



PARTICIPANT GUIDE

Saturday, September 13, 2025
University of North Florida
J.B. Coxwell Amphitheater



MORE THAN A DREAM... IT'S THE MOMENTS IN BETWEEN.

PARTICIPANT GUIDE

WELCOME, HEROIC CHAMPION!

Congratulations, heroes! Joining a superhero squad for the Dreams Come True 5K (DCT5K) is an extraordinary mission to support children in our community who are bravely facing life-threatening medical conditions. Whether you've joined a team with a few sidekicks or are flying solo, take pride in the impact your super efforts will make. So, don your capes and masks today, and rally others to join our valiant cause!

EVENT DETAILS

WHEN: Saturday, September 13, 2025

WHERE: UNF J.B. Coxwell Amphitheater
1 UNF Drive, Jacksonville, FL 32224

WHY: Bring hope and joy to EVERY local child with a life-threatening medical condition through the power of a Dream and all the moments in between.

EVENT DAY SCHEDULE

Registration: 7:00 - 8:00 am

Dreamfest: 7:00 - 11:00 am

5K Walk, Run or Roll: 8:00 am start

One Mile Dash for Dreams: 8:10 am start



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LET'S GO!



- ☐ Register for the event.
- ☐ Customize your fundraising page.
- ☐ Set your personal goals.
- ☐ Raise funds from your network.
- ☐ Complete fundraising challenges.
- ☐ Come to the event - Walk, run, roll, volunteer, or just enjoy DreamFest!
- ☐ Say THANK YOU to your supporters.



THANK YOU!

Thank you for believing in the power of dreams and the moments in between!

NEED HELP? HAVE QUESTIONS?

Contact Lili Silva - lili@dreamscometrue.org - (904) 296-3030 x 204

STEP 1: REGISTER FOR THE EVENT

START
HERE



#DCT5K Event Info Get Involved Donate About DCT Search...

2025 DREAMS COME TRUE 5K WALK RUN ROLL & 1 MILE FUN RUN

SAVING THE TOTE

SATURDAY, SEPTEMBER 13, 2025

UNIVERSITY OF NORTH FLORIDA - J.B. COXWELL AMPHITHEATER

2025 DREAMS COME TRUE 5K SUPPORTING DREAMS COME TRUE OF JACKSONVILLE

122 People have registered

22 Teams have registered

\$90,760 Raised

59 Donations

Join or Start a Team

Register an Individual

Make a Donation

2.

Join a Team or Start Your Own Team

Find an existing team to join

Start typing your search

Just start typing the name of the team or someone on the team, then select it from the dropdown list.

Or start your own team

Team Name

Search

Or register as an individual

You can register as an individual now. You can always join or start a team later. We'll even show you if any of your Facebook friends have signed up so you can join with them.

Register an Individual

If you were on a team last year, we'll find it when you register

Just because that you use the same email address or social network when you log in, and we can find your team from last year and you can register it.

Register Now

Choose or create your team, or register individually.



Do your initial set-up on a computer, then make updates using your phone.

3.

YOUR REGISTRATION YOUR REGISTRATION ADDITIONAL REGISTRATIONS PAYMENT

Registration Options

One Mile Dash For Dreams - Early Bird \$25
The Dash For Dreams is a fun 1 mile walk, run or roll to kick start your morning supporting Dreams Come True.

5K Registration - Early Bird \$35 ✓
Walk, run or roll through the 5K route on the beautiful UNF campus. All registrants receive a t-shirt and commemorative run medal. All participants are invited bring family and friends to enjoy Dreamfest just beyond the finish line.

Dreamfest Varies
Don't want to walk, run or roll? No problem. Dreamfest is for everyone! Join us as we celebrate our Dreamers. Dreamfest includes activities, prizes, and special guest appearances! Don't miss out on this amazing Special Time Festival. Bring your family and friends to share in the fun.

