as **simple** as possible.

By participating in the DCC, you and your team will have a **rewarding** experience and a direct **impact** on those affected by cancer here in South Florida.

Top Plays

1. Organize a DCC event for employees.
2. Enlist DCC staff to speak to your employees – get them excited!
3. Send email to all employees with DCC information.
4. Register riders, runners, walkers & volunteers!
5. Supporters can buy tickets to the concert celebration!



Did you know?

DCC Fact:

The DCC is the NFL's largest fundraising event.

Miami Dolphins Fact:

The 1972 team is the only undefeated team in NFL history. Player Dick Anderson is a DCC rider!

DCC Fact:

There are 8 full-time employees who work all year on DCC events.

Miami Dolphins Fact:

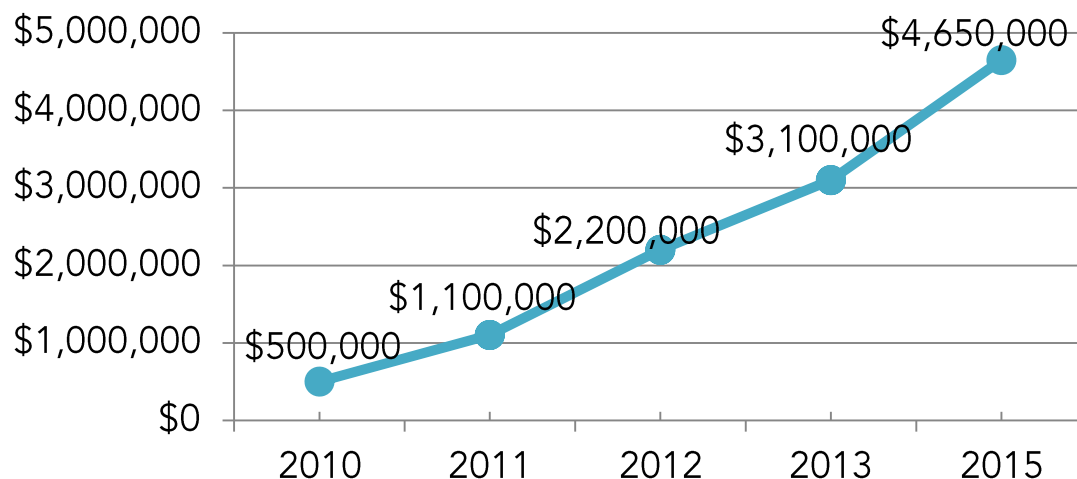
The Dolphins will celebrate their 50th anniversary this year!



Dolphins **CANCER CHALLENGE**

Launched in 2010 by the Miami Dolphins, as the signature health initiative of the Foundation, the DCC has raised over \$11.55 million dollars for cancer research at the Sylvester Comprehensive Cancer Center.

Funds Raised



PHILANTHROPIC PARTNER

At Sylvester Comprehensive Cancer Center at the University of Miami's Miller School of Medicine, the physicians, researchers and staff work every day to discover, develop, and deliver the most comprehensive diagnostics and the most effective targeted therapies for each patient's individual cancer.

Today, their discoveries – and the discoveries of other cancer research powerhouses throughout the nation – are revolutionizing the way cancers are prevented, detected, treated, and cured. DCC funds these critical research areas:

- Precision Medicine
- Cancer Prevention, Control and Survivorship
- Pediatric Oncology
- Team Science



We are Cancer Fighters!

EVERYONE CAN PARTICIPATE!

How to fully ENGAGE your company:

- Build a team of riders, runners & walkers!
- Employees, friends and family can all volunteer at one area together!
- Vendors, contacts and clients can donate to your team and attend the concert!



Top Plays

1. Participants register at DolphinsCancerChallenge.com
2. Volunteers email RideDCC@dolphins.com
3. Promote your DCC support to your clients, vendors and contacts!
4. Collect donations for your team!
5. Friends, family and supporters can celebrate at the concert at the finish line.



