WELCOME TO THE DOLPHINS CANCER CHALLENGE TEAM!

By registering for the DCC, you have committed to joining the Miami Dolphins organization in our efforts to tackle cancer, and we are incredibly grateful for your support and devotion to the cause.

This year marks an important milestone for us as we celebrate our tenth anniversary. We are excited to make it our best year yet, thanks to the efforts of people like you!

This fundraising toolkit is designed to assist you in the fundraising process as you meet, and hopefully even surpass, your goals. Whether you are a seasoned DCC veteran or this is your first experience with our team, you will find valuable information and advice in this guide. Without further ado, let’s get started as we work together to tackle cancer and inspire hope for a better, cancer-free future. **We’ve got this!**

WHY FUNDRAISE FOR THE DOLPHINS CANCER CHALLENGE?

All of us here at the Miami Dolphins organization believe strongly in the fight to eradicate cancer, and we have all seen firsthand the incredible impact that more resources for cancer research facilities has on the millions of people around the world who live with and fight this disease every day.

To help put the prevalence of cancer in perspective, consider a few of these statistics:

- Cancer is the second leading cause of death worldwide.
- According to the World Health Organization, 1,735,350 new cases of cancer were diagnosed in 2018, and nearly 610,000 Americans (and 9.6 million people across the globe) died from cancer over the course of the year.
- Every day, on average, 43 children are diagnosed with cancer, and the average age of diagnosis is 6.

These alarming figures are only a small sample of the ways in which cancer affects so many of the people that we know and love. By registering as a DCC participant, you join thousands of other individuals who are committed to making a difference in the lives of countless cancer patients and the future of cancer research. As we prepare to celebrate our decennial, we are proud to announce that the Dolphins Cancer Challenge has raised over $32.5 million with 100 percent of participant raised funds going directly to cancer research at Sylvester Comprehensive Cancer Center. With this promise in mind, you can be certain that your donations are truly making a difference.
WHAT IS SYLVESTER COMPREHENSIVE CANCER CENTER?

As a pioneer in South Florida healthcare, Sylvester Comprehensive Cancer Center in Miami brings together leading cancer specialists to provide multi-disciplinary health care and cutting-edge research.

Part of the University of Miami Health System, Sylvester handles an estimated 1,300 inpatient admissions, treats more than 4,400 new cancer patients and performs 2,400 surgical procedures annually. There are 250 physicians and scientists, all working together in the fight against cancer. Virtually all forms of cancer can be treated at Sylvester, where many of the most advanced tools and latest treatment procedures are being utilized to create a wide range of success stories and cancer victories.

As South Florida’s only Cancer Center of Excellence, Sylvester was also most recently given the prestigious recognition of National Cancer Institute (one of only two centers in Florida to carry this distinction). Many of Sylvester’s successes in fighting cancer and providing the most innovative treatment to its patients stems from the support of fundraisers like yourself. With this in mind, let’s begin discussing ways for you to kick start and strengthen your fundraising efforts.

WHERE THE MONEY GOES

Allocation of DCC’s Gifts

- 31% Radiation Oncology Research
- 20% Clinical Trials
- 20% Pediatric Oncology
- 13% Translational Research
- 11% Breast Cancer
- 5% Genitourinary Cancer

DCC FUNDRAISING TOOLKIT
WHAT IS MY FUNDRAISING LEVEL?

<table>
<thead>
<tr>
<th>DCC 10 ROUTE:</th>
<th>FUNDRAISING MINIMUM:</th>
<th>EARLY REGISTRATION FEE</th>
<th>REGISTRATION FEE BY NOV. 1</th>
<th>REGISTRATION FEE BY JAN. 1</th>
<th>REGISTRATION FEE BY FEB. 6</th>
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<tbody>
<tr>
<td>Hurricane Hundred (100 miles)</td>
<td>$1000</td>
<td>$100</td>
<td>$125</td>
<td>$150</td>
<td>$150</td>
</tr>
<tr>
<td>Boca Ride (52 miles)</td>
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<td>$125</td>
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<td>Miami Ride (33 miles)</td>
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<td>$125</td>
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<tr>
<td>Fort Lauderdale Ride (25 miles)</td>
<td>$500</td>
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<tr>
<td>Dolphins Ride (14 miles)</td>
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<td>$125</td>
<td>$150</td>
<td>$125</td>
</tr>
<tr>
<td>5K Run</td>
<td>$250</td>
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<td>$40</td>
<td>$50</td>
<td>$50</td>
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<tr>
<td>Virtual Ride</td>
<td>$175</td>
<td>$30</td>
<td>$40</td>
<td>$50</td>
<td>$50</td>
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Additional Distinction:  