Just Fundraise Varies
If you can't make it out to the event, then register as a fundraiser! You can have your own page or join a team and show your support. With badges to earn and prizes to win, this is a fun way to support our dreamers.

5K REGISTRATION - EARLY BIRD

Choose your event day experience.

4.

Add your family.

REGISTER FOR 2025 DREAMS COME TRUE 5K

YOUR INFORMATION

YOUR REGISTRATION

ADDITIONAL REGISTRATIONS

PAYMENT INFORMATION

CONFIRM AND SUBMIT

Register Friends or Family Members

Your Registration *

Additional Registrations (Optional)

You can register friends or family members as well. Please note that if you do not provide an email address, your friend will not be able to fundraise or earn challenge points and will need to rely on you to receive updates regarding the event.

ADD A REGISTRATION

PREVIOUS

NEXT



This is your chance to register your kids who don't have email & don't want their own fundraising page that is separate from yours.

STEP 2: CUSTOMIZE YOUR FUNDRAISING PAGE

This event is Dreams Come True's largest community-wide annual fundraising campaign to fund our work bringing hope and joy to every local child battling a life-threatening medical condition.

Whether it's the dream itself or all the moments in between that we support and bring magic to, this campaign funds it! We are here to support you. **Your** success is the key to the success of this campaign!

As a DCT5K Participant,
you have an individual
fundraising page.



It may seem like a lot to manage, but while there are a lot of tools, it's simple & intuitive.

Take a few minutes after you register to set up your page.

Dashboard

Member of TEAM AMAZING FUNDRAISERS

☐ Set up your page

☐ Create a

☐ Comp

☐ Invi

☐ Raise at least \$500

Did you know that the Dreams Come True 5K presented by TOTE works great on your phone? You can do everything you can from a desktop plus load photos directly from your camera to your page and invite your friends using text or WhatsApp. [Click here to go mobile](#)

Start with "Dashboard" on the left-hand side once you log in, then work your way down.

STEP 3: SET YOUR PERSONAL GOALS

Research tells us that those of us who write down our goals are 42% more likely to achieve them. It also teaches us that those who set specific and challenging goals perform 90% better than those who set easy or vague goals.

What goals do you have for yourself? Share them on your fundraising page and with your supporters! Sharing goals boosts accountability, which increases your chances of success by up to 95%!

Fundraising Goal: _____

Team Goal: _____

Race Goal: _____

Other: _____



STEP 4: RAISE FUNDS FROM YOUR PERSONAL NETWORK



Here's a quick way to think of family, friends and acquaintances who could help you meet your fundraising goal. You'll be surprised how fast you can grow your list. Write down 5 names in each category.

Relatives

1. _____
2. _____
3. _____
4. _____
5. _____

Co-Workers

1. _____
2. _____
3. _____
4. _____
5. _____

Friends

1. _____
2. _____
3. _____
4. _____
5. _____

Neighbors

1. _____
2. _____
3. _____
4. _____
5. _____



Contacts Through Your Child's Friends / Activities

1. _____
2. _____
3. _____
4. _____
5. _____

People Who Have Invited You to a Party

1. _____
2. _____
3. _____
4. _____
5. _____

Partner's Co-Workers

1. _____
2. _____
3. _____
4. _____
5. _____

Church or Social Groups

1. _____
2. _____
3. _____
4. _____
5. _____



People You Do Business With

1. _____
2. _____
3. _____
4. _____
5. _____

Now that you have your list, start sending out your ask emails, calls and texts. Always include the link to your personal fundraising page.

MORE THAN A DREAM... IT'S THE MOMENTS IN BETWEEN.

YOUR NETWORK

Use the **Step 4** worksheet to start your list of people to reach out to. Think about family, neighbors, co-workers, business associates, customers, vendors, and friends. Then, craft your message. You will find sample messaging in your portal to get you started.

Fundraising can be a lot of FUN! Use your creativity and imagination to fulfill YOUR dreams raising money so our Dreamers can #DreamBig!!