Top Plays

1. Pay the registration fees for your employees to encourage participation.
2. Offer incentives to register and fundraise.
3. Share fundraising tips between riders.
4. Have a company jeans day, bake sale or yard sale to raise money for your team!



BUILD A TEAM!

- There are two ways to build a team of participants for the DCC:
 1. Your company can pay part or all of your team's registration. DCC can issue a promo code for your team. You will be invoiced after the ride for the total amount.
 2. Each participant pays their own registration - \$150/ride; \$50/5k
- Every participant is required to register online for DCC VI at: DolphinsCancerChallenge.com
- There is a fundraising minimum required for each route, regardless if the registration is paid by your company or the participant.
- Every participant is required to enter their credit card information during registration as a back-up if the minimum is not met.
- The credit card will not be charged for the fundraising, unless the minimum has not been met by March 31, 2016.

DCC 5k

- Run or walk
- Sun Life Stadium
- 11am start
- \$250 fundraising min

Virtual Ride

- Support DCC without riding, running or walking
- Raise money for Sylvester
- \$175 fundraising min
- Access to finish line concert celebration at stadium



February 20, 2016
All routes lead to the stadium!

- **Hurricanes Hundred Loop**
 - 100 miles
 - 6:30am start
 - Sun Life Stadium start
 - \$1000 fundraising min
- **Miami Ride**
 - 29 miles
 - 9:30am start
 - UM Coral Gables start
 - \$500 fundraising min
- **Perfect Season Ride**
 - 72 miles
 - 6:30am start
 - CityPlace, WPB start
 - \$1000 fundraising min
- **1st & 25**
 - 25 miles
 - 11:15am start
 - Fort Lauderdale start
 - \$500 fundraising min
- **Boca Ride**
 - 46 miles
 - 8:10am start
 - Mizner Park, Boca Raton start
 - \$750 fundraising min
- **Dolphins Ride**
 - 13 miles
 - Noon start
 - Training Camp start
 - \$250 fundraising min

DCC VI CELEBRATION CONCERT



Now everyone can be a cancer fighter!

Join Grammy-Award winners Sheryl Crow & Melissa Etheridge at the DCC VI finish line for a concert celebration!

- 2-5pm
- Sun Life Stadium parking lot
- DCC VI participants get in free as part of registration fee
- Heavy Hitters receive one additional ticket to Heavy Hitter section
- Kids age 10 and under get in free with their parent or guardian
- General Admission tickets are \$50/person and can be purchased at DolphinsCancerChallenge.com

IMPORTANT REGISTRATION & FUNDRAISING POINTS

It is important your team knows what is expected from participating in the DCC up front. While the event will be incredibly FUN, the mission of the DCC is to provide Sylvester with much-needed funding to save lives. During registration every participant must commit to the following points:

Registration

- Open NOW; Closes Feb 12, 2016 (5k will allow walk-ups)
- \$150 registration fee for bike ride, \$50 for 5k, \$25 for virtual ride
- Registration is non-refundable and non-transferable
- Participants can change routes without penalty until Dec 31, 2015
- Starting Jan 1, 2016 there will be a \$25 route change fee
- Credential pick-up will be available at the stadium starting Feb 18, 2016

Fundraising

- Ride minimums are from \$250-\$1000 depending on the route
- 5k minimum is \$250
- Participants will be held to fundraising minimum after Dec 31, 2015, even if registration is cancelled
- Fundraising minimum is due by March 31, 2016
- Fundraising closes on March 31, 2016

Did You Know?

DCC Fact:

Participants have donated \$11.55 million dollars to Sylvester in five years, more than 35,000 individual donations just last year.

Sylvester Fact:

There are 250 physicians and scientists devoted exclusively to cancer care and research.

Cancer Fact:

One in two men and one in three women will be diagnosed with cancer in their lifetimes.



REGISTRATION PROCESS




Need Help?

DCCVI

Brought to you by Dolphins Cancer Challenge

DATE
Saturday, February 20, 2016
DAYS LEFT TO REGISTER
205

ANOTHER EVENT YOU MAY LIKE

 **Fall Family Fest 2015**
Sunday, November 8, 2015
to Sunday, November 15, 2015

1 Participant Information

It'll only take a few minutes to register for this event!

