



# Relay For Life

## *Team Captain's Handbook*



AMERICAN CANCER SOCIETY RELAY FOR LIFE

**Celebrate.**

**Remember.**

**Fight Back.**

# Important Dates, Names and Phone Numbers:

## American Cancer Society Relay For Life Event

Date: \_\_\_\_\_

Place: \_\_\_\_\_

Time: \_\_\_\_\_

Our Event's Theme is: \_\_\_\_\_

Our Team's Theme is: \_\_\_\_\_



My team's goal is:

\_\_\_\_\_

Kickoff Date: \_\_\_\_\_

Time: \_\_\_\_\_

Location: \_\_\_\_\_

Team Captain Mtg. #1: \_\_\_\_\_

Time: \_\_\_\_\_

Location: \_\_\_\_\_

Team Captain Mtg. #2: \_\_\_\_\_

Time: \_\_\_\_\_

Location: \_\_\_\_\_

Team Captain Mtg. #3: \_\_\_\_\_

Time: \_\_\_\_\_

Location: \_\_\_\_\_

Bank Night Date: \_\_\_\_\_

Time: \_\_\_\_\_

Location: \_\_\_\_\_

Event Chair: \_\_\_\_\_

Phone or Email: \_\_\_\_\_

My Team's Mentor: \_\_\_\_\_

Phone or Email: \_\_\_\_\_

ACS Staff Partner: \_\_\_\_\_

Phone or Email: \_\_\_\_\_

My Relay Online Site is: \_\_\_\_\_

## What is Relay For Life?

*Relay For Life* is a life-changing event that brings together more than 3.5 million people every year to ...

**Celebrate** the lives of those who have battled cancer. The strength of survivors inspires others to continue to fight.

**Remember** loved ones lost to the disease. At Relay, people who have walked alongside those battling cancer can grieve and find healing.

**Fight Back.** We Relay because we have been touched by cancer and desperately want to put an end to the disease. Make a commitment to save lives by taking up the fight.

## It's a Worldwide Movement

In May 1985, Dr. Gordon Klatt took the first step of his 24-hour marathon around a Tacoma, Washington track ultimately raising \$27,000 to help the American Cancer Society fight this nation's biggest health concern. A year later, 340 supporters joined the overnight event. Since then, *Relay For Life* has become the American Cancer Society's single largest activity.

Each community's *Relay For Life* is special, but its greater power lies in the synergy created by all the Relays taking place worldwide. In 2007, more than 4,800 communities and 19 countries hosted a *Relay For Life* event, making this the largest fund raising event of any kind!

## The Role of a Team Captain

Thank you for your participation in the American Cancer Society *Relay For Life*. Your participation as a Team Captain makes you a valuable part of the journey toward finding a cure for cancer. Your dedication, hard work and passion shine through all of your fundraising work and we thank you! Whatever your fundraising efforts, remember to promote them as a benefit for the American Cancer Society.

### Build a team

- Look to your family, friends, and coworkers to be on your team.
- Be sure to include anyone in your life who has been touched by cancer.
- Be sure to emphasize Relay as an opportunity to make a difference in the fight against cancer.
- Seek people with different connections to widen the circle of donors.
- Promote cohesiveness among the team.

### Develop a vision/plan for the team

- Set financial goals for the team
- Make it challenging but realistic.
- Try to set your team's goal higher than the previous year's outcomes.
- Work with individuals to set their own individual fundraising goals.
- Try to spread your fundraising over the course of the year.

### Equip the team to achieve its goals

- Provide each team member with team member envelope.
- Outline what is expected of them as a team member.
- Give them background information on Relay and the American Cancer Society.
- Provide tips on how to raise funds (for lots of great ideas, visit [www.reallyforlife.org](http://www.reallyforlife.org)).

### Communicate with the team regularly

- In addition to holding team meetings, be sure to touch base via email and phone.
- Brainstorm fundraising ideas
- Keep the team informed of the team's progress.
- Inspire them with stories about how the Society is making a difference in the fight against cancer.
- Hold wrap-up party after the event to debrief and discuss plans for next year.