OFFLINE DONATIONS

Did someone hand you cash or a check made out to Dreams Come True? You can record these in your portal and they will count into your goals right away. You can then mail them in or drop them by our office at your convenience. Just be sure it gets to us.

Attn: Dreams Come True 5K Gift Processing
Dreams Come True of Jacksonville
6803 Southpoint Parkway
Jacksonville, FL 32216

#DCT5K

View my page

Dashboard

☒ Member of TEAM AMAZING FUNDRAISERS

☐ Set up your page

☐ Create a Facebook Fundraiser

Complete activities

Invite friends to join you

☐ Raise at least \$500

Did you know that the Dreams Come True 5K presented by TOTE works great on your phone? You can do everything you can from a desktop plus load photos directly from your camera to your page and invite your friends using text or WhatsApp. [Click here to go mobile](#)

RAISE AT LEAST \$500

MAKE YOUR DONATION ASK YOUR FRIENDS THANK YOUR DONORS ENTER CASH/CHECKS

If you have collected cash or checks from your friends, you can enter the information here. It will immediately update your fundraising progress.

WHAT IF I HAVE CHECKS FOR DREAMS COME TRUE OF JACKSONVILLE? ▾

WHAT IF I HAVE CASH OR SOMEONE PAID ME DIRECTLY? ▾



MORE THAN A DREAM... IT'S THE MOMENTS IN BETWEEN.

EMAIL & SOCIAL MEDIA



TAG US!

#DCT5K

Did you know that online donations are, on average, **TWICE** as much as those made by cash or check?

Sending emails and posting online are great ways to ask for support and start fundraising.

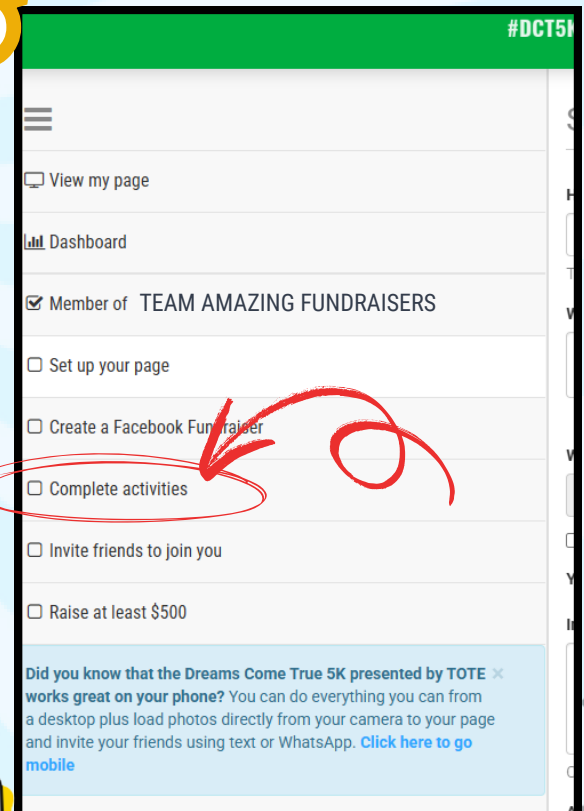
- Use "Invite Friends" to send links directly via text or social media.
- Create a schedule for yourself for posting on social media.
- Create some graphics or use some of the templates available to you.

Always remember, the more personal you make your campaign, the more people will want to support you.

COMMUNITY FUNDRAISERS

There are hundreds of creative ways to raise money. Below is a list of some of the most popular ideas. In the "Complete Activities" section in your portal, you can use the "Host Your Own Fundraising Event" tool to set up your event and promote it on your page. You can also publish it to be on the main event page, if you want to reach a broader audience.

