

2023

Team Captain Toolkit



Presented by [AutoNation](#)

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's some facts you might find helpful in recruiting others to join you. **Here's your elevator pitch:**

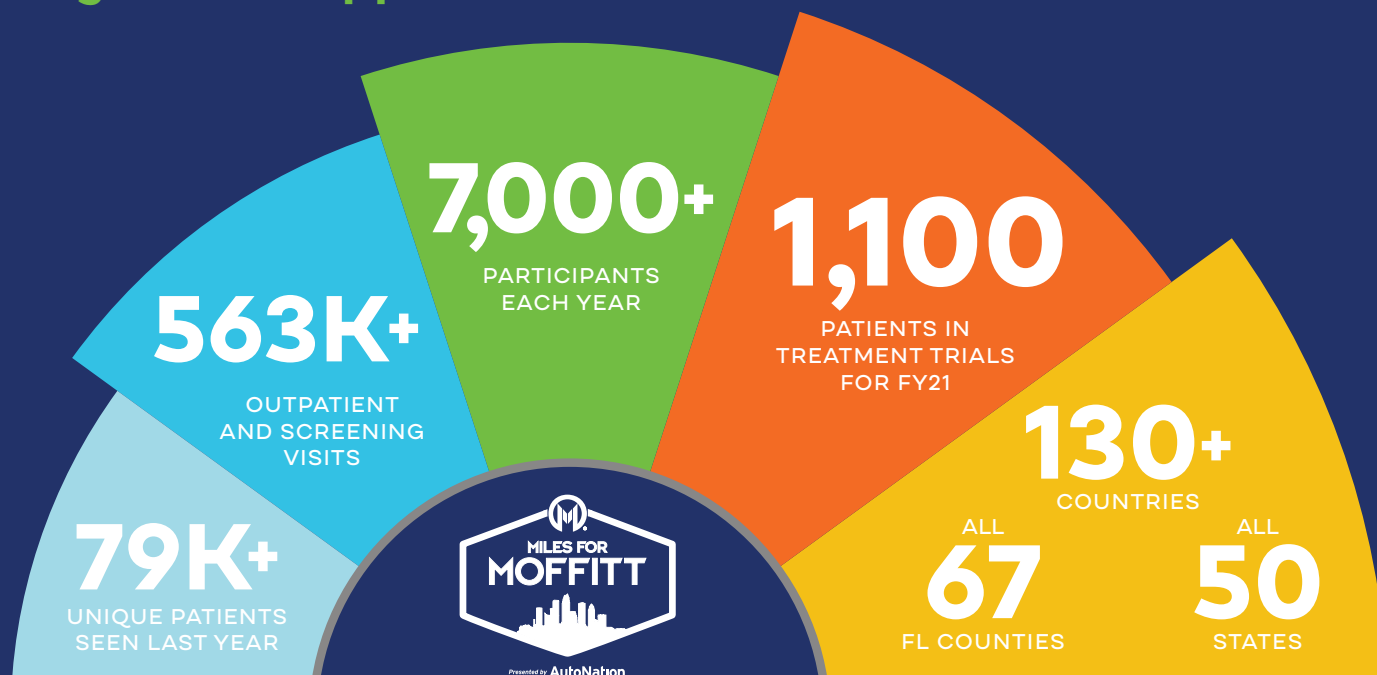
“It's all about *saving lives!* You and your teammates are funding research that's *revolutionizing the way cancer is fought and beaten.* Moffitt Cancer Center specializes in translational research: that means breakthroughs that can be brought straight from the *lab bench to the patient's bedside.*”

SPREAD THE WORD

Let people know
their donation
helps fund
groundbreaking
research projects
at Moffitt!

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 \$10 million for research. In 2021, four Moffitt researchers received Miles for Moffitt grants!

Moffitt Impact Through Your Support



Let's get Started!

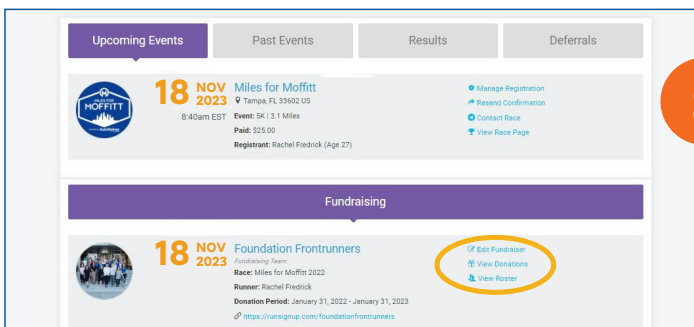
Your team webpage is your best tool for recruiting and motivating your team.

Here's How to Manage Your Team Page!

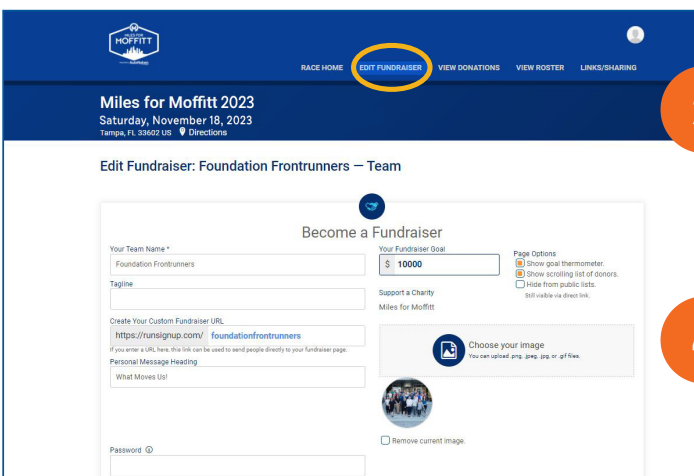
Managing your team's page on the Miles for Moffitt website is easy, even if you've never had your own webpage before. Follow these simple steps, and in no time you'll have a powerful online tool for recruiting, empowering, and rewarding your teammates!



Log in at MilesForMoffitt.com, then click the person icon at the top right and click "Profile".



In your profile under Fundraising, click "Edit Fundraiser" for your team.



On this page, you can update your page's title and contents, and even add photos or a online video.

You can even create a unique URL for your page!
In the "Create Your Custom Fundraiser URL" field, enter in your team name or phrase that you would like your URL to be.

TELL YOUR STORY

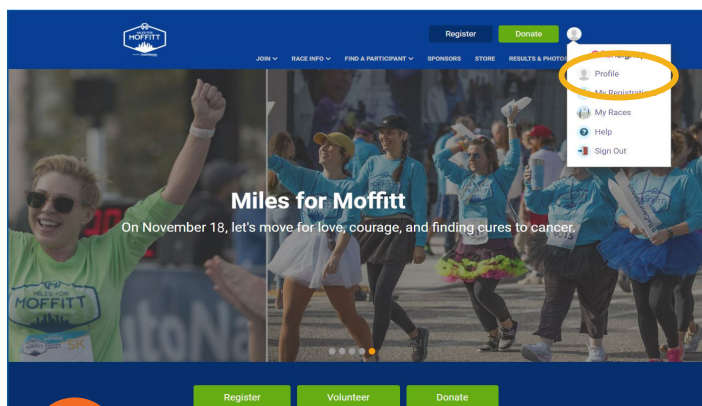
Share the reason why your team was formed and include pictures in the slide show

Using Email

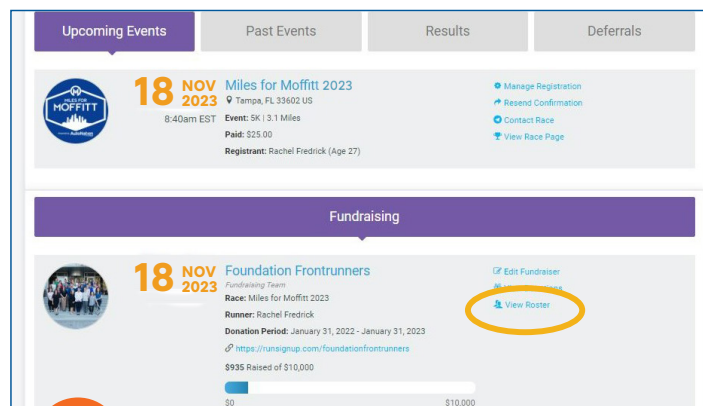
In a busy world, email is your best way to keep in contact with your team members. We've made it easier for you.

How to Send an Email to your Team and Donors

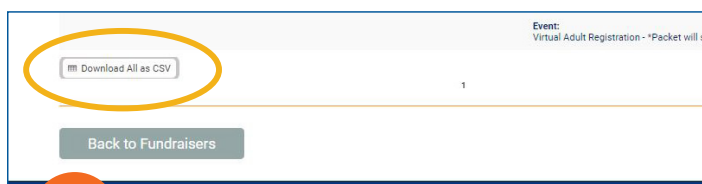
As a registered Miles for Moffitt Team Captain, you have access to view your team roster and donor contact information. Here's how to send them an email!



1 Visit MilesForMoffitt.com, then click the person icon at the top right and click “Profile”.

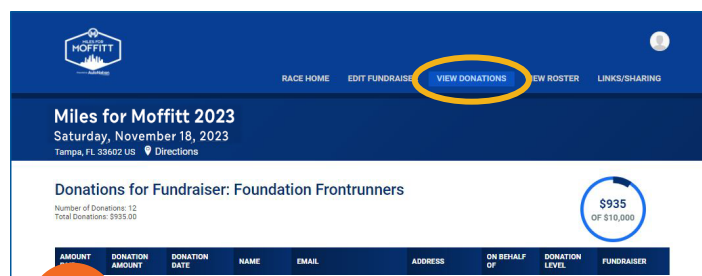


2 In your profile under Fundraising, click “View Roster”. This will show you all of the contact information for your **team members**.