### Try to motivate & encourage team members

- Challenge the team
- Foster a competitive spirit
- Thank team members throughout the process

### Appreciation and recognition

- Consider ways in which you might recognize each person for his/her contributions at the end of Relay.
- Help the team share in the glory of any formal awards received at Relay.
- Remember to recognize your own contributions and keep in mind that each dollar raised brings us that much closer to winning the battle against cancer.

## Relay For Life.org

Did you know that one in 100 people are *Relay For Life* participants just like you? Join the *Relay For Life* community by visiting [www.relayforlife.org](http://www.relayforlife.org) to learn from other Relayers around the world, connect with those also dedicated to the cause, and save lives!

Great fundraising tools, resources, training opportunities, and message boards are available for Relayers across the United States and around the globe! Visit [www.relayforlife.org](http://www.relayforlife.org) and log on today!

## How to Recruit a Terrific Team!

- ❑ Get excited! Your enthusiasm is contagious.
- ❑ Relay is for everyone. You don't have to be athletic to participate in *Relay For Life*. People will be walking, running, strolling, dancing and wheeling around the track. Anyone can be part of this great community event.
- ❑ Arrange an employee presentation at work. Lunch is a great time or at an all-employee meeting. Tell your co-workers what *Relay For Life* is all about. Try to set up a challenge between departments or other locations. Ask your company to sponsor your team (by paying the registration fee). If you'd like a speaker from the American Cancer Society, give a call.
- ❑ Recruit your family and friends. Build your team roster by including family members. It's a family affair. Other potential members can be found at your place of worship, doctor's office, neighborhood, etc.
- ❑ Dedicate your team to a cancer survivor. If you know someone who is dealing with cancer, why not pay tribute by dedicating your team to them? Also, invite cancer survivors to participate. The Survivors' Lap is for them.
- ❑ Create a team theme. Tap your creativity. Come up with a unique name and plan to decorate your tent city with props that match your theme.
- ❑ Get the word out. Put up *Relay For Life* posters and display the brochure to invite others to participate. Become your organization's *Relay For Life* champion.
- ❑ Motivate your team. Hold regular team get-togethers to build spirit and keep everyone informed. Share your Relay story to help connect them with why *Relay For Life* is important.
- ❑ Set a team goal for fundraising. Have each participant set a personal goal, and then set a team goal. Encourage team members to meet their goal by keeping in touch.



## Youth Teams

*Relay For Life* is an event that gives youth an outlet for creative and independent expression while having FUN in the process of raising money for a worthwhile cause. Here are some ideas for having successful youth teams.

1. At least one adult chaperone is required for each youth team.
2. Parents must sign the consent form outlining responsibilities for youth teams.
3. Chaperones are encouraged to attend the team captain's meeting.
4. Make sure each youth team understands their responsibilities at the event. This is more than just an overnight party.
5. Don't forget to raise money! Plan team fundraising events for youth teams.

## Cancer Facts

- Nationwide, more than 1.4 million people are expected to be diagnosed with cancer this year.
- More than 10 million cancer survivors live in the United States.
- About half of all new cancer cases can be prevented completely or detected at early, curable stages with regular screening.

## What do your Relay Dollars Support?

The American Cancer Society has had the same mission since it was founded in 1913: to eliminate cancer. By the year 2015, we aim to double the number of lives saved, reduce cancer incidence by 25 percent, and make measurable improvements in the quality of life for cancer patients and their families. Funds raised through American Cancer Society *Relay For Life* support the Society's programs and services. These include:

**Research** - The Society is the largest source of non-profit, non-governmental cancer research funding in the U.S., investing about \$120 million each year. We've funded 42 researchers who later went on to be awarded the Nobel Prize.

**Education** - We provide materials and educational programs on early detection and prevention of cancer to the community, our schools, and cancer patients. Following American Cancer Society's wellness and cancer-detection guidelines can save your life and the lives of people you know.

**Advocacy** - We fight for life-saving laws to increase federal research funding, reduce tobacco use, promote early detection of cancers, improve access to care, and support cancer patients.