* CHOOSE A RIDE

Hurricanes Hundred - 100 Miles (\$1000 Fundraising Minimum)	\$150.00
Perfect Season - 72 Miles (\$1000 Fundraising Minimum)	\$150.00
Boca Ride - 46 Miles (\$750 Fundraising Minimum)	\$150.00
Miami Ride - 28 Miles (\$500 Fundraising Minimum)	\$150.00
1st & 25 - 25 Miles (\$500 Fundraising Minimum)	\$150.00
Dolphins Ride - 13 Miles (\$250 Fundraising Minimum)	\$150.00
DCC 5K (\$250 Fundraising Minimum)	\$50.00
Virtual Rider (\$175 Fundraising Minimum)	\$25.00

* PARTICIPANT NAME

First Name M.I. Last Name

* GENDER

Please Select

* T-SHIRT SIZE

Please Select

* DATE OF BIRTH

* PARTICIPANT NAME

First Name M.I. Last Name

* GENDER

Please Select

* JERSEY SIZE

Please Select

* DATE OF BIRTH

Month Day Year

* EMAIL

ex: jdoe@gmail.com

* ADDRESS

United States

Street Address

Apt, Suite, Unit

City

Florida

Zip


* PHONE NUMBER

ex: (555) 555-5555


1. Choose a ride, the 5k or Virtual Ride


2. Enter your contact info
3. Choose jersey/t-shirt size


REGISTRATION PROCESS

**Dolphins**
CANCER CHALLENGE

powered by haku

 Need Help?

 powered by haku

 Need Help?

Florida

* PHONE NUMBER

* EMERGENCY CONTACT NAME

* EMERGENCY CONTACT PHONE

* EMERGENCY CONTACT RELATIONSHIP

ARE YOU A CANCER SURVIVOR?

☒ NO

HAVE YOU PARTICIPATED IN THE DCC BEFORE?

☒ YES

IF YES, HOW MANY YEARS?

* TRANSPORTATION OPTIONS

Yes, pre-ride (I will park at the stadium a

Next Step

Fundraising Minimum

This event has a minimum required fundraising amount.

\$500.00

Heavy Hitter

I am committed to being a Heavy Hitter for DCC VI, which means I commit to raising \$2,500 by the fundraising deadline or I will be held financially responsible for the remaining amount.

\$2,500.00

Next Step

3 Team Options

PARTICIPATE WITH A TEAM?

Select this if you want to create your own team or join an existing team

☒ YES

TEAM CHOICES

☒ Join Team

☐ Create New Team

Team Dolphins

Team Dolphins

1 MEMBER

TEAM FPL

13 MEMBERS

Join Team FPL At The Dolphins Cancer Challenge! For The Fourth Year In A Row, Florida Power & Light Company Is Proud To Be A Sponsor Of This Event, And Invites Employees And Anyone In Their Family To Show Their Support By Riding With Team FPL.

Next Step

5. Enter Emergency Contact Info
6. Have you participated in DCC before?
7. Select transportation option

8. Commit to being a Heavy Hitter!
9. Join your team

REGISTRATION PROCESS



Need Help?

4 Create Account

Already Have An Account?

Create an account so you can set up your fundraising page. Don't worry we will guide you through the process.

* EMAIL ADDRESS

cancerfighter@dolphins.com

* PASSWORD

Dolphins

SHOW

PASSWORD SHOULD BE AT LEAST 6 CHARACTERS LONG

I'm Ready to Pay

5 Payment

Almost done! Don't forget to review the Summary before registering.

KICKSTART YOUR FUNDRAISING!
MAKE A DONATION

\$.00

* NAME ON CARD

* CREDIT CARD NUMBER

* CVC

* EXPIRATION DATE

July

2015

SUMMARY

▼ Cancer Fighter	\$150.00
Miami Ride - 28 miles (\$500 Fundraising Minimum)	\$150.00
Total	\$150.00

PROMO CODE

Apply

powered by haku

Need Help?

