



Celebrate.

Remember.

Fight Back.



**Celebrate.
Remember.
Fight Back.
Resource
Guidebook**



Celebrate. Remember. Fight Back.



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Deborah Mohlenhoff

Deborah Mohlenhoff has been a Relay For Life team captain, event chair, and an American Cancer Society Cancer Action NetworkSM (ACS CAN) Ambassador at Celebration on the HillTM. Over the last nine years, as her dedication has grown, so has her role as a leader in the cancer fight.

Mohlenhoff celebrates survivors at the Relay For Life of Ithaca, New York. She is proud of her community because it comes together to demonstrate energy, enthusiasm, and support for cancer survivors.

“We keep hope alive and bring an upbeat, ‘we can do it’ attitude to our events,” says Mohlenhoff.

Mohlenhoff participates in Relay For Life for many people. One who is very close to her heart is her beloved father-in-law, who underwent surgery to remove a brain tumor. After a five-hour procedure, he was unable to recognize his family and suffered paranoid delusions. Five months later, he lost his battle.

The first time Mohlenhoff witnessed a Luminaria Ceremony, she walked around the track, noticing names of people she knew ... but didn't know that they were survivors.

“That was a chilling and emotional experience,” says Mohlenhoff.

She continues to volunteer and share her experiences with others to let them know that they are not fighting alone.

“I am blessed and lucky to have had the volunteer opportunities that Relay For Life has provided to me,” she says.



Section I

What is Celebrate.
Remember. Fight Back.?





Celebrate. Remember. Fight Back.



Overview

What is Celebrate. Remember. Fight Back.?

Relay For Life has always been about celebrating, remembering, and fighting back.

Through the event itself, we do a good job of celebrating survivorship and the hope that one day cancer will be eliminated. We do a good job of remembering loved ones lost to the disease while finding comfort and healing. Both of these emotionally charged elements of Relay are visually symbolized through our Survivors Lap and the Luminaria Ceremony. Through Relay and these emotional experiences, we have built an army ready to fight back and take action against a disease that has already taken too much.

Celebrate. Remember. Fight Back. (CRFB) is simply the next step in the evolution of an event that changes lives. By deepening the emotional experience participants have while at Relay, together we can further mobilize our friends, families, and communities to:

- Raise awareness of and change behaviors that lead to cancer
- Volunteer and take action through a menu of opportunities that fight cancer year-round
- Participate in opportunities to celebrate and remember their reason to Relay year-round

How will we do this?

The approach is two-fold. We will refresh the language (messaging) we use to inspire involvement in the event, as well as enhance the event to include a Fight Back Ceremony.

Messaging

It is important for you and your committee members, as leaders representing your American Cancer Society to your community, to understand what CRFB is and how to speak to its important role in involving communities in the fight against cancer. To fully integrate CRFB into Relay, there is the need for internal language in communicating with your event committees. We encourage the use of the language when communicating what CRFB is to your event volunteers. (See page 5.)

Using CRFB language to an external audience (average Relayers and new participants) helps those who have not been involved see their place in the Relay movement. Keeping a focus on what Relay is and how CRFB embodies the essence of Relay is important.

Included here is refreshed general Relay For Life messaging that uses CRFB language. This messaging will be used, beginning with the 2008 Relay season, in all Relay For Life promotional/recruitment materials geared toward an external audience. Examples of 2008 promotional/recruitment materials are available through your Division and community staff partners.



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Purpose

RFL Messaging – Short Version

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, remember loved ones lost, and empower individuals and communities to fight back against a disease that takes too much from too many.

RFL Messaging – Longer Version

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.

Fight Back Ceremony

Beginning in 2008, Relay events across the country will begin to introduce their Relay communities to a new, powerful ceremony designed to inspire and symbolize the emotional commitment we each make to the fight against cancer: the Fight Back Ceremony. The Fight Back Ceremony, prepackaged details of which are available within this resource guide and on RelayForLife.org, pairs a call to action with a simple, turn-key menu of mission and advocacy Fight Back activities designed for both individuals and groups (committees, teams, etc.).

We encourage you to explore the Fight Back activities section of this CRFB resource guide to learn more about the Fight Back Ceremony and the important role it plays in motivating and inspiring your Relay community to fight back for themselves, their loved ones, and their community against a disease that has already taken too much.



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Roles and Responsibilities

Everyone plays an important role in ensuring that Celebrate. Remember. Fight Back. and its purpose become a reality and that it is successful in helping the American Cancer Society reach its goal of eliminating cancer – faster.

