



TEAM CAPTAIN KIT

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WHY MILES FOR MOFFITT?

You're a team captain, so we know we don't need to sell *you* on why being part of Miles for Moffitt is a great idea. Here are some facts you might find helpful in recruiting others to join you. **Here's your elevator pitch:**

“ It's all about **saving lives!** You and your teammates are funding research that's **revolutionizing** the way **cancer is fought**. Moffitt Cancer Center specializes in translational research: that means breakthroughs that can be brought straight from the **lab bench** to the **patient's bedside**. ”

Think of it as a relay event. Your team raises money, and on Race Day, you hand the baton to our researchers. They charge ahead from there! Since 2006, Miles for Moffitt participants have “handed off” more than \$3.2 million for research. In 2016, six Moffitt researchers received Miles for Moffitt grants of \$100,000 each.

SPREAD THE WORD

Let people know **100% of their donation – every penny! – goes to support cancer research at Moffitt!**



MOFFITT FACTS



Learn more by visiting Moffitt.org/About-Moffitt



Moffitt is the No. 6 cancer hospital in the nation according to *U.S. News & World Report*, making Moffitt the top-ranked cancer hospital in the Southeast and in the state of Florida.



Moffitt brings researchers and caregivers together in a highly collaborative environment. Our focus is on providing the best, most appropriate treatment for every patient and family who puts their trust in us.

LET'S GET STARTED!

Your team webpage is your best tool for recruiting and motivating your team.

HERE'S HOW TO UPDATE YOUR PAGE!

Managing your team's page on the Miles for Moffitt website is easy, even if you've never had your own webpage before. Follow these simple steps, and in no time, you'll have a powerful online tool for recruiting, empowering and rewarding your teammates!

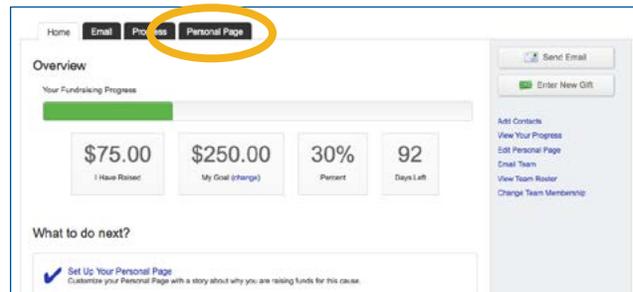
1. Log in at MilesForMoffitt.org, then click "Participant Center" at the top right of the page.
2. In your Participant Center, click "Team Page" or "Personal Page," depending on which you want to update.
3. You can also update your page's title and content, and even add photos or videos.
4. Select a unique URL for your page! Just click "URL Settings," and enter your team name or other memorable word or phrase. Click "Preview" to see what your changes will look like, and "Save" when you're finished.

NEED MORE HELP? WATCH THIS QUICK VIDEO TUTORIAL.

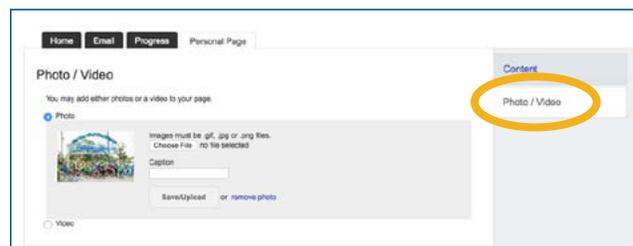
We've put a video online that will walk you through the steps listed above. You can find this video here: support.moffitt.org/videos



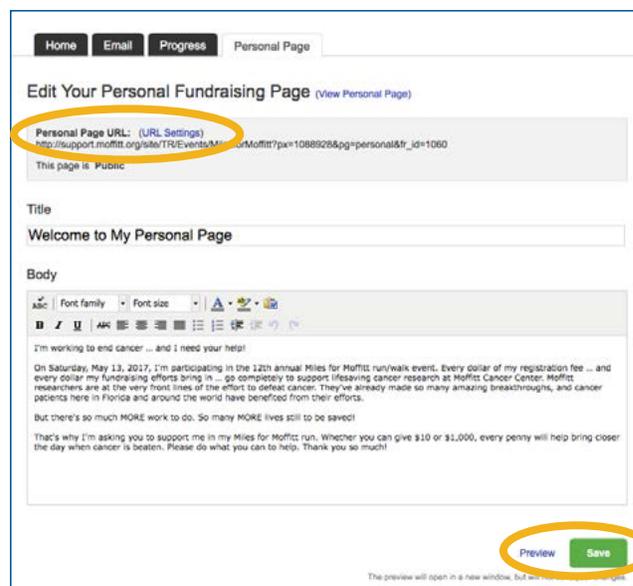
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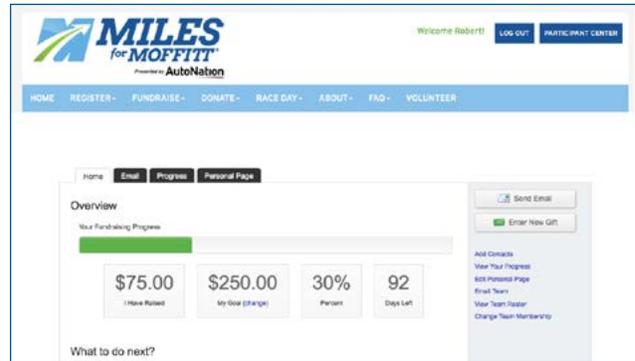
EMAIL FROM YOUR WEBSITE