Fundraising Agreement

PLEASE REVIEW THIS DOCUMENT CAREFULLY. It includes a fundraising commitment. DO NOT agree to this document unless you have read and understood it in its entirety. By agreeing, you acknowledge that you have both read and understood the text presented to you. When you sign below by clicking "I AGREE," you understand and agree to the terms below and agree to abide by them in connection with the Dolphins Cancer Challenge Bike Ride and/or 5k Run-Walk, which are currently scheduled for February 20, 2016 (collectively, the "Event"). Your ability to participate in the Event is subject to your acceptance of the terms of this fundraising agreement (the "Agreement"), and by clicking "I AGREE" below, you accept and agree to the terms of the Agreement, including the fundraising commitment and other provisions.

IMPORTANT: Please note that applicable credit card charges will appear on your credit card statement as "Dolphins Cancer Challenge."

You need to complete ONE FUNDRAISING AGREEMENT PER PERSON.

I've read and agree to the DCC VI Fundraising Agreement

Waiver & Release of Liability

PLEASE REVIEW THIS DOCUMENT CAREFULLY. It includes a release of liability and waiver of legal rights, including the right to sue certain parties. DO NOT agree to this document unless you have read and understood it in its entirety. By agreeing, you acknowledge that you have both read and understood the text presented to you. When you sign below by clicking "I AGREE," you understand and agree that events like the Dolphins Cancer Challenge Bike Ride and/or 5k Run-Walk, which are currently scheduled for February 20, 2016, and their associated parties, training rides, registration events, pre- and post-ride/walk/run events, Releasee events, and all other events under the "Dolphins Cycling Challenge", "DCC", and/or "Dolphins Cancer Challenge" names (collectively, the "DCC Events"), carry certain inherent dangers and risks which may or may not be readily foreseeable, including, without limitation, personal injury, property damage or death. Your ability to participate in the DCC Events is subject to your agreement to the terms of this release of liability and waiver (the "Release"), and by clicking "I AGREE" below, you accept and agree to the terms of the Release, including the release of liability and waiver of legal rights provisions.

I've read and agree to the DCC VI Waiver & Release of Liability and to haku's [Terms & Conditions](#).

Register & Pay \$150.00

9. Create fundraising account
10. Enter credit card info
11. Enter company promo code & hit apply!

12. Read & agree to Fundraising Agreement
13. Read & agree to Waiver & Release of Liability
14. Registration complete!

FUNDRAISE, FUNDRAISE, FUNDRAISE!

- Your team captain should register and create the team before anyone else.
 - You can personalize the team page with a photo & description
- Be sure to share your team name and promo code (if applicable) with employees.
- Your team captain will be DCC's main point of contact.
- Every participant will get a personal fundraising page. On this page, participants can:
 - Personalize their page with a photo and message to donors.
 - Invite friends and family to donate through the campaign feature.
 - Share their page on social media.
 - Connect with other team members.
- Additional ideas for fundraising can be found at DolphinsCancerChallenge.com

Top Plays


1. Share your personal fundraising page with everyone!
2. Set up a campaign and email all your contacts telling them why you are a Cancer Fighter!
3. Share on social media!
 - Help me #TackleCancer and support my ride in #DCCVI
 - I am a #CancerFighter. Support me as I run to #TackleCancer in #DCCVI
 - I ride to cure cancer. Join me and be a #CancerFighter.
 - We are #CancerFighters – donate to #DCCVI



PUBLIC PERSONAL FUNDRAISING PAGE

Donors
click here
to donate
to your
page

Share your
page on
Facebook
here

 powered by **haku**

\$100.00
donated of \$5,000.00 goal

1


donor

246

days left

[Give Now](#)

[Share on Facebook](#)


 **Team Mad Dog Fundraising Page**

RAISED


\$375.00

donated of \$50,000.00 goal

8 TEAM MEMBERS

 **Sara I. Teeter**
\$100.00 raised so far

Michael's Cancer Fighting Campaign



A Message From Michael
I am a cancer fighter. On February 20, 2016, I will join the Miami Dolphins and thousands of South Florida residents to tackle cancer here in our community. In just five short years, the Dolphins Cancer Challenge has raised over \$11 million dollars. Whether we ride, run, walk, volunteer or donate, we are all fighting cancer. 100% of participant-raised funds goes directly to critical cancer research areas at the Sylvester Comprehensive Cancer Center. Thank you for supporting me in my efforts as I #TACKLECANCER!

