

RAIŞE YOUR WAY

For all approved RaiŞe Your Way DIY fundraisers, the American Cancer Society will provide:

- A webpage for all your fundraising needs
- Tips on how to achieve fundraising success
- Donations credited to the Relay For Life event or team of your choice
- Use of promotional phrase "to benefit the American Cancer Society/Relay For Life"

We will rely on you to:

- Manage your fundraising page
- Handle all of promotional and logistical information for your event
- Turn in all donations/proceeds to the appropriate location
- Manage the expenses of your event either through sponsorships or donations

10 Steps To RaiŞe Your Way

Step 1: Determine Vision: Because there are endless opportunities, it's a good idea to start by setting a vision. What does your event look like? What do you want to achieve? What is your fundraising goal? To help you get started, check out the [Relay For Life Fundraising Handbook](#) (*text link opens pdf shown below*) and visit RelayNation.org for fundraising ideas.



RFL Fundraising
Handbook.pdf

Step 2: Recruit Help: To have a successful event, you'll need some help. Find people in your community who are energetic, outgoing, and passionate about our mission. Recruiting people who are well-connected in your community will go a long way, too. Define the jobs that need to be done, and then find people to tackle specific tasks.

Step 3: Determine Logistical Information: Where will your event be? What time will it run? Is there adequate parking, lights, facilities, etc.? What supplies do you need? Check out [these examples](#) (*text link opens pdf shown below*) to get started.



Sample Fundraising
Events.pdf

Step 4: Educate yourself: To help donors understand where their money is going, educate yourself and your team about the mission of the American Cancer Society. See [how donations make a difference](#) (*text link opens pdf shown below*), or use [this presentation](#) (*text*

link opens pdf shown below) to educate people in your community. For even more training, visit volunteerlearning.cancer.org.



Step 5: Plan: Work with your team to plan out the event from start to finish. You can use our timeline and checklist or create your own. Check RelayNation.org to access a vast supply of resources.

Step 6: Promote: Tell everyone about your event! Use social media and community news to spread the word. Connect with local businesses through your chamber of commerce. And don't forget to spread the word in schools, places of worship, and community organizations as well.

Step 7: Execute: On the day of your event, use our checklists to make sure you have everything you need to be successful. Don't forget to recognize and thank survivors and caregivers, and consider doing a luminaria or remembrance ceremony to remind everyone the true purpose of the event.

Step 8: Enjoy: You did it! You created an amazing fundraising event. Thank you and congratulations! Make sure to take the time to check in with all those who helped you, thank your participants, donors, and sponsors.

Step 9: Finalize: Collect any outstanding donations and send a check and any necessary paperwork, pictures, etc. to your local American Cancer Society office, which you can find on cancer.org. In the memo line of your check and on any corresponding paperwork make sure to include RAI\$E YOUR WAY: *Event Name*.

Step 10: Wrap up/Debrief: Take time to check in with your volunteers. What went well? What could be changed in the future? Any feedback from donors, participants, sponsors, survivors? Make sure to thank those who helped you and recognize all of their hard work!

Looking for additional resources:

- [Relay Nation](#) is the event's global online community. Here, you can access resources and tools, join discussion groups, and talk with others who are passionate about raising funds to support the mission of the American Cancer Society.