Event Chairperson:

As a leader within the community and your committee, your role with CRFB is to:

- Understand and speak to the purpose and messaging of CRFB
- Understand CRFB as a volunteer engagement opportunity designed to enhance volunteers' overall experience and involvement with the American Cancer Society
- Understand available resources, where to locate them, and to which committee members they are applicable
- Understand all Fight Back activities, know how to infuse them into committee meetings, and work with appropriate subcommittee chairs on infusing them into event planning
- Understand the purpose and importance of Fight Back Ceremony and the use of the Fight Back banner as a motivational tool and symbol of taking action
- Work with appropriate subcommittee chair on planning and implementing the Fight Back Ceremony
- Work with staff partner and subcommittee chairs on a plan to best use CRFB resources year-round

Team Recruitment/Retention Chairperson:

As a leader on your committee, you are often the face of the American Cancer Society to your team captains, so your role with CRFB is to:

- Understand and speak to the purpose and messaging of CRFB
- Understand CRFB as a volunteer engagement opportunity designed to enhance volunteers' overall experience and involvement with the American Cancer Society
- Understand available resources, where to locate them, and how to utilize them for team captain meetings and kickoff events
- Understand all Fight Back activities and work with appropriate subcommittee chairs on infusing them into team captain meetings, kickoff events, and participant communications
- Understand the purpose and importance of the Fight Back Ceremony and use of the Fight Back banner as a motivational tool and symbol of taking action
- Work with your staff partner on a plan to best use CRFB resources through team captains year-round



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Roles and Responsibilities

Mission/Advocacy Chairperson:

Fight Back is the newest element to CRFB, and you play a key role in making it successful in your community. As the mission/advocacy leader on your committee, your role with CRFB is to:

- Understand and speak to the purpose and messaging of CRFB
- Understand CRFB as a volunteer engagement opportunity designed to enhance volunteers' overall experience and involvement with the American Cancer Society
- Understand available resources, where to locate them, and how to use them for year-round and day-of Fight Back mission and advocacy activities
- Understand all Fight Back activities and work with appropriate subcommittee chairs on infusing them into team captain and committee meetings, kickoff events, participant communications, media events, etc.
- Understand the purpose and importance of the Fight Back Ceremony and the use of the Fight Back banner as a motivational tool and symbol of taking action
- Work with your staff partner and event chair on a plan to best use CRFB resources year-round

Subcommittee Chairperson:

Everyone on the committee plays an important role in CRFB. As a subcommittee chairperson, your role is to:

- Understand the purpose and messaging of CRFB
- Know what resources are available and where and how to locate those resources
- Work with the event chair on what resources are relevant to your subcommittee work



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Resources

Everything you and your committee need to successfully implement CRFB into your community event planning is at your fingertips. Simply visit RelayForLife.org to access all of the information included within this resource guide and much more. You can find:

- Sample opening, closing, Luminaria, and Fight Back ceremony scripts
- Suggested music, poetry, and readings lists
- Sample schedules of events, stage announcements, and celebratory signage
- Sample team captain and committee agendas
- Samples of mini Celebrate, Remember, and Fight Back ceremonies and activities
- Monthly Fight Back activities for individuals and teams
- Banners, sales sheets, and supplies
- Sample signage
- Pledge, wallet, and information cards
- Fight Back flags and banners
- Fight Back stickers
- Much, much more!

Section II

Celebrate



Jose Ramos

After five years of volunteering, Jose Ramos' passion is still as strong as it was in 2002.

Ramos remembers the spirit and inspiration his mother provided to family and friends during her battle with breast and lung cancer. The first Luminaria Ceremony he attended after his mother's passing was more emotional than he had expected it to be.

Ramos began volunteering for the Relay For Life of Fairfield, California, as the event co-chair. He moved into the chair position and is now a California Division Summit Planning Team member and area lead volunteer.

Being a part of Relay For Life allows Ramos to fight back by bringing communities together in a united effort to fight cancer. He believes that the more people are educated about the health risks associated with cancer, the more they will understand the importance of making life changes to reduce their risk.

"We are seeing the results. Cancer deaths have dropped for the second straight year, and all of us who participate in Relay are playing a part in that trend," Ramos said.

One of the best Relay experiences for Jose Ramos is the closing ceremony. Hearing how much money was raised by the community for the fight against cancer is gratifying. He enjoys seeing that all of the hard work continues to result in record-breaking fundraising totals year after year. "It makes it all worthwhile," said Ramos.





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Section II – Celebrate

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Celebrate

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 more than 500,000 cancer survivors who, each year, proudly walk the first lap at one of our nearly 5,000 community Relay For Life events.

Ensuring that these survivors, their caregivers, former caregivers – and all those who are witness to this momentous occasion – experience healing and are emotionally charged to take action is important to the overall success of your event.

The information included here and supported on RelayForLife.org will help you and your committees plan emotionally charged ceremonies and activities for the day of your event, as well as activities all year long. Your efforts will inspire people to remember their reason to celebrate and to fight back for that very reason year-round.



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Opening Ceremony

Purpose

The opening ceremony will set the tone for the entire 24 hours of your Relay event. It provides an opportunity to bring everyone together during a high-energy ceremony to celebrate the lives of those who have battled cancer. During the opening ceremony, we also inspire hope by sharing recent accomplishments and progress and by reminding everyone that while we are winning this battle, fighting cancer is a year-round priority. The opening ceremony should include everyone attending the Relay, with particular focus on survivors, current caregivers, former caregivers, those touched by cancer, and those who want to make a difference.