Donors

Cristian Lacapra

Keep up the incredible work Michael. Your Dad is proud.

\$100.00

Your
story
here

See your donors here

PERSONAL FUNDRAISING PAGE - BACKEND

The screenshot shows the Haku fundraising page backend for Michael Mandich's team. The interface includes a sidebar with navigation options: Dashboard, Donors, Team, Campaigns, Public Page, and Settings. The main content area displays the team's progress and various fundraising tools.

haku **DCCVI** Jennifer Dewitt

Finish team set up: [TEAM DESCRIPTION](#) [TEAM PHOTO](#) [INVITE MEMBERS](#)

Michael Mandich's Page
DCC VI
YOUR PUBLIC PAGE <https://fundraisers.hakuapp.com/michael-mandich-1>
TEAM PUBLIC PAGE <https://fundraisers.hakuapp.com/teams/team-mad-dog>

Amount	Status
\$100.00	RAISED
\$5,000.00	GOAL
\$4,900.00	DONATIONS NEEDED

ACTIVITY

- Cristlen Lacapre donated \$100.00 [Send Thank You](#)
- 246 days left to fundraise
- Reach more people by creating an [email campaign](#)
- You have no donations from postings in social media. Try posting a message using [Facebook](#) or [Twitter](#)
- You are 2% of the way there. Keep pushing!


PROMOTE

We are online!

- See your donors and send thank you emails
- See your goal and how much you have raised
- Send an email or text campaign to your friends, family and colleagues


PERSONAL FUNDRAISING PAGE - BACKEND

haku

DCCVI  Jennifer Dewitt

[Dashboard](#) [Your Page](#) [Team Page](#)

[Donors](#) [Team](#) [Campaigns](#) [Public Page](#) [Settings](#)

**Change your Photo**
[Upload Image](#)
[CLEAR IMAGE](#)


PAGE NAME

FUNDRAISING GOAL

You have to raise a minimum of \$2,500.00.

A MESSAGE TO YOUR DONORS

I am a cancer fighter. On February 20, 2016, I will join the Miami Dolphins and thousands of South Florida residents to tackle cancer here in our community. In just five short years, the Dolphins Cancer Challenge has raised over \$11 million dollars. Whether we ride, run, walk, volunteer or donate, we are all fighting cancer. 100% of participant-raised funds goes directly to critical cancer

 We are online!

[Preview Your Page](#)

- Personalize your page (if captain, can edit team page)
 - Upload a photo
 - Create a message to your donors
- Change your goal (your minimum will not change)

PUBLIC TEAM FUNDRAISING PAGE



Need Help?

\$375.00

donated of \$50,000.00 goal

5

donors

244

days left

Give Now



Share on Facebook

DCCVI

Brought to you by Dolphins Cancer Challenge

Follow

Like 7.3k

Want to Participate Too?

Register

Team Mad Dog Fundraising Page!



TEAM MEMBERS (8)

DONORS (5)



Michael Mandich
\$100.00 raised so far



Alec Hamilton
\$0.00 raised so far



Griffin E Van Nest
\$75.00 raised so far



Stan Rudman
\$100.00 raised so far



Jennifer Dewitt
\$0.00 raised so far



Anthony J Karpinski
\$0.00 raised so far



Jim G Dilullo
\$0.00 raised so far



Sara L Teeter
\$100.00 raised so far

Donors
click here
to donate
to your
team

Share your
team page
on Facebook
here

Your team
photo and
info here

See your team members here

TEAM FUNDRAISING PAGE - BACKEND

haku

DCCVI Jennifer Dewitt

Dashboard

Donors

Team

Campaigns

Public Page

Settings

We are online!

