

AMERICAN CANCER SOCIETY  
**RELAY FOR LIFE**



# **FUNDRAISING HANDBOOK**

## SIX TYPES OF FUNDRAISING



### INDIVIDUAL

Funds raised by individuals on a team to support the overall team fundraising goal. Each team member is encouraged to raise at least \$100.



### TEAM

Team fundraising events are events hosted by a team that raises funds for the overall team total or for team members (divided up after the event). These events can include restaurant nights, bowling tournaments, bake sales, etc.



### ONLINE

Online fundraising includes any donations made online. Online donations include: the Relay For Life website, team, and individual fundraising pages, email, and all social media.



### ON-SITE

Each team receives a campsite when they arrive at their Relay event. All teams are encouraged to use their campsite for fundraising at the event. Examples include: selling craft items, baked goods, raffle tickets, and pay-to-play activities.



### SPONSORSHIP

Event sponsorships can be credited to your team to help your overall fundraising goal. Ask local business owners to support your team. It's an easy and fast way to raise some big bucks!



### POST-EVENT

Fundraising doesn't end until August 31! Keep the fun going by hosting a Bark For Life® event, Relay Recess™ event, or other post-event fundraising activity. Remember, you can utilize all six fundraising areas year-round!

## INDIVIDUAL FUNDRAISING

### THE KEY TO HELPING YOUR TEAM MEMBERS ACHIEVE THEIR \$100 FUNDRAISING GOALS? GETTING THEM TO ASK!

#### **QUICK AND EASY WAYS TO RAISE \$100:**

- Raising \$100 can be as easy as asking 10 friends for \$10. (See *How Do I Raise \$100* Worksheet)
- Ask everyone you know! Anyone you know could help you raise \$100. Ask everyone from your best friend to your dentist. You never know who will be willing to part with \$5 for the cause.
- Be creative in the way you ask for support. Make it a game or a competition. (See *Hope 100 Fundraising Activity* Worksheet)
- Ask if your employer has a matching gifts program or grant opportunities. It's an easy way to double, or even triple, your donation! Visit [matchinggifts.com/acs](http://matchinggifts.com/acs) for a list of participating employers.
- Provide a service like baby-sitting, car washes, lawn mowing, and house cleaning.
- Ask friends, family, and coworkers to dedicate a luminaria in memory or in honor of a loved one in exchange for a donation.
- Remind your team members about the exclusive Hope Club T-shirt! Only those who raise a minimum of \$100 will become a member of the Hope Club and receive the commemorative T-shirt at your event. Set your team goal high so that everyone will receive a T-shirt!

#### **COMMON FEARS ABOUT FUNDRAISING:**

##### ***What if they say no?***

The worst that can happen is that someone can decline to make a donation. We never know who has been touched by cancer—maybe that person is waiting to be asked to help fight back. If you don't ask, how will you know?

##### ***I feel uncomfortable asking for money.***

Although asking a stranger for money may feel unnatural, think about how their support can contribute to the fight against cancer. It's estimated that more than 1.6 million new cases of cancer will be diagnosed this year. The donor's contribution could save a life — including their own.

##### ***Everyone I know is strapped for cash.***

The beauty of the Relay movement is that there are many ways to support the cause. If someone you ask is unable to make a monetary donation, ask them to help in another way. For example, they can bake cupcakes for an on-site fundraiser, host a garage sale and donate the proceeds to your team, and spread the word about your efforts throughout their social circle.

##### ***\$100 is a lot of money! I don't think I can do it.***

It's easy to raise \$100 if you break it down into small pieces. Give your team plenty of ideas to help inspire them to raise \$100.