<table>
<thead>
<tr>
<th>Fundraising Amount:</th>
<th>$10,000</th>
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<tr>
<td>All-Pro</td>
<td>$5,000</td>
</tr>
<tr>
<td>Top Tackler</td>
<td>$2,750</td>
</tr>
<tr>
<td>Heavy Hitter</td>
<td>$2,750</td>
</tr>
</tbody>
</table>

3,118 PARTICIPANTS  
232 SURVIVORS  
$32M RAISED  
61,923 MILES
BEST PRACTICES:

1. **Personalize your Haku fundraising page**

Your fundraising page is your opportunity to customize your fundraising efforts, and make it a personal experience for your donors.

2. **Ask as many people for support as possible**

Invite friends, family, co-workers, teammates, acquaintances and anyone else who you can think of to consider joining your cause and your team. Share your individualized page with them so that they can get a sense of your commitment to fighting cancer.

3. **Social Media**

It is 2019, and there is no denying the power of social media. Leveraging the many different types of social media platforms is another way to galvanize fundraising support. Always keeping in mind your reasons for participating in the DCC, as well as including personal anecdotes when you begin crafting wording/captions for your posts will go a long ways towards attracting fundraising support!

Dont forget to tag us and add #CANCERFIGHTER to all your posts.

4. **Remind/Updates**

Along your fundraising journey, it is very possible that you encounter someone (or multiple people) who pledges their support but may not follow through with actually providing the funds. You are able to track the donations of your supporters on your Haku page. In an effort to reduce the likelihood of flimsy promises, you might want to politely follow up with potential donors to remind them of the opportunity to donate while also providing an update on your progress.

5. **Thank you!**

Gratitude is an important part of life, and that is no truer than in the world of fundraising. Once the fundraising deadline passes, it is crucial that you recognize and appreciate your donor’s efforts in order to finish your campaign the right way. Take your time to send personal thank you notes to all your donors and supporters to celebrate the end of a great event.

6. **Matching Gifts from Employers**

Matching Gifts is a great way to exponentially increase your fundraising amounts. Ask your employer if they match gifts to philanthropic causes, and encourage your donors to ask their companies about matching gifts, too. Many employers will have regulations about minimum/maximum amounts for matching gifts, and it is worth doing your research. After all, with matching gifts, one donation becomes double the amount of money raised!
SUGGESTED FUNDRAISING TIMELINE:

**JULY - SEPTEMBER**

Register for the DCC and start creating your personalized profile to begin your fundraising campaign

Reminder: You can register for the DCC until (insert final registration date here)

**OCTOBER**

Share your personalized fundraising page with others

Start mailing handwritten letters or emails in order to encourage fundraising

Aim to match about 40% of your fundraising goal by the end of the month

**NOVEMBER**

Consider posting on social media to attract more attention to your cause

Continue to refine your fundraising page to include photos, stories, etc.

Strive to have 60% of your fundraising goal completed by the end of the month

**DECEMBER - JANUARY**

Capitalize on the giving spirit of the holiday season to redouble your fundraising efforts

Send emails to your potential fundraising network to update them on your training progress and encourage contributions to your page

Continue posting on social media, and consider employing another one of the “Creative Fundraising” Ideas

By the end of January, you should aim to have 80% of your fundraising goal completed

**FEBRUARY**

Enjoy the last leg of your training before the big Ride on February 29th!

Think of other people who might consider contributing to your cause, and reach out to them

Amplify your social media presence as the DCC gets closer

**MARCH**

Send thank you letters to all your donors, including pictures of your DCC experience if possible!

