

BENEFITING
Miami Cancer Institute

PRESENTED BY



Thank you for volunteering to lead a team for Bounce Back from Cancer™. As a Team Captain, your role is to recruit and assemble friends, family and colleagues to raise critical funds for Baptist Health Miami Cancer Institute. This quick-guide provides you with the information and resources you need to lead a successful group.

ACTION PLAN TIMELINE

- **Week of January 23, 2023.** Once you register your team name and become Team Captain, be ready to reach out to all your contacts, not just a few. Assemble your participants and share your link to your team page by email and social media. Lead by example and make the first contribution to show your support and commitment.
- **Week of February 6, 2023.** Send a follow-up email internally and externally to encourage others to join your team. We have provided sample email and social media communications for you and your team to utilize.
- **Week of February 20, 2023.** Send email update to keep your group informed on your progress and ask them to help raise awareness about this important cause. Re-post on social media and share the link to your team page. Invite your supporters to donate if they are not able to join the day of the event.
- **Week of March 6, 2023.** Final push for communication. Share another update on your fundraising status and a reminder that Bounce Back from Cancer™ is on March 12. All participants receive regular communication from race organizers regarding event-day logistics, but you can let them know where to meet the team.

*Fundraising open until April 16, 2023





March 12, 2023 | DAY OF EVENT | GENERAL OVERVIEW

14.2 Mile Participants

- Dribblers/Walkers arrive at Miami Cancer Institute: 5 – 5:30 a.m.
- Check-in and packet pick-up if not done prior
- Remarks: 5:50 a.m.
- Depart at 6:15 a.m.

2 Mile Participants

- Arrival and registration at The Underline begins: 9 – 9:30 a.m.
- 14.2-mile participants arrive: 10:30 a.m.
- Remarks: 11:00 a.m.
- All participants depart to FTX arena: 11:15 a.m.
- All participants arrive at FTX arena and gather in the AT&T Plaza: 11:45 a.m.
- Remarks: 12:00 p.m.
- Photos on the court: 12:30 p.m. – 1:30 p.m.
- Basketball handouts: 1:00 p.m.

*Times and Activities Subject to Change

*The format of all events are subject to change. All events will take place in a safe and socially distanced format that follows established recommendations by the CDC and Baptist Health South Florida policies.



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SAMPLE EMAIL COMMUNICATIONS

SAMPLE 1 - To share with new donors/supporters and those participating in the challenge

Dear **[NAME]**,

I kindly ask for your support in an event I will be participating in on Sunday, March 12: Bounce Back from Cancer™. Bounce Back from Cancer™ is a partnership between the Miami HEAT and Baptist Health Foundation and is its signature, annual, grassroots event that brings the community together to raise critical funds for Miami Cancer Institute. Over the past few years, it has become the largest cancer fundraiser for the Miami HEAT and NBA, raising nearly \$1.5 million in 2022.

Participants are encouraged to dribble a basketball or walk either 14.2 miles from the Institute to the Miami HEAT's Arena or 2 miles from The Underline to the Miami HEAT's Arena.

I am thrilled to share that this year, I will be dribbling a basketball for **[14.2 miles from Miami Cancer Institute to the Miami HEAT's Arena OR 2 miles from The Underline to the Miami HEAT's Arena]** to help raise critical funds for cancer research and care at the Institute. I am hoping I can count on you to help me and Miami Cancer Institute continue to lead the fight against cancer. It would be a thrill to have you support Team **[NAME]** with a donation.

To donate, please visit:

- *Personal Fundraising Link Here* -

Donations of any amount are greatly appreciated. Every dollar raised will be used to support patient services, research and clinical trials at Miami Cancer Institute.

To learn more about the cause and the day of the event, check out their website at www.heathelpcure.org

Thanks so much for your support.

[NAME]





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SAMPLE 2 - To share with past donors/supporters

Family, Friends and Colleagues,

Last year, you were kind enough to support my efforts to raise funds for Baptist Health Miami Cancer Institute as part of Baptist Health Foundation's partnership with the Miami HEAT. Thanks to your support, Bounce Back from Cancer™ raised more than \$1.5 million to fund life-saving cancer research and this year, our ambition is to raise \$2.5 million! I am writing to ask for your support once again.