#### **RESOURCES:**

- [How Do I Raise \\$100 Worksheet](#)
- [Hope 100 Worksheet](#)
- [Hope Club Flyer](#)
- [Individual Fundraising Club Flyer](#)

# AMERICAN CANCER SOCIETY RELAY FOR LIFE FUNDRAISING HANDBOOK

## ONLINE FUNDRAISING

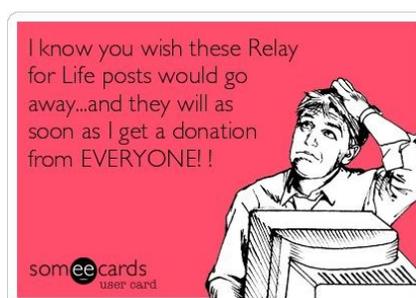
The Internet makes fundraising incredibly easy! There are a variety of effective ways to fundraise using the Relay For Life website and social media.

### **FIVE-MINUTE FUNDRAISING:**

- Take five minutes to update your personal fundraising web page. Include your reason for participating in Relay events, photos, and other information you'd like to share. Tell page visitors why the cause is so important to you.
- Spend five minutes sending an email to your address book. The My Relay dashboard has a variety of pre-written emails that you can send as is or customize yourself. Relay participants who send emails from the My Relay dashboard raise on average six times more than those who don't use the tool.
- Take five minutes to download and explore the Relay For Life Facebook app and you'll see just how easy it is to raise funds using social media. You can customize the messages posted by the app or set up automatic posts.
- By spending an additional five minutes adding your PURL (personal URL) to your email signature can help raise an additional \$64!
- As always, make sure to thank your donors publicly with a thank-you email or shout out on social media. Social media is also a great place to promote fundraising events, spur a friendly competition, or recruit team members.

### **HAVE FUN WITH SOCIAL MEDIA:**

- Use silly photos, memes, etc. to get creative with your fundraising through social media. Just because cancer is a serious topic doesn't mean raising awareness has to be!
- Create a Pinterest board and search for ideas on everything from fundraising to campsite decorations. Follow other Relay participants from around the country and even the world.
- Create a team Facebook page to shout out to your team, update fundraising totals, and send announcements.



### **RESOURCES:**

- [relayforlife.org](http://relayforlife.org)
- [Relay Nation](#)
- Participant Dashboard
- Relay For Life Facebook App
- Online Fundraising Stats Flyer
- [Sign Up, Set Up, Start Fundraising Flyer](#)
- [Brand Toolkit](#)



**TEAM FUNDRAISING**

Team fundraisers can be a great way to raise a lot of money at once. They are also a great opportunity to build comradery with your team and show them how to put the “fun” in fundraising!

**TEAM FUNDRAISING IDEAS:**

- Think of something you and your friends already enjoy doing. Now, can you think of a way to make it a fundraiser? Host a bowling or poker tournament and ask for donations as admission.
- Many restaurants will host fundraising nights for your team. Just ask the manager and pick a date. It’s that easy! Most restaurants will give back 10-30% of the bill for anyone who brings in your flyer.
- Get your workplace involved! If your company allows it, collect donations for luminaria and line the office hallways for a week, ask your boss to offer jean days for \$5 donations, or have a raffle at an office party.
- If there’s another event being planned, ask the host if you can integrate your fundraiser. Add a friendly game of bra pong (see page 6, *On-site Fundraising*) for \$1 each turn. No one will complain about the added fun!
- Use the Fundraising Thermometer and Team Fundraising Club incentives to motivate your team. A little friendly competition can go a LONG way.

**HOW TO DO IT RIGHT:**

- Make sure your event is well publicized. There’s no point in spending time planning a party if no one comes.
- Make sure your event is FUN! People are more likely to do something for a good cause if it involves a good time.
- Never forget to say THANK YOU! Thank your team members who help, your donors who give, and anyone who makes the event possible. Ask your team members to sign a thank-you card and mail it to the restaurant that hosted your fundraising night. It’s a best practice and will make the manager’s day.

**WHAT NOT TO DO:**

- **DON’T** opt not to host a team fundraiser before your Relay event. The most successful teams do all their fundraising BEFORE the event and use on-site fundraising as icing on the cake. Team fundraisers take a little more time to plan but they are well worth it when you see just how much fun they can be.
- **DON’T** do it all yourself. Assign team members to help with decorations, invitations, and collecting donations.
- **DON’T** host an event that encourages lifestyle choices that contradict American Cancer Society recommendations on cancer prevention. Examples include: raffling off tanning bed certificates, hosting an event at a venue that isn’t smoke-free, or appearing to encourage other unhealthy behaviors.
- **DON’T** put yourself at risk. Remember to be aware of national and state regulations on fundraising (and hosting events). Be aware of any potential issues around gambling, alcohol, and insurance.

**RESOURCES:**

- [Team Fundraising Planning Guide](#)
- [Team Fundraising Club Flyer](#)
- [Thermometer Poster](#)
- [Flyer Templates: brandtoolkit.cancer.org](https://brandtoolkit.cancer.org)

# FUNDRAISING HANDBOOK

## ON-SITE FUNDRAISING

Fundraising at Relay events is considered the “icing on the cake”. Have fun with it and be creative! As people walk around the track, they’ll stop and check out the campsites with the most fun and engaging fundraisers.

### **ON-SITE FUNDRAISING IDEAS:**

- Bra Pong is a staple at Relay events across the country. Charge a quarter a ball, a dollar a turn, or \$5 for unlimited play. You can raise awareness for breast cancer AND raise money for your team.
- Go directly to jail, do not pass go, but do collect \$200! Jail and Bail is another classic day of Relay fundraiser. Elect a sheriff and ask other Relay participants to pay for warrants. Pay \$5 to have someone “arrested” and then they must match that donation to be released. Warrants can be for any amount!
- Sell things people will want. Is it going to be a hot day at your Relay event? Sell popsicles, water balloons, or spray bottles. Will it be chilly at night? Offer warm beverages like coffee, tea, and hot chocolate. Or, if you want to get fancy, use a mobile solar panel and charge for phone charging time.
- Incorporate your team’s theme. If your theme is “Give Cancer the Boot”, make cookies shaped like cowboy boots. If it’s 80s-themed, offer neon-colored manicures. Hawaiian-themed? Sell candy leis or host a hula contest.

### **TIPS FOR SUCCESS:**

- Be organized! Have clear signage that explains what you’re doing/selling, how much it costs, and other instructions in case your fundraiser is time-sensitive (e.g. silent auction closes at 6 p.m.). Your team members should be able to run the activities if you leave the campsite.
- Have no more than three things going on at once. This will help keep your campsite manageable. You can always change out different activities/fundraisers at different times throughout the event.
- Tell your team ambassador your plans. They can help make sure no other teams are planning on having the same fundraiser and answer questions about water, power, space availability, and set up/take down.

### **OTHER THINGS TO CONSIDER:**

- Food safety: if you decide to sell food, first check if your event allows cooking on site. Make sure everything you choose to cook is thoroughly cooked and properly stored. Unsure about food safety? Go for something pre-packaged and non-perishable to be safe.
- Participant safety: if there are a lot of small children at your campsite, you might not want to have a dart throwing contest. Also, bounce houses require special waivers and constant monitoring. Make sure to consider these things when planning your on-site activities.
- Accounting safety: designated accounting team members will identify themselves to you at the beginning of the event. Keep your donations in a secure location at all times and ONLY turn over those donations to designated volunteers. But remember, your life is more important than the donations you’ve collected.

### **RESOURCES:**

- [relayforlife.org/relaynation](https://relayforlife.org/relaynation)

# AMERICAN CANCER SOCIETY RELAY FOR LIFE FUNDRAISING HANDBOOK

**YOU ARE ONLY LIMITED**

**BY YOUR IMAGINATION!**



**PIE TOSS**



**COIN DROP**



**SPONGE TOSS**



**JAIL AND BAIL**



**CORN HOLE**



**CUSTOMIZE SHIRTS**



**PROM DRESS RUGBY**



**CANDY LEI**



**FRISBY TIC-TAC-TOE**



**GIANT CONNECT FOUR**



**WALKING TACO SALAD**



**GLOW-IN-THE-DARK RING TOSS**

# AMERICAN CANCER SOCIETY RELAY FOR LIFE FUNDRAISING HANDBOOK

## SPONSORSHIP FUNDRAISING

Sponsorships are a great way to get some big bucks for your team or items you need for the event!