In a busy world, email is your best way to keep in contact with your team members or to ask friends for support. We've made it easier for you.

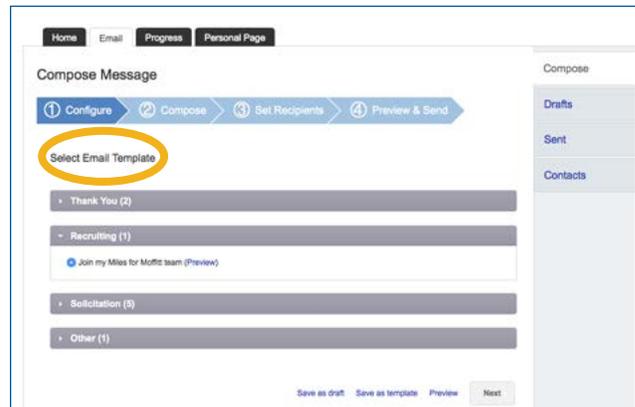
SEND AN EMAIL FROM YOUR TEAM WEBSITE

All registered Miles for Moffitt racers have a personal fundraising website. Team members also have access to their team page. Your page includes prewritten emails you can use to ask friends to support your efforts to end cancer. Here's how:

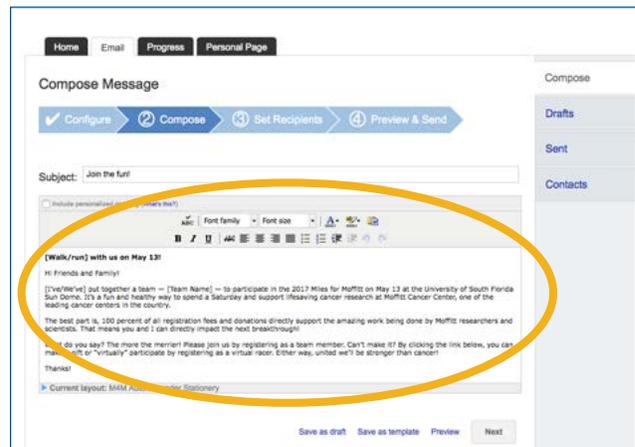
1. Log in to MilesForMoffitt.org, and click "Participant Center" at the top right of the page. Then, click the "Send Email" button in the column on the right.
2. Choose one of the templates we've provided, or use the blank template to write your own email.
3. Now comes the fun part! Tell your story, and ask your friends to join you ... use your own words! When you're happy with what you've written, click "Next."
4. You can either enter email addresses individually, or import them from your computer. To add addresses individually, click "Add Contact." Repeat this step for each address you want to add.
5. When you're finished, you'll have a list of names on your screen. Check the box next to every person you want to receive your email. Then, click "Next."
6. Once everything looks good to you, click "Send." You've done it!



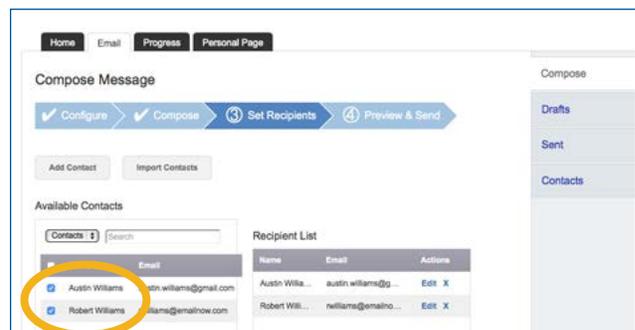
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SPREAD THE NEWS!

Social media can help you inspire your team, inform your supporters, and raise more money for #MilesforMoffitt!

PUT SOCIAL MEDIA TO WORK BEATING CANCER

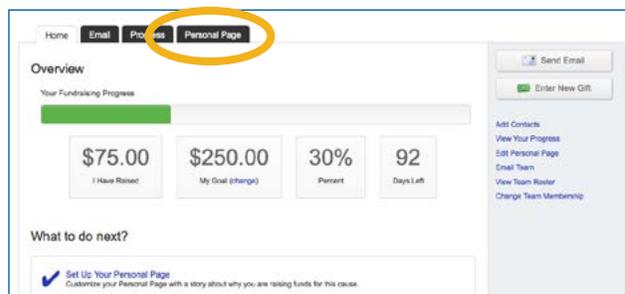
Facebook, Twitter, Instagram, Snapchat ... it's easy to recruit and motivate your team through social media. They even make fundraising easier! Here's how:

1. Go to your Personal or Team Page on milesformoffitt.org.
2. Once you're there, scroll down to the "Share" box and click the social media account you want to post to. A window will open where you can type your message. Click "Post" when you're finished.
3. If you're not sure what to say, you can find suggested messages at milesformoffitt.org. Click "Fundraising," then choose the Fundraising Asset Kit.

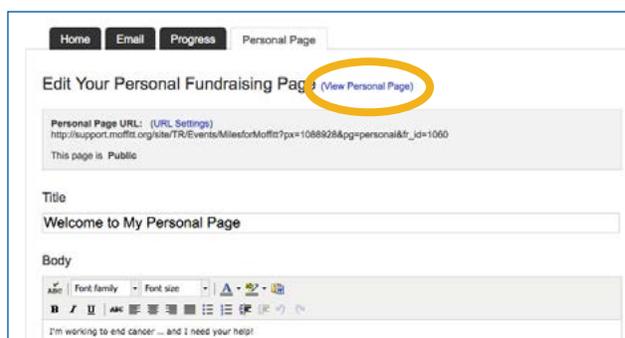
MAKE IT PERSONAL!



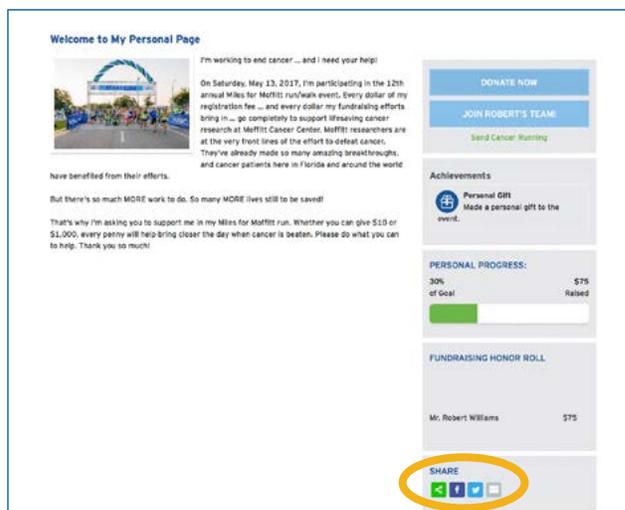
Almost everyone's been touched by cancer somehow. Tell people why you're leading this effort, and ask them to tell you their stories.



1



2



3

NEED MORE HELP? LEARN HOW TO JOIN A TEAM!

We've put a video online that will walk you through the steps of how to join a Miles for Moffitt team.

You can find this video here: support.moffitt.org/videos

RECRUITING 101!

Recruiting teammates and raising money. That's what being a team captain is all about, and we want to help you be the best one ever!

Here are the three best reasons for someone to join your team and be part of Miles for Moffitt.

- 1 It's fun!
- 2 It's for a great cause!
- 3 It's YOU asking them!

SET SMALL GOALS

Vow to ask at least one person to join your team or make a donation every day!



Post photos on social media of your team having fun. Let people know how they can join you.



Think of recruiting like ripples in a pond. Start with people close to you, then widen your circle a little bit at a time.



Make a quick announcement about the race at your team meeting at work. Invite colleagues to talk to you about joining your team. It's great fun for a great cause!



What roles do you have to fill? Who might be a good fundraiser? Who's the person with all the connections? Who's the cheerleader who can keep everyone working hard? (Oh, wait. That's you!)



If you know someone who loves to lace up their running shoes, invite them to join your team. From marathoners to weekend joggers, runners are always looking for the next 5K or 10K!

STEPS TO SUCCESS

Being a successful team captain is like training for a successful race. You need to make a plan, then stick to it!

SAVE YOUR DIMES!

A 20 oz. water bottle filled with dimes is almost \$100!



SET TEAM GOALS

Set a team fundraising goal, a total dollar amount everyone will be committed to achieving. Reaching a specific goal is much more motivating than just saying, "We'll raise as much as we can."

1



SET PERSONAL GOALS

Encourage your team members to set personal fundraising goals! It doesn't have to be the same amount for everyone: Some people can raise \$200, others \$2,000 or more. Set realistic goals so nobody feels overwhelmed.

2



STAY MOTIVATED

Keep your team motivated and inspired with frequent communication: lots of encouragement, lots of recognition.

3



CELEBRATE MILESTONES

When a teammate hits a milestone, be sure everyone knows! If someone isn't comfortable asking for money (we know it can be hard), remind them there are prewritten emails and social media posts on MilesForMoffitt.org.

4

PRIZES! PRIZES! PRIZES!

Team captains like you work extra hard, and you deserve to be recognized for it.

OUR TOP TEAM CAPTAIN FUNDRAISER WILL RECEIVE:

Sixteen Tampa Bay Buccaneers suite tickets to a mutually agreed-upon game. Tickets include food and non-alcoholic beverages, plus three parking passes.

The top individual Miles for Moffitt fundraiser will receive:

The opportunity for up to four people to attend one morning practice with the Tampa Bay Lightning at Amalie Arena, followed by lunch at the arena with a Lightning Alumni player. Date and time subject to team practice schedule.

The next 10 top fundraisers will receive:

Four Tampa Bay Buccaneers club-level tickets to a mutually agreed-upon game, and four pregame sideline passes.

CORPORATE MATCH



Many companies match employees' charitable gifts! Ask your team if their companies do.

MILES FOR MOFFITT®

PACE SETTERS



All individual participants who raise or donate \$1,000 or more will be inducted into the exclusive Pace Setters Club and enjoy these benefits:

- Exclusive access to a Race Day tent
- An exclusive web badge
- A Pace Setters Club exclusive t-shirt
- An invitation to the Pace Setters Celebration hosted by Moffitt leadership, featuring a group tour of Moffitt Cancer Center research laboratories



PACKETS, QUESTIONS AND MORE

WHAT ARE THIS YEAR'S EVENTS?

Participants can choose to participate in the 10K, 5K, 1-Mile Run/Walk, Wheelchair Race, or the Kids Dash. Or they can be a virtual runner and take part online.

WHERE TO PICK UP YOUR RACE PACKETS

THURSDAY, MAY 11

Moffitt Cancer Center: 9:00 a.m. – 1:00 p.m.
*Vincent A. Stabile Research Building
12902 USF Magnolia Drive, Tampa, FL 33612*

Follow signs to Gold Valet. Self-parking will be available in select Miles for Moffitt spots on the first level of the parking garage. Packet pickup will be located on the main level of the research building.

OR

Fit2Run: 5:00 p.m. – 8:00 p.m.
*Tampa, International Plaza Store
2223 North Westshore Boulevard
Tampa, FL 33607*

Packet pickup will be in the back of the store.

FRIDAY, MAY 12

Embassy Suites: 11:00 a.m. – 7:00 p.m.
*Tampa USF/Busch Gardens
3705 Spectrum Boulevard, Tampa, FL 33612*

Packet pickup will be in the hotel atrium.

RACE DAY:

- You can also pick up your packet on Race Day under the green pavilion in the race village at the USF Sun Dome.
- Race Day Registration will be open from 6:00 a.m. to 7:00 a.m. However, if you register on Race Day, you are not guaranteed to receive a timing chip.
- Online registration closes at midnight on Thursday, May 11. However, registration prices will increase by \$10 at 12:00 a.m. on May 8.

THE BIG DAY

RACE DAY TIMELINE

Here's when events will be happening at the USF Sun Dome on Saturday, May 13.

- 6:30 a.m.** Street closures begin
- 7:15 a.m.** Welcome
- 7:30 a.m.** 10K and wheelchair races start
- 8:30 a.m.** 5K start
- 8:45 a.m.** One-Miler | Fun run or walk start
- 9:30 a.m.** Run with Raymond Kids Dash – Ages 8 and younger; 100 yards only
- 10:00 a.m.** Overall winners announced and Survivor Tribute Ceremony

TEAMWORK

Work together to raise money! Team events like car washes, dinners or garage sales can be great fundraisers.





CONTACT US

For general questions:
 Email: MilesForMoffitt@Moffitt.org
 Phone: 813-745-2006

For volunteer opportunities:
 Email: MilesForMoffittVolunteer@Moffitt.org
 Phone: 813-745-2006

Mailing address:
 Moffitt Cancer Center Foundation
 Attn: Miles for Moffitt
 12902 Magnolia Drive, MBC-FOUND
 Tampa, FL 33612

All checks can be made payable to Moffitt Cancer Center Foundation.

