

AMERICAN CANCER SOCIETY RELAY FOR LIFE



Team Member Guide



My Relay For Life of _____

Team member name: _____

Team name: _____

My personalized URL: _____

(can be found on welcome letter)

My fundraising goal: \$_____

Team Captain: _____

Team Captain phone/email: _____

Event date: _____

Event location: _____

Event times: _____

Event website: _____

Relay For Life Facts and Figures

- Number of participants across the world: 4 million
- Number of events: more than 5,000
- Number of participating countries: 23
- The American Cancer Society Relay For Life movement ranks as the largest community-focused event in the world*, raising \$380 million in 2013 – more than any other walk/run fundraising event.
- A new generation of Relay participants and volunteers raised \$23.1 million at 506 college campuses in 2013, while 151 high school events raised \$7.2 million, and approximately 1200 elementary and middle school events raised \$2 million.

**Run Walk Ride 2013 Peer-to-Peer Top 30 Fundraising Programs by Gross Revenue*

What is Relay For Life?

Founded by Dr. Gordy Klatt in Tacoma, Washington, in 1985, the American Cancer Society Relay For Life movement is the world's largest fundraising event to end cancer, uniting communities across the globe to fight back against this disease. Teams camp out at local schools, parks, or fairgrounds and take turns walking or running around a track or path. Each team is asked to have a representative on the track at all times, while entertainment, music, and fun activities keep things lively. Symbolizing the battle waged around the clock by those facing cancer, the event can last up to 24 hours and empowers communities and individuals to take a stand.

Event Highlights



Opening Ceremony

During a Relay event, participants and survivors celebrate what they've overcome. We kick off the event with a Survivors Lap and Caregivers Lap.



Luminaria Ceremony

During the Luminaria Ceremony, we remember people lost to the disease, and honor people who have fought or are fighting cancer.



Closing Ceremony

The event inspires Relay participants to take action against a disease that has taken too much.



Your donations are making a difference.

With your help, we aren't just fighting one type of cancer – we're fighting for every life threatened by every cancer in every community. The work we do impacts everyone regardless of where it is raised.



Your donations are helping us find cancer's causes and cures through groundbreaking research.

We're getting results by investing in groundbreaking research that helps us better understand the causes of cancer, determine how best to prevent it, and discover new ways to cure it. As the largest private, nonprofit funder of cancer research, we've played a role in nearly every cancer breakthrough in recent history. In 2013, we marked a 20 percent decline in cancer death rates since 1991 and we fill a unique need, funding young investigators that have trouble getting funded for new ideas.



Your donations help discover new ways to prevent cancer or find it at its earliest, most treatable stage and help people take steps to stay healthy.

A substantial proportion of cancers could be prevented if people did what we know works: avoiding tobacco, maintaining a healthy weight through diet and exercise, and getting recommended cancer screenings.





Your donations allow us to do the most to help people with cancer today.

We're here 24 hours a day, seven days a week to help people with cancer and their families through every step of the cancer experience. We provide reliable information about cancer and treatment options and free services like transportation to and from cancer treatment or a free place to stay while receiving treatment away from home.



Your donations help fight cancer as much through public policy as in the laboratory.

Together with our nonprofit, nonpartisan advocacy affiliate, the American Cancer Society Cancer Action NetworkSM (ACS CAN), we have helped enact policies that prevent cancer, educate lawmakers on policies that provide access to quality and affordable health care, and encourage increased federal investment in cancer research. To learn more, visit acscan.org.



We need your help.

We've come a long way in the fight against cancer. But still, there is so much more that can be done. Through participation in your Relay For Life event, you could help fund the next big cancer research breakthrough, provide information and support for people facing the disease, and help educate your community about cancer's causes and ways to prevent it.

Fundraising Ideas

Looking for quick ways to raise \$100? Check out these ideas:

Incorporate your Relay event into your routine. From meetings at the office to the gym or your PTA meeting, think of all the different places and ways you interact with others. Is there time for you to make an announcement about your fundraising efforts at the end of a meeting or can you leave behind some flyers in the gym locker room? Opportunities can be found everywhere.

Matching gifts can help double your efforts. Many employers offer matching gift programs. Your \$50 donation could turn into \$100 just by asking your personnel or human resources department. And don't forget to give your donors this opportunity as well.

Provide a service. Baby-sitting, car washes, lawn mowing, house cleaning. Ask others if they would be willing to give you a donation for providing these services. Or maybe you're a photographer, baker, musician, or artist. You can use your talents to raise money. Supporters will often give over and above, knowing that you are raising money for the American Cancer Society.

Donation cards are a simple way to raise funds. Ask your Society staff partner for decorative Relay For Life donation cards (suns and moons, fundraising feet, cupcakes). If your employer approves, you can sell them for a donation and decorate the office with them as a sign of support.

Jump start donations by selling luminaria. Ask people in your community to purchase a luminaria to honor or remember a loved one. They can make the purchase on your event website or you can ask your staff partner for a luminaria donation form. Luminara purchases count toward your fundraising goal.

Special Fundraising Recognition for Teams and Individuals

The American Cancer Society appreciates the efforts and accomplishments of each individual who helps us in the fight against cancer. Visit your personal URL to learn more about the ways the Society thanks those who dedicate their time and energy in the Relay For Life movement.

Relay For Life Nationwide Team Fundraising Club

The Nationwide Team Fundraising Club recognizes your team's fundraising achievements both at the event and in your community. You will be presented with a Team Fundraising Club sign when you reach the Rising Star Level (\$1,000). Each time your team reaches a new level, your sign will receive a new sticker.

Relay For Life Individual Fundraising Club

Designed to motivate and reward individuals for fundraising excellence, the Individual Fundraising Club offers the opportunity to be recognized for your fundraising efforts through a variety of levels and gifts. Individual Fundraising Club items are branded with the Relay For Life logo, which helps promote our mission within your community every time you use or wear them.

Individual Fundraising Milestones

Hope Club

You will receive a commemorative T-shirt to wear at your event when you raise \$100 or more.

Grand Club

Participants who reach the \$1,000 fundraising milestone will achieve Grand Club status and be eligible to redeem a Grand Club level certificate.

All Star

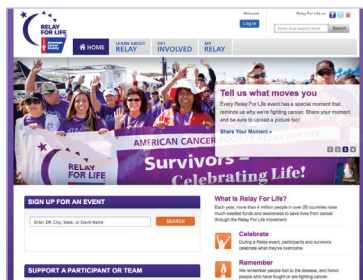
Participants who reach the All Star milestone (\$2,500) will be eligible for an All Star level certificate.

For more information about these programs and to download the fundraising club incentive flyers, visit your personal URL or relayforlife.org.

Resources

Relay Nation and relayforlife.org

Relay Nation is a global online community allowing Relay For Life participants to connect. Members share resources, stories, and often form discussion groups to inspire one another on and off the track. Become a member today by visiting relaynation.org/relayforlife.



Relayforlife.org is the official website for the Relay For Life movement. By visiting the website, you can learn more about the event's history, how your donations support the American Cancer Society, get fundraising tips, and much more. Log on to relayforlife.org now and get started!

Event Website

Each Relay For Life event has its own website where you can find general information about your event as well as announcements from your event leadership. Each registered team and participant is also visible on your event's website, making it easy for family and friends to make either a team or individual donation. Ask your event leadership for your event's unique URL, or visit relayforlife.org and search for your event via city, state, ZIP code, or event name.



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The American Cancer Society, Inc.
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strong standards for charitable giving.