### **SPONSORSHIP 101:**

- Sponsorships come in a few different shapes and sizes. The major categories are: event level and in-kind (see Sponsorship 101 Handout for details).
- Use in-kind donations for raffle items or to improve your campsite and team member experience.
- Event level sponsors can count towards your overall team total.
- All donations businesses make are tax-deductible. Ask your event lead for the proper paperwork for a cash donation. Online donors receive receipts instantly, and check donors are mailed receipts after the checks are processed.
- The American Cancer Society offers a comprehensive benefits package to all sponsors. Be sure to ask your staff partner for information to share with potential sponsors, and discuss your targets, and strategy. What would be a better way to promote your business than partnering your name with finding cures for cancer.

### **TIPS FOR SUCCESS:**

- Start close to home. Your place of work, family business, and personal contacts are the best places to find potential sponsors.
- In densely populated areas, there may be several Relay For Life events happening in communities next to yours. Keep in mind that we're all on the same team, and if a business is supporting another event, that's a win for the American Cancer Society. If you need help, reach out to your staff partner to determine the best approach.
- As always, never forget to say thank you! If you obtain an event level sponsor, some things are taken care of by the American Cancer Society. Depending on the level of sponsorship, the Society will provide the company with a certificate or plaque, tax-deduction information, and all other recognition detailed in the sponsorship packet.

### **THINGS TO CONSIDER:**

- For in-kind donations, remember that other teams may be asking for support as well. Grocery stores are particularly susceptible to over-asking. If you have a large event, you may want to check with your team ambassador or staff partner to coordinate one big ask for all the needs of the event and the teams.
- The Society offers a program to companies called National Corporate Team Program. These companies have committed on a national level to support the Relay For Life movement by forming teams and participating in local events. If you have a contact at one of those companies in your community, ask your team ambassador or staff partner for information about the program. Most can also be asked for sponsorships.

# AMERICAN CANCER SOCIETY RELAY FOR LIFE

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## POST-EVENT FUNDRAISING

You should continue to fundraise after your event—donations are accepted through August 31. There are plenty of fun post-Relay fundraisers you can plan. You can also do these before your event.

### **BARK FOR LIFE®:**

- Pets are not allowed at Relay For Life events (with the exception of service animals). However, we know that our four-legged companions are often crucial caregivers during the cancer journey. Bark For Life is a canine event to fight cancer.
- The event is planned completely by you, however, many materials and tools have been created for you. You can work with your staff partner to help with getting materials and setting up the event website.
- All the funds raised will go to your team.

### **RELAY RECESS™ & RELAY FIELD DAY™ :**

- Early prevention and education are critical to fighting cancer. Relay Recess is an event for elementary age children that raises funds and teaches children about healthy lifestyle choices. Relay Field Day is for middle schools.
- Work with your local school to plan a Relay Recess or Relay Field Day event. They are incredibly flexible and can easily be added to an existing activity. Your staff partner can provide you with all the materials you'll need and all the funds raised go towards your team.
- Students who raise funds can receive incentive prizes for their hard work.

### **YEAR-ROUND FUNDRAISING IDEAS:**

- As we know, cancer never sleeps, so Relay participants are encouraged to fundraise year-round.
- Use holidays to get creative with fundraising. Ask your local shopping mall if you can set up a gift wrapping station or host a New Year's Eve or Valentine's Day auction. Instead of hosting a toy drive around Christmas, ask a local Hope Lodge® community for a wish list and collect items needed for patients staying at the facility during treatment.
- Incorporate fundraising into your birthday celebrations. Get creative and host a birthday celebration for all the survivors you know. Choose a theme like, "Celebrating another year of fighting cancer!" or "Celebrating more birthday candles!"
- Use vacations as an opportunity to visit other Relay For Life events. Take inspiration from the awesome ideas you see and incorporate them into your own event.

### **RESOURCES:**

- [Bark For Life Flyer](#)
- [Relay Recess Resources:](#)
  - [Relay Recess Brochure](#)