**Service** - Patient and family support services help people with cancer during and after treatment. Anyone, anywhere can access cancer information and support 24 hours a day, 7 days a week at 1-800-ACS-2345 or at [www.cancer.org](http://www.cancer.org).



## Having cancer is hard. Finding help shouldn't be.



The American Cancer Society Cancer Resource Network offers a variety of programs and services designed to meet the unique needs and concerns of those affected by cancer and their caregivers.

**Information:** We offer free, easy-to-understand information to help you make decisions about your care.

**Day-to-day Guidance:** We can help answer your questions and address issues like financial and insurance concerns, transportation needs, and lodging while traveling for treatment.

**Emotional Support:** We offer free online support groups and educational classes and we help you find resources in your community so you can get support from others who are also fighting cancer.

Find out more at [www.cancer.org](http://www.cancer.org) or call 1-800-ACS-2345. The call is free. The Website is free. The help is free.

## Fundraising Tips

Successful teams utilize varied techniques to raise their funds. The key ingredient to fundraising success relates less to specific techniques and more to the execution of them. You can make virtually any fundraiser successful by applying the following strategies:

- Understand your community or target audience and try to identify something that would be of interest or value to them.
- Publicize the fundraiser heavily – the more people who are aware, the greater likelihood of success.
- Undertake the fundraiser with great enthusiasm – it's contagious.
- Pursue fundraising activities on a year-round, ongoing basis.

### Team Fundraising

Bringing your team together to do an activity to help raise funds will not only bring your team closer together, but will show them that by working together, you can make such a difference in the fight against cancer. Some suggestions of team fundraisers include a car wash, bake sale, or maybe even a party where you invite your family and friends and hold a silent auction or dinner.

### Individual Fundraising

The best and most successful way to fundraise individually is by asking individuals. One way to do that is through letter writing. Great letter templates are available for your team members to use from your staff partner or via [www.relayforlife.org](http://www.relayforlife.org). People don't know about the opportunity to give unless they are asked so start asking today. Encourage your team to set a goal for their individual fundraising!

### Online Fundraising

If your event is using the Relay Online program, you have a great tool available to fundraise. It's as simple as Sign Up, Set Up and Send! The Relay Online program provides opportunities for individuals to set up team and personal fundraising pages customized to their experience with cancer and the *Relay For Life*. Also, participants can send preformatted emails to their friends and family with the opportunity to give online. As a team captain, be sure to sign up your team online and invite your team to join you!

### On Site Fundraising

With so many people attending the event, consider having some sort of fundraiser on site. If your event has a theme, think of fundraisers that fall within the theme of the event. For example, if your event's theme is "Fishing For A Cure" consider having a fishing pond at your campsite where people can visit and pay for a chance to catch a fish and win a prize. Great ideas for on site fundraising can be found at [www.relayforlife.org](http://www.relayforlife.org)

**Visit [www.relayforlife.org](http://www.relayforlife.org) for ideas and suggestions for fundraising ideas for your team!**



# Getting Your Company Involved

Involving co-workers in your *Relay For Life* efforts is a great way to raise funds and build team spirit. Here are some of the ways to get your company involved:

## Payroll deduction

Ask your Human Resources Department about offering employees an opportunity to make direct contributions from their paycheck to support the American Cancer Society and *Relay For Life*. It's easy to get started, and your team can get credit for funds raised. Your American Cancer Society staff contact can provide you with more information.

## Matching gifts

Many companies will match charitable gifts made by their employees. Check with your employer about this possibility!

## Promote team recruitment and team spirit

Now that you're involved with *Relay For Life*, spread the word at work! This event is great for building camaraderie at the office and some friendly inter-office rivalry. Consider challenging a department at work to sign up as a team and see who can raise the most money to fight cancer.

## Fundraising at work

There are many opportunities to involve your co-workers in *Relay For Life*, even if they aren't able to participate in the event. Sponsor a "casual day" at work where co-workers make a \$10 contribution to wear jeans for a day. You can also provide breakfast or lunch at the office and charge a donation that will support *Relay For Life*.