At the end of the opening ceremony, we lead into the Survivors Lap, where everyone in attendance is encouraged to celebrate the strength and spirit of the survivors and where survivors have an opportunity to reflect and celebrate with their caregivers (if they are in attendance). To ensure everyone is included, specifically invite former caregivers – anyone who has ever cared for someone with cancer – to walk in your Caregivers Lap (whether as part of your Survivors Lap or at the conclusion of it) so that they may be recognized as well.

Ceremony Structure

The opening ceremony should take place on the main stage. Performers, the emcee(s), and speakers should be identified. You may also wish to incorporate co-chairs, a sponsor, and an individual who represents the Celebrate aspect of Relay For Life (a survivor).

It is recommended that the opening ceremony be brief – 15 minutes is ideal. The goal is to keep everyone's attention, which can be difficult to do during a long ceremony presented in a large area with sound systems that may not be optimum. To keep the ceremony as short as possible, limit the number of speakers and activities on stage.



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Opening Ceremony

Key Points to Convey During the Opening Ceremony

- Welcome and thank participants for coming/supporting Relay For Life.
- Relay represents a community coming together for one reason: to fight cancer.
- The Relay philosophy is: We are here so that those who face cancer will be supported, that those who have lost their battle will not be forgotten, and so that one day cancer will be eliminated.
- It won't be an easy fight, but it is possible. A survivor can talk about the progress we have made.
- It's a 365-day fight, because cancer never sleeps.
- Thank sponsors. A key sponsor can speak on behalf of all sponsors, telling their story and talking about why they are there. (The sponsor speaking should be sure to recognize the others from the stage.)
- Convey the cancer burden. Mention that the flags you see represent people who are facing cancer. These are people in our own community. (You can use local diagnosis information here.) It is our responsibility to fight back and ensure we reduce the number of our own family members and neighbors who face cancer.
- What can you do to help? How can you fight back? Ask people to stick around for the Fight Back Ceremony. In the meantime, check out all the ways you can volunteer.
- Explain the logistics of Survivors and Caregivers Laps.



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Opening Ceremony

Sample Script

Relay For Life of (Hometown), USA

Suggested ceremony length: 30 min. (including Survivors Lap)

Ceremony should be held at beginning of event.

Begin to set the stage for an upbeat and high energy ceremony.

10 minutes prior to OPENING CEREMONY

State, national, and Relay flag-bearers; color guard; and high school marching band gather on either side of stage area. Emcee and event co-chairs are on stage, ready to go.

EMCEE:

Ladies and gentlemen, at this time we ask that all survivors gather under the balloon arch [or other starting location] in preparation for our opening ceremony. Participants, please fan out around the track/gather around the stage area. The opening ceremonies will begin in five minutes.

Provide logistical information that allows you to start on time.

EMCEE:

Please welcome the [hometown] high school marching band and color guard as they present our national anthem.

EMCEE:

Your Relay For Life of [hometown] co-chairs, X and Y

CO-CHAIR X:

Thank you. It's so good to see everyone. Thank you for being here and a special thanks to the [hometown] High marching band! WELCOME to the 2008 Relay For Life of [hometown]! This is an amazing gathering. Just look around you. Families, friends, co-workers, business and community leaders, children, grandparents, and neighbors are all here for the same reason: to put an end to cancer. This is certainly [hometown] at its finest hour. The next 24 hours will take us together on a life-affirming journey, symbolizing a day in the life of someone fighting cancer – a disease that never sleeps.

CO-CHAIR Y:

X and I are so proud to be standing here this evening. While each of us has a unique reason for being here, we all have something very much in common – we want to make a difference in the fight against cancer. We have gathered as a community ... determined that those who are facing cancer will be supported, that those who have lost their battle will NOT be forgotten and that together, we will continue to fight back so that one day, no one in [hometown] will hear those dreadful words – “you have cancer.”

Keep the message high energy and inclusive of everybody.

Before I introduce a very special guest to you, I would like to take a moment, as a



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Opening Ceremony

Give special recognition to former caregivers.

Continue to provide more logistical information.

Include a survivor guest speaker.

A survivor shares his or her inspiring story but keeps it short and relevant to all.

community, to celebrate the memory of those we have lost to cancer and the people who provided them support and compassion through their journey. You see, Relay gives us the opportunity to remember and celebrate their lives. Just like the stars that will shine on us tonight, they shine like stars in our hearts. At Relay, we remember these special people we've cared for with our Stars of Remembrance. Throughout the year, you may have decorated your star at Relay meetings, or perhaps you have just visited the tent [indicate where tent is located] and finished yours today. Each one holds a picture of the person you cared for and messages remembering and celebrating their lives. As you walk your team and theme laps, or even if you're walking the 3:00 a.m. shift, I encourage you to carry your star with you and to be thinking of special times you've shared together. Even though these people are no longer are with us on Earth, they live on as stars in our hearts.

At this time, I'd like to invite everyone to join in a celebration of life by raising your star high in the air so everyone can see who it is you are Relaying for. [initiate applause]

Now, please help me welcome one of our very own heroes of hope, cancer survivor [name]!

SURVIVOR:

