

TEAM CAPTAIN TOOLKIT

MILES FOR MOFFITT 2026



Presented by /AutoNation

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This guide provides basic information on team management, recruiting and fundraising. You can use this guide as a starting point, and feel free to get creative and come up with your own ideas! If you have any questions, please reach out to MilesForMoffitt@moffitt.org.

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INTRODUCTION



YOUR FUNDRAISING FUELS BREAKTHROUGHS

Fundraising is about inviting people to be part of something meaningful. You and your teammates are funding research that's revolutionizing the way cancer is fought and beaten. Moffitt Cancer Center specializes is a nationally recognized leader in cancer research, treatment and prevention. Funds raised through the Miles for Moffitt campaign directly support life-saving pilot research and clinical trials.

"Just being present around thousands of people is energizing. There's an incredible sense of unity because you see patients, families, clinicians, researchers, community members and we're all moving together for a shared purpose,"

- Sylvia Crowder, PhD, research faculty member at Moffitt Cancer Center



Since 2006, Miles for Moffitt supporters have...

Raised over \$16 million for cancer research

Funded over 112 pilot research projects

Come together 10,500+ to walk, run and show their support of Moffitt Cancer Center



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FUNDRAISING, SIMPLIFIED

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 tips you might find helpful in fundraising and recruiting others to join your team. Let's start with your elevator pitch:

IT'S ALL ABOUT SAVING LIVES!



What to keep in mind:

- Set a clear goal
- Share your 'why'
- Make it easy to give
- Show your appreciation

WE'RE HERE TO HELP!

Work with your Team

Engagement Representative to come up with unique fundraising ideas tailored to your team.



Pro Tip: Don't know who your Team Engagement Rep is? Email MilesForMoffitt@Moffitt.org to get connected with yours!



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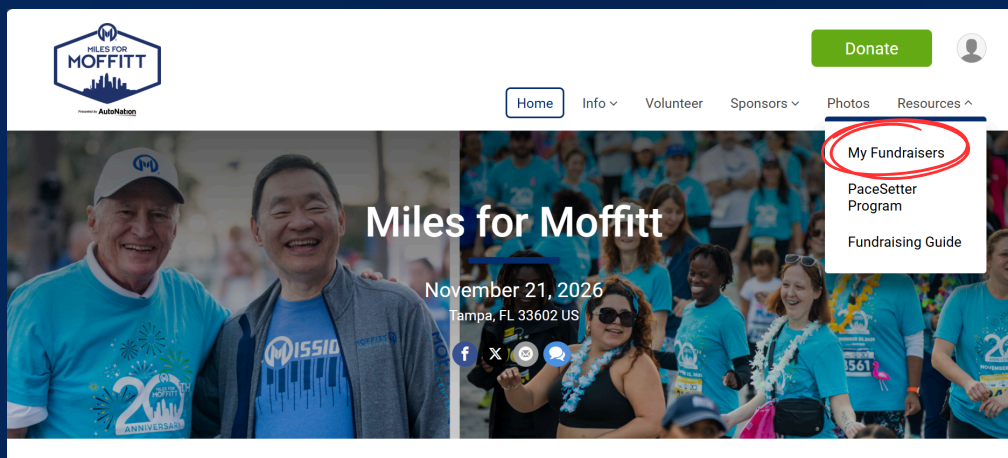
TEAM MANAGEMENT



ACCESSING 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!

1. Log in at MilesForMoffitt.com. Click the '**Resources**' dropdown and click on '**My Fundraisers**'.



2. Scroll down to Team Fundraisers. Here you can view your team page, make edits, and view donations and team members.

3. When editing your team page, you can update the title, add your story and even include photos or an 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.



EMAILING YOUR TEAM AND DONORS

In a busy world, email is your best way to keep in contact with your team members. We've made it easier for you-- 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. Navigate to the '[My Fundraisers](#)' page using the instructions on the 'Accessing Your Team Page' of this guide.

2. Click the dropdown next to 'View Team Fundraiser' and click on 'View Team Members'. This will show you the contact information for all of your team members.

3. At the bottom of your roster, click on 'Download All as CSV'. Once downloaded, open the file and copy the email addresses into your personal email's 'To' field.

4. If you would like to send an email to your donors, click "View Donations" from the same dropdown. 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's 'To' field.



The screenshot shows a web interface for 'Team Fundraisers'. At the top, it says 'Team Fundraisers' followed by 'No current team fundraisers'. Below that, it lists 'Past Team Fundraisers'. One fundraiser is shown: 'Team Fundraiser Bayshore Breakfast Club'. It includes details: 'Year: 2025', 'Amount Raised: \$100.00', and 'Team Members: 0'. At the bottom of this entry is a green button labeled 'View Team Fundraiser' with a small dropdown arrow to its right, which is circled in red.

RECRUITING



SPREAD THE NEWS!

Social media can help you inspire your team, inform your supporters and raise more money for #MilesforMoffitt! Here's how you can leverage social media to recruit and motivate your team:

1. Navigate to the 'My Fundraisers' page using the instructions on the 'Accessing Your Team Page' section of this guide

2. Click the dropdown next to 'View Team Fundraiser' and click on 'Links/Sharing'. This will show you the contact information for all of your team members.

3. Click on any of the social media buttons to open a new window where you can type your message. Click 'Post' when you're finished.



Team Fundraisers

No current team fundraisers

Past Team Fundraisers

Team Fundraiser
B Bayshore Breakfast Club

Year: 2025
Amount Raised: \$100.00
Team Members: 0

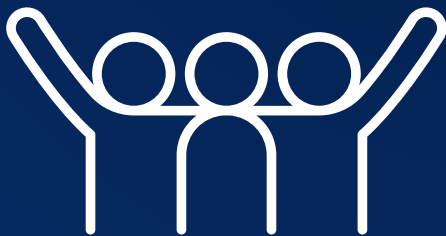
View Team Fundraiser 

Fundraiser: Bayshore Breakfast Club



Your fundraiser URL is <https://runsignup.com/bayshorebreakfastclub>

Please send this URL to anyone wishing to donate to your fundraiser.



Pro tip: under Links/Sharing you can find a custom QR code that links directly to your team page! Use it on flyers and business cards for easy access to your page.

Make it Personal

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



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FUNDRAISING



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 \$100 raise in no time!

2. Partner with a local business or restaurant and host a give back night where they donate a percentage of their profits that day.

3. Many companies match employee's charitable gifts! Ask your team if their companies do.

4. Host a fundraising event. Anything from a Bingo night to a flag football game. Get creative and tailor the event towards something you enjoy!

5. Incentivize your team with coupons or gift cards.



The Miles for Moffitt team is committed to helping you reach your fundraising goals! Reach out to MilesForMoffitt@moffitt.org for questions about fundraising



TIPS FOR SUCCESS

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."

When a teammate hits a milestone, be sure everyone knows!



Encourage each team member to set a personal goal! It doesn't have to be the same amount for everyone. Set realistic goals so nobody feels overwhelmed.

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

MORE INFORMATION



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TEAM CAPTAIN FAQ

How can I create a Miles for Moffitt team?

- On the [Miles for Moffitt website](#), click “Register” to begin the registration process.
- Enter all your participant information and select your race distance. Click continue.
- Complete the required participant questions. Click continue.
- On this page you will have the option to either join a team or create a team. To create a team, click the slider to change to yes.
- Once you have selected yes, complete the additional questions to create your team. You can customize the personal message on your team page or use the standard message.
- Once you have completed the questions, click continue and complete the registration process.

Can I set up a team tent on race morning?

You are more than welcome to bring a tent and set up in that area, but we cannot guarantee that there will be space. Unless you qualify for the Pacesetter fundraising goal of \$10,000 where you get a reserved tent, there will be 10-12 tents set up in the lot across the street from race village. You can also grab one of those on a first come first serve basis.

Can I pick up packets for my whole team?

Yes! Please bring a list of the names to the 'Team Pick Up' area of Packet Pick-Up, and we will bundle them for you. Please ensure to let each team member know that you will be picking up their packets for them, so they do not also come to Packet Pick-Up.



THANK YOU!

