

FEBRUARY 25, 2023

C H A L L E N G E C A N C E R

NOW



***DCC XIII FUNDRAISING
TOOL-KIT***

U SYLVESTER
COMPREHENSIVE CANCER CENTER
UNIVERSITY OF MIAMI HEALTH SYSTEM

 **CHALLENGE
CANCER**

ONE TEAM.

One Cause.

Team Hurricanes is dedicated to creating a world with more cancer survivors. As a team of thousands, we come together every year to support the life-saving cancer research at **Sylvester Comprehensive Cancer Center**.

CYCLING, RUNNING, AND WALKING TOWARDS CANCER CURES.

By joining Team Hurricanes, you become part of a greater fight against cancer.

Every dollar raised by each participant of the DCC goes toward research funding at Sylvester Comprehensive Cancer Center. As a community, we are linked by the impact that cancer has (or has had) on our lives or someone we may know.

Your participation in DCC allows for innovative cancer research and critical studies to thrive, allowing for new treatments that positively impact cancer patients—not just in South Florida, but globally.

WHY TEAM HURRICANES?

Because we stand united against one common rival—cancer.



RAISE MORE, EARN MORE

TEAM HURRICANES

FUNDRAISING TOOL KIT

Participant Level	Virtual Participant	5K Participant	Cyclist	Heavy Hitter (min, \$3,000)	All Pro (min, \$10,000)	Hall of Fame (min, \$50,000)
Registration Fee Paid By UM	N/A	Yes	Yes	Yes	Yes	Yes
UM Donation Amount		\$50 by 12/2 \$25 by 2/1	\$50 by 12/2 \$25 by 2/1	\$50 by 12/2 \$25 by 2/1	\$50 by 12/2 \$25 by 2/1	\$50 by 12/2 \$25 by 2/1
Merch & Swag		Yes	Yes	Yes	Yes	Yes
T-Shirt	✓	✓				
Cycling Jersey			✓			
Additional Friends & Family Festival Ticket(s)	N/A	1	1	2	3	4
Special Gift Option				✓	✓	✓

FUNDRAISING IS EASY!

While fundraising may seem intimidating, it is really very simple and easy.

Here are some tips to help you and your team meet and exceed the fundraising goals:

1 ASK. MAKE A LIST OF EVERYONE YOU KNOW AND RANK THEM BASED ON HOW LIKELY THEY ARE TO DONATE.

- Promote your participation in the DCC on Facebook, Twitter, Instagram, and LinkedIn. It will surprise you to see who steps up to support your efforts in the fight against cancer.
- Use the **DCC App** to text everyone you know! A simple text can go a long way.
- Here's some perspective: If your fundraising goal is \$250, that equates to 25 friends or family members donating \$10 each.

2 JOIN TEAM HURRICANES. FUNDRAISE WITH YOUR TEAM MEMBERS.

- Bake Sales
- Raffle Items
- Potlucks

3 TEAM CAPTAINS: CREATE FRIENDLY COMPETITION.

- Who can raise the most money in one week?
- Who has made a personal donation?
- Who was first to meet their fundraising goal?

FUNDRAISING RESOURCES



Social media templates



Team Hurricanes Swag





DCC App

TAG US ON SOCIAL USING #TEAMHURRICANESDCC

 **Twitter**
@Hurricanes_DCC

 **Facebook**
@HurricanesDCC

 **Instagram**
@TeamHurricanesDCC

 **LinkedIn**
@team-hurricanes-dcc



SUGGESTED SOCIAL MEDIA POSTS

Depending on the platform you are posting to, content may need to be edited down. For Instagram, we suggest adding your DCC fundraising page link to your profile and directing followers to “click on the link in your bio” to donate.

WHY I PARTICIPATE/FOR THE GOOD OF THE COMMUNITY

Cancer is the second leading cause of death worldwide. I’m [riding/running/walking] in the #DCC13 and need your help to fund groundbreaking research to discover new cures for cancer patients. Help me #TackleCancer by donating today! 100% of funds raised go to @SylvesterCancer! [PERSONAL FUNDRAISING LINK] #DolphinsChallengeCancer #OneTeamOneFight

WHY I PARTICIPATE

I am joining the fight against cancer with a goal to raise [\$X] for the #DCC13. Help me fund groundbreaking research @SylvesterCancer! #TackleCancer, donate today! [PERSONAL FUNDRAISING LINK] #DolphinsChallengeCancer #OneTeamOneFight

WHY I PARTICIPATE/AFFECTED BY CANCER

We’ve all been touched by #cancer in one way or another, so let’s #TackleCancer together! On Feb 25, 2023, I am [riding/running/walking] to honor [name] #DolphinsChallengeCancer. Please help me reach my goal of [\$X]. 100% of every dollar raised goes to @SylvesterCancer. #OneTeamOneFight [PERSONAL FUNDRAISING LINK]

ABOUT SYLVESTER

Help me revolutionize cancer research and treatment for cancer patients right here in South Florida! I’m fundraising for the #DCC13, which gives 100% of the funds raised to the NCI-designated @SylvesterCancer. [PERSONAL FUNDRAISING LINK] #TackleCancer #OneTeamOneFight

ABOUT SYLVESTER

On Feb 25, 2023, I am [riding/running/walking] for [insert person or reason]. Help me #TackleCancer by donating anything you can! 100% of the funds raised go to innovative research @SylvesterCancer. You can also #DCCwithMe! For more info or to donate: [PERSONAL FUNDRAISING LINK] #DolphinsChallengeCancer #OneTeamOneFight

WHY I PARTICIPATE/AFFECTED BY CANCER

Millions of us have been touched by cancer, whether as survivors, caregivers, family members, or friends. [SHARE A PERSONAL STORY, IF YOU HAVE ONE] And this is the reason I am [running/riding/walking] the #DCC13. 100% of the funds raised go toward #cancer research @SylvesterCancer. It would mean so much to me and to [name] #DolphinsChallengeCancer everywhere if you donated today. #OneTeamOneFight [PERSONAL FUNDRAISING LINK]

WHY I PARTICIPATE

I am participating in the #DCC13 on Feb 25, 2023 to raise money for cancer research @SylvesterCancer. Help me #TackleCancer by donating today: [PERSONAL FUNDRAISING LINK] #DolphinsChallengeCancer #OneTeamOneFight

WHY I PARTICIPATE/FOR THE GOOD OF THE COMMUNITY

Did you know, one in every two men and one in every three women will be diagnosed with cancer in their lifetime? On Feb 25, 2023, I am [riding/running/walking] for [name] #DolphinsChallengeCancer. The #DCC13 donates every dollar raised to the NCI-designated @SylvesterCancer. #TackleCancer, donate today! #OneTeamOneFight [PERSONAL FUNDRAISING LINK]

ABOUT DCC

Today marks [75/50/25] days out from the #DCC13 on Feb 25, 2023! I am [riding/running/walking] for [name] #DolphinsChallengeCancer and to fund research @SylvesterCancer to discover new cures for cancer patients. Help me reach my goal, donate today! #OneTeamOneFight [PERSONAL FUNDRAISING LINK]



#TEAMHURRICANESDCC

FOR MORE INFO, EMAIL TEAMHURRICANESDCC@MIAMI.EDU

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