Find a team member

SHOWING: All 7 Pending 0 Registered 7

Message Team Invite People

	RAISED	GOAL	NEEDED	
Alec Hamilton ahamilton@dolphins.com	\$0.00	\$175.00	\$175.00	Message
Anthony J Karpinski akarpinski@dolphins.com	\$0.00	\$2,500.00	\$2,500.00	Message
Griffin E Van Nest griffinedward65@hotmail.com	\$75.00	\$1,000.00	\$925.00	Message
Jennifer Dewitt jdewitt@dolphins.com	\$0.00	\$175.00	\$175.00	Message
Jim G Dilullo jimdilullo@gmail.com	\$0.00	\$2,500.00	\$2,500.00	Message
Sara L Teeter sara.teeter17@gmail.com	\$100.00	\$2,500.00	\$2,400.00	Message
Stan Rudman stanrudman@aol.com	\$100.00	\$2,500.00	\$2,400.00	Message

8 Members

- See members of your team
 - Check out their goal
 - Send them messages of encouragement!
- Team Captains can invite others to be on the team

HEAVY HITTERS ARE AWESOME!

Heavy Hitter status is reached if a participant raises \$2500 or more. You can reach Heavy Hitter status a few ways:

- During registration you commit to becoming a Heavy Hitter. With this commitment you agree that you will either raise \$2500 or will be held accountable to make up the difference.
- You reached Heavy Hitter status in DCC V and will reap all the benefits this year!
- If you reach Heavy Hitter status before January 20, 2016, you will receive the benefits during DCC VI weekend.

Becoming a **Heavy Hitter** means you:

- Are loved and appreciated by everyone at the DCC and want to kick cancer to the curb!
- Will be recognized in the DCC Annual Report.
- Receive a super special customized gift.
- Pick up your special credential at a VIP check-in area.
- Wear a fly Heavy Hitter jersey ride weekend.
- Get invited (along with a guest) to the annual Heavy Hitter Reception at the stadium.
- Receive one extra ticket to celebration concert Heavy Hitter area.
- Have the opportunity to claim two tickets to Miami Dolphins home game (Dec 27 vs Colts).
- Gain direct access to the extensive network of physicians and experts at the University of Miami and the Sylvester Comprehensive Cancer Center.
 - Work with DCC to get connected quickly to a patient advocate.
 - Take advantage of the DCC concierge care program and don't forget the power of a second opinion!

If you commit to being a Heavy Hitter during registration, you will also receive sweet bike shorts that match the DCC VI jersey in your gift bag.

DCC SUPPORT

Registration Party:

- DCC staff will work with you to set up an event at your company to recruit participants and showcase DCC's efforts.

Materials:

- DCC will send you flyers and posters to hand out at your company or use at recruiting events.
- DCC will share with you our promo videos to use on company website, social media, and other platforms to recruit riders.

Training Rides:

- Invitation to join DCC training rides throughout the tri-county area. For the most updated calendar, visit DCC's website.

Fundraising:

- DCC staff will come to your office to lead a session on recruitment and fundraising with your team.

Meet Your Support Team

Jennifer DeWitt

Director

305-943-6598

jdewitt@dolphins.com

Ashley Hendrix

Development Coordinator

305-943-6799

ahendrix@dolphins.com

Olivia Truby

Communications

Coordinator

305-943-6799

otruby@dolphins.com



DCC SUPPORT

(OVER 50 TEAM MEMBERS)



DCC Weekend:

- DCC will identify a water stop for company employees who want to volunteer as a group.
- A designated company team gathering area at the Finish Line Celebration at Sun Life Stadium.



Sylvester Partnership:

- Opportunity for a wellness fair, cancer prevention screening, or information session by Sylvester staff.
- Direct access to extensive network of physicians and experts at the University of Miami and the Sylvester Comprehensive Cancer Center.
- Work with DCC staff to get connected quickly to a patient advocate at UM to take advantage of the DCC concierge care program.



Corporate Networking:

- Opportunity to connect with other corporate teams to share best practices and team up for rides/events as needed.



We Are Cancer Fighters!