Please **JOIN ME** by doing one of the following:

Show your support by **DONATING TO** or **JOINING**: [Insert Team Link]

Build a Team. Personally **REGISTER** and begin **FUNDRAISING** - here's the link:
<https://www.heathelpcure.org/>

We will be coming together to "Bounce Back" through the streets of Miami on Sunday, March 12. Join us, as we will be dribbling and walking 14.2 miles from Miami Cancer Institute, or 2 miles from The Underline Brickell's Backyard, and finishing at the Miami HEAT's arena. The Miami HEAT's own Udonis Haslem (aka UD), our Bounce Back from Cancer™ brand ambassador, will be at the Arena, cheering on our participants and leading the celebration. This promises to be a lot of fun PLUS there's plenty of social media exposure. As a bonus, 14.2 mile finishers who go the distance and raise a minimum of \$500, will receive a signature basketball signed by a Miami HEAT player!

Donations of any amount are greatly appreciated. Every dollar raised will be used to support research and clinical trials at the Institute.

Thanks in advance for your thoughtful consideration.

[NAME]





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SAMPLE 3 - Benchwarmer Letter (Fundraising Only)

Family, Friends and Colleagues,

I'm writing you in support of my efforts to raise funds for Baptist Health Miami Cancer Institute as part of Baptist Health Foundation's partnership with the Miami HEAT. In 2022, Bounce Back from Cancer™ raised nearly \$1.5 million to fund life-saving cancer research and services, and this year, our ambition is to raise \$2.5 million!

Please **JOIN ME** by doing one of the following:

- Show your support by **DONATING TO** or **BY JOINING**: [INSERT TEAM LINK]
- Build a Team. Personally **REGISTER** and begin **FUNDRAISING** - here's the link: <https://heathelpcure.org/>

Donations of any amount are greatly appreciated. Every dollar raised will be used to support research and clinical trials at the Institute.

To learn more about the cause and the day of the event, check out their website at www.heathelpcure.org

Thanks in advance for your thoughtful consideration and support of this initiative.

[NAME]





SAMPLE FOLLOW-UP COMMUNICATIONS FOR EMAIL AND SOCIAL MEDIA

I am dribbling a basketball to help fundraise for the Miami Cancer Institute. It sounds crazy, I know! But one in two men and one in three women will be diagnosed with cancer in their lifetimes. When that happens, you want a team of world-renowned experts delivering the most effective treatments and achieving the best outcomes...and you want it close to home. That is the heart of Bounce Back from Cancer™. Your donations help in their quest to build a world without cancer.

Friends and family, please join me in Bounce Back from Cancer™ benefiting Baptist Health Miami Cancer Institute on Sunday, March 12. My team and I will be dribbling a basketball from [Miami Cancer Institute to the Miami HEAT's Arena OR The Underline to the Miami HEAT's Arena] with the intent to build a world without cancer. If dribbling is not your forte, you can make an impact with a simple donation. Check out this link to learn more! [Insert Fundraising Link]

I am gearing up to participate in the 2023 Bounce Back from Cancer™ benefiting Baptist Health Miami Cancer Institute. On Sunday, March 12, I'll be joining Miami HEAT representatives, Miami Cancer Institute physicians, employees and community members to dribble for a cause dear to me - building a world without cancer. Will you support my efforts to help fund breakthrough cancer research and extraordinary care?

On Sunday, March 12, [TEAM NAME] will take steps to change the odds for patients facing cancer. This will be [TEAM NAME]'s inaugural year participating in Bounce Back from Cancer™ and we need your help!

One in two men and one in three women will be diagnosed with cancer in their lifetimes. When that happens, you want a team of world-renowned experts delivering the most effective treatments and achieving the best outcomes... and you want it close to home.

That's the heart of Bounce Back from Cancer™. Your donations help in their quest to to build a world without cancer.

To donate, please visit: - *Personal Fundraising Link Here* -

Donations of any amount are greatly appreciated. Every dollar raised will be used to support research and clinical trials at Miami Cancer Institute.

To learn more about the cause and the day of the event, check out their website at www.heathelpcure.org

Thanks so much for your support.



Bounce Back from Cancer™

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FINISH



Bayside

North Grove



START
2-mile



South Bayshore Dr.

Main Highway

Coconut Grove

SW 72nd St. (Sunset Dr.)

COCOPLUM CIRCLE



Miami Cancer Institute

SW 87th Ave.
(Galloway Rd.)

START
14.2-mile



SW 88th St.
(Kendall Dr.)