Send out a final reminder regarding the opportunity to contribute to your fundraising page, even though the event has officially ended

Meet, and exceed, your fundraising goal

Celebrate all your accomplishments, both in reaching your physical goal of participation in the Challenge, as well as achieving your ambitious fundraising goal

Give yourself a pat on the back for the lasting impact your efforts will have on the future of cancer research!

JULY - SEPTEMBER

Register for the DCC and start creating your personalized profile to begin your fundraising campaign

Reminder: You can register for the DCC until (insert final registration date here)
CONCLUSION:

As you can see, the Dolphins Cancer Challenge has touched countless lives and inspired hope for a cancer-free future. The research and resources at the Sylvester Comprehensive Care Center as a result of the funds raised through the DCC have enabled success stories like the ones above, in addition to so many more. As we prepare for our milestone 10th annual event this year, we are all so grateful for your commitment to the cause!

We hope that this comprehensive toolkit is helpful for you in your fundraising journey. The tactics outlined in this guide have been instrumental in allowing participants to meet and, often times, exceed their fundraising goals. The feelings of pride and accomplishment that come with achieving your fundraising goal and completing a successful event are unparalleled lifetime memories for the thousands of people who participate in the DCC. We know that those same feelings are well within your reach, and we are here to assist you every step of the way.

Whether you are a first time fundraiser, 10 year DCC participant, or somewhere in between, let’s tackle cancer together!

IMPORTANT DATES:

Tuesday, December 31st, 2019
Last day to cancel Riding Route without fundraising accountability*
(Cancellations after this date are responsible for meeting their fundraising requirement)

Monday, February 3rd, 2020
Deadline for switching Riding Route without penalty
(route change after 2/3 will be subject to a $25 fee)

Saturday, February 29th, 2020
10TH ANNUAL DOLPHINS CANCER CHALLENGE

Tuesday, April 7th, 2020
Fundraising Deadline

*Regardless of cancellation deadline, registration fees are non-refundable
FAQ:

What is included in my registration fee?
The cycling registration fee provides amenities during the ride including:

- One of a kind, custom DCC Jersey!
- Commemorative water bottle!
- DCC goody bag!
- Also included: food & beverages (pre, during and post ride), medical supplies, route mechanical assistance if needed, SAG support, finish line massage & stretching and Festival ticket!

The DCC 5k registration fee provides amenities including:

- DCC T-Shirt
- Finishing medal
- Also included: food & beverages (pre and post run/walk), medical support if needed, and Festival ticket!
- Virtual Riders will receive access to the finish line celebration & party.

Can I make or accept a cash donation?
If you receive cash donations, please do not bring cash to the DCC office. Instead, retain the cash and write a check to the DCC, or take the cash to a bank and have a cashier’s check issued. Please DO NOT send cash through the mail.

What do I do with a check given to me by a donor?
Checks should be made out to the DCC and mailed to the address listed below. A Check Donation Form must be completed for every check sent to the DCC. The check donation forms can be found on our website at: https://dolphinscancerchallenge.com under the "Resources" tab. Up to four (4) checks may be submitted on one (1) form. Just make sure it’s accompanied by a Check Donation Form. Checks and Check Donation Forms should be sent to:

Dolphins Cancer Challenge
347 Don Shula Drive
Miami Gardens, FL 33056

Can I change the recognition name of my donation?
On the riders’ personal page, the donor’s name and donation amount will be visible. If you would like to change the recognition name, just send an e-mail to RideDCC@dolphins.com. Please be sure to include the rider’s name, original recognition name, donation amount, donation date, and desired recognition name.

Is my gift tax deductible?
Yes! Participant donations are tax deductible. If the donation was made online, you should receive an email acknowledging your donation immediately. Donors who mail a check will receive an acknowledgement letter via the email address provided on the Check Donation Form. If no email address is provided, the DCC will send an acknowledgement letter in the mail for donations over $250, if a mailing address is provided.

Is DCC a 501(c)(3) non-profit organization? What is the Tax ID number?
Dolphins Cancer Challenge, Inc. is a 501(c)(3) not for profit organization. Dolphins Cancer Challenge Inc.’s Tax ID number is 45-4808311. Please contact DCC for further information or to receive a copy of our Letter of Determination.