- | | |
|-----------------------|------------------|
| • Bake sale | • Dress down day |
| • Car wash | • Movie night |
| • Coin collection jar | • Karaoke night |
| • Poker tournament | • Garage sale |
| • Trivia night | • Happy hour |
| • Game night | • Watch party |

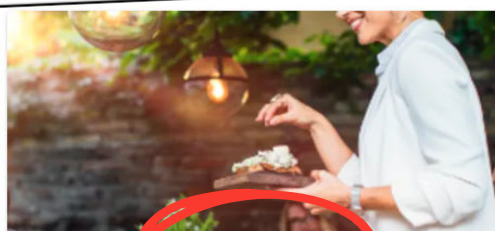


Don't publish it if your event is invitation only or at a private location.

COMPLETE ACTIVITIES



TELL YOUR STORY



HOST YOUR OWN FUNDRAISING EVENT



ADD PHOTOS OR VIDEOS TO YOUR PAGE

MAIL A LETTER

Yes, pick up some stamps on your next trip to the grocery store and mail some letters! Going back to the basics of a good ol' fashioned letter can really get the attention of your supporters.

In the letter, be sure to tell why you are supporting Dreams Come True. Make a specific ask for a monetary donation. Include the link to your page or even a QR code that they can easily scan and get there easily. Is the person not tech-savvy? Include a self-addressed, stamped envelope for them to send their donation.

GET YOUR COMPANY INVOLVED

MATCHING GIFTS

Many employers match employees' charitable donations.

Ask your HR department if they have a matching gift program and ask your team members to do the same.

WELLNESS INITIATIVES

Does your company have a wellness initiative? Training for a 5K together can be both team-building and a health initiative.

Ask your wellness leader how to involve them.

SPONSORSHIPS

We have sponsorships starting as low as \$500.

Talk to your company's marketing or charitable giving leader to get your company some additional recognition.

OTHER COMPANIES

Great job thinking of ways your company can be involved.

What about your partner's company? Or your favorite dinner spot or coffee shop? How about your bank or your gym? Many community businesses are eager to support non-profit events!

STEP 5: COMPLETE FUNDRAISING CHALLENGES



Everyone has different goals and different networks. This is a 7-day plan to raise \$400. If you want to raise more, you can repeat this plan as often as you want with new people or make your own plan! For some people in your network, the dollar amounts may be higher or lower.

1. Make a personal donation of \$30 \$30
2. Ask 4 relatives to give \$25 each \$130
3. Ask 5 friends to give \$20 each \$230
4. Ask 5 co-workers to give \$20 each \$330
5. Ask 4 neighbors to give \$10 each \$370
6. Ask a significant other for \$30 \$400
7. Celebrate your success - and thank your donors!!

Raise \$400 or more and you'll be entered into a raffle for a \$100 Amazon gift card each month until Race Day!



Individuals who raise \$1,000 or more will earn a badge of honor on their profile page, an exclusive piece of DCT5K merch, & lots of fanfare... not to mention, legendary bragging rights.

TOP ROCKET

Raise \$100 and you can sport these Super Sunglasses like Journey and her brothers!





STEP 6: COME TO THE EVENT

Walk, run, roll, volunteer, or just enjoy DreamFest! We can't wait to see you on September 13!

DREAMFEST

Stick around after the race to enjoy DreamFest, a family-friendly celebration of our Dreamers and their families! Enjoy activities, games, photo ops, guest appearances, and more! Be sure to visit our sponsors' tents for special surprises!

Interested in volunteering?