## Join the Fundraising Club!

Work together with your team to set a goal for your fundraising. Together you can become a member of the *Relay For Life* Fundraising Club! Please note Fundraising Club recognition is for teams of 15 members or less.

- National Club - \$50,000 + per team (average \$3,300 per team member)
- Diamond Club - \$20,000 + per team (average \$1,300 per team member)
- Platinum Club - \$10,000 - \$19,999 per team (average \$700 per team member)
- Gold Club - \$7,500 - \$9,999 per team (average \$500 per team member)
- Silver Club - \$5,000-\$7,499 per team (average \$400 per team member)
- Bronze Club - \$2,500-\$4,999 per team (average \$200 per team member)



# What you can expect at Relay For Life

## Bank Night

Bank nights are a designated time when team captains can turn in their team's fundraising money prior to the event. Several different Bank Nights may be held during the course of a year. It is the responsibility of the team captain to collect the donations from the team members and to turn them in on bank nights. We have provided a checklist to help this process run smoothly. You may receive additional instructions from your committee's registration chair.

- Set a deadline when your team members must turn in their money to you.
- When you receive the money from your team members, count and verify that you agree on what has been collected.
- Make sure that the team member envelope is completely filled out and the waiver is signed.
- Include properly filled out matching fund forms provided by employers.
- Make sure all cash is converted to money orders made payable to the American Cancer Society.

## Celebrate Survivors and Caregivers

Relay is often defined as a celebration of life. While it can be a celebration characterized by fun and frivolity, Relay's celebration can only truly be symbolized by the courage and spirit of the survivors and caregivers in your community. This special ceremony ensures that these survivors, their caregivers, former caregivers – and all those who are witness to this momentous occasion – experience the healing and are charged to take action in the fight against cancer. If you know any survivors or their caregivers, please invite them to participate in the Celebrate ceremony. Contact your local Survivor Chair for formal invitations to the celebration.

## Remember during the Luminaria Ceremony

For many, Relay is the one time during the year they can join together and find healing from their cancer experience. After dark, an inspirational Luminaria Ceremony takes place. Candles placed in bags line the track in memory of those who lost the fight, and in honor of survivors. Throughout the night, the luminaria remind us why we continue the fight. For a donation, you and your team members can order a glowing tribute for a friend or loved one who has experienced cancer. For donation forms to pass out to your teams, contact your Relay's Luminaria Chair.

## Fight Back Ceremony

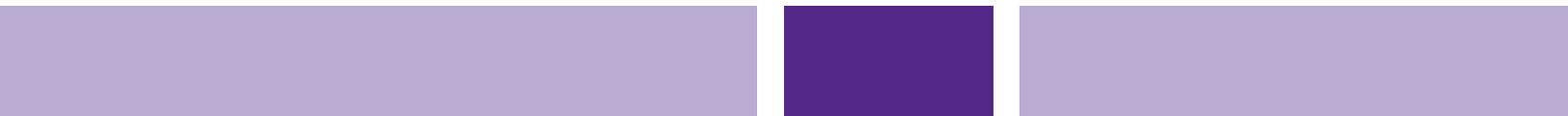
This is an emotionally powerful ceremony that inspires Relay participants to take action. The Fight Back Ceremony symbolizes the emotional commitment each participant can make in the fight against cancer. The action taken represents what we are willing to do for ourselves, for our loved ones, and for our community to fight cancer year-round and to commit to saving lives.

## On-Site Activities & Entertainment

Activities and entertainment are being planned just for you. Throughout the night, you and your team members are encouraged to participate in the many activities. There will be games of the mind such as "Who Wants to Be a Millionaire" and scavenger hunt, physical games such as volleyball and tug-a-war and laugh out loud activities such as the very popular "Womanless Beauty Pageant" and lip sync contest.

## Relay Reminder

*Relay For Life* is a family-friendly activity. *Relay For Life* is alcohol-free and tobacco-free.



# Notes



**1.800.ACS.2345**  
**[www.cancer.org](http://www.cancer.org)**

*Hope.Progress.Answers.*