3 Scroll to the bottom of the page and click “Download All as CSV”. Once downloaded, open the file and copy the email addresses into your personal email “To” field.

Now comes the fun part! Tell your story, ask your friends to join you... use your own words!



4 If you would like to send an email to your **donors**, click “View Donations” at the top of your team fundraising menu.

5 Scroll to the bottom of the page and click “Download All as CSV”. Once downloaded, open the file and copy the email addresses into your personal email “To” field.

NEED MORE HELP? *We've created a few sample emails that you can use! You can find them under the “Resources” tab on the Miles for Moffitt website.*

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

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



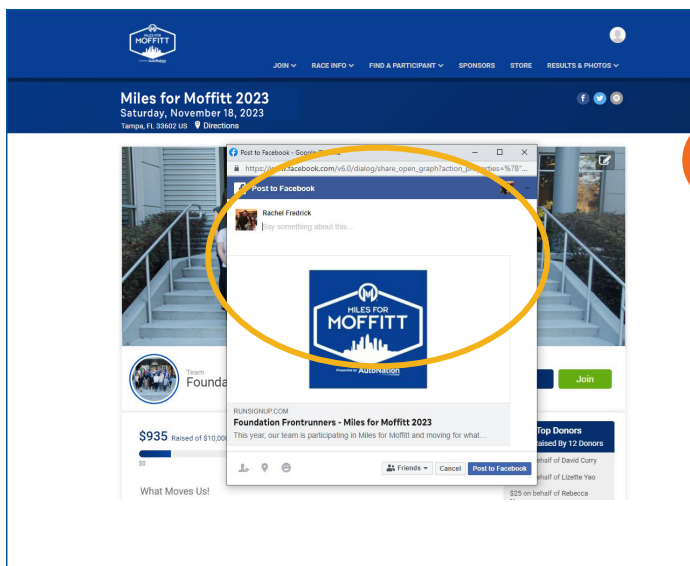
1

Go to your Personal or Team Page on MilesForMoffitt.com.



2

Once you're there, scroll down to the "Donate" and "Join" button and to the left you will see the social icons. Click the icon of social media account you want to post to.



3

A window will open where you can type your message. Click "Post" when you're finished.

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 cancer stories.

NEED MORE HELP? We've created a few sample social media posts that you can use! You can find them under the "Resources" tab on the Miles for Moffitt website.

Recruiting 101!

Recruiting teammates and raising money. They're 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 to!*



Set Small Goals

Vow to ask at least 1 person to join your team or make a donation every week!



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!



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!)



Think of recruiting like ripples in a pond.

Start with people close to you, then widen your circle a bit at a time.



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

Put the FUN IN FUNDRAISING!

Try these ideas to start raising funds for your team and Miles for Moffitt!

1

Ask 10 friends to each donate \$10. They're likely to say yes and you'll have raised \$100 in no time!

2

Clean out your closet and sell your items online or have a yard sale. You'll get some spring cleaning done and raise money towards your goal (win-win).

3

Partner with a local restaurant like Chipotle or PDQ and host a give back night.

4

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

5

Incentivize your team with coupons and gift cards.



GET CREATIVE!

In 2022, team Cancer Crushers hosted a variety of different events to contribute to their fundraising goal. Some of their events included a Zumba class, online silent auction and give back nights.

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!



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 each team member to set a personal goal! 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!

4



Presented by **AutoNation**



SAVE YOUR DIMES! A 20 ounce water bottle filled with dimes is almost \$100!

Helpful Information

What Are This Year's Events?

Participants can choose the 10K, 10K Wheelchair, 5K, 1K Run/Walk, the Run with Raymond Kids Dash, or be a virtual runner and take part online.

What is included in your Race Packet?

Packets will include your event t-shirt and race bib. You will receive your finisher's medal on race day at the finish line.

Virtual participants will receive their packet and finisher's medal in the mail.



Presented by **AutoNation**



WHERE IS PACKET PICKUP?

Wednesday, November 15

8:00 a.m. - 6:00 p.m.

Moffitt Cancer Center –
McKinley Campus Lobby
10920 McKinley Drive
Tampa, FL 33612

Thursday, November 16

3:00 p.m. - 7:00 p.m.

Location to be announced

Saturday, November 18

6:00 a.m. - 7:00 a.m.

Amalie Arena's Ford Thunder Alley
401 Channelside Drive
Tampa, FL 33602



WHAT IS THE MILES FOR MOFFITT FACEBOOK GROUP?

Join us in the [Miles for Moffitt Facebook group](#) to learn about event updates, stay connected with your Miles for Moffitt family, and share your inspirational story.



Presented by **AutoNation**

CONTACT US

For general questions:

MilesForMoffitt@Moffitt.org

813-745-2006

For volunteer opportunities:

MilesForMoffittVolunteer@Moffitt.org

813-745-2006

Mailing address:

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