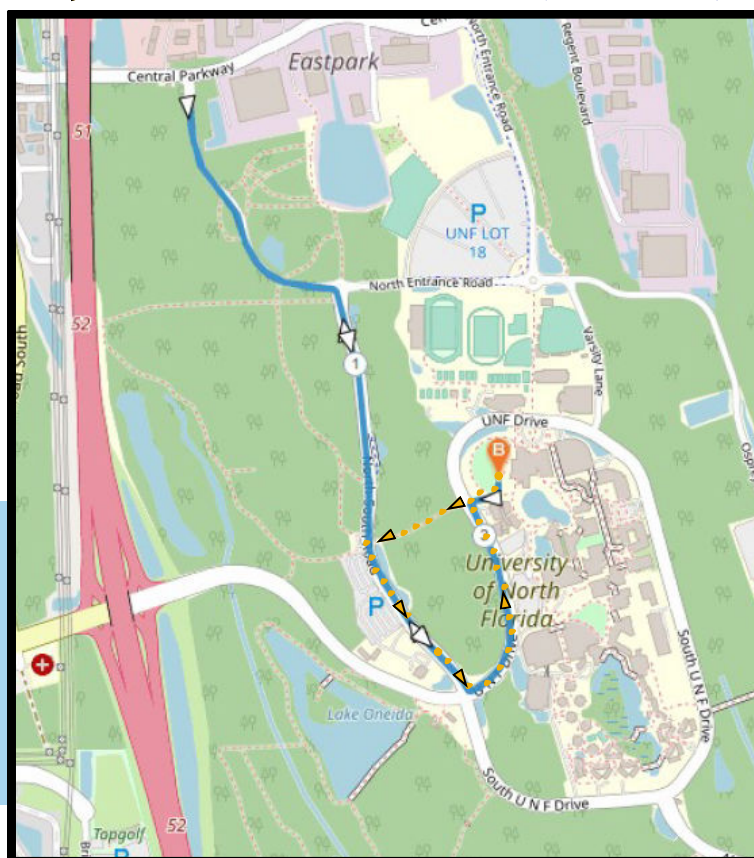
Reach out to Katie Wood,
Volunteer & Development
Coordinator

katie@dreamscometrue.org

RUN, WALK, & ROLL

▶ One-Mile Route

▶ 5K Route (Out and Back)



STEP 7: SAY THANK YOU TO YOUR SUPPORTERS

Your family and friends (and potentially neighbors, co-workers, hair stylists, the guy who does your lawn, your doctor, and more!) have donated to a great cause and you've had an amazing time at the event. You've crushed your goals and now it's time to thank the people who helped you get there! A hand-written thank you note goes

a long way, but at the very least, a text or email with some photos will mean a lot to those who've supported you.

Celebrate your success with them and be proud of what you have accomplished!



TIPS & TRICKS

Your Team Portal is the ultimate superhero headquarters packed with powerful tools to help you connect and track your progress. Dedicate some time each week to harness these resources, and you'll be unstoppable in achieving your goals!

The folks who are most likely to chip in are usually the ones who've helped you out before. So, go ahead & reach out to your past donors to let them know how much their previous donations have helped.

Is this your first year? No biggie! Start with the people closest to you & those you often deal with in business, and you'll find donors before you know it!

SET YOUR MISSION

Create an attention-grabbing fundraising page that includes your superhero pic and a message about why Dreams Come True matters. Highlight concrete outcomes, like how \$50 helps fund snacks for Dreamers... every bit helps!

WHY YOU'RE A HERO

Share your personal why behind supporting Dreams Come True. Your friends and family want to know what fuels your passion... this is your origin story!



TEXT LIKE A SIDEKICK

After sending emails, bring on the text reinforcements! Quick messages with a link to your fundraising page make it super easy for your crew to donate with just a tap.

SOCIAL MEDIA SUPERNOVA

Keep the buzz going on social media! Thank your supporters, share inspiring pics, and encourage friends to spread the word to amplify your mission.

UPDATE YOUR LEAGUE

Regularly share your progress through emails and social media, especially when you hit milestones. Use these moments to rally for more support to reach the next goal!

Keep your supporters updated on your progress and follow up after the event. You can use your portal tools to stay on track!

Thank your supporters... and then thank them AGAIN!





Get ready! We've got some exciting fundraising and participation incentives coming your way. Stay on the lookout for our emails and social media updates to discover what's in store.

Keep those super senses sharp... announcements are dropping soon!

NEED HELP?

HAVE QUESTIONS?

Contact Lili Silva

lili@dreamscometrue.org

(904) 296-3030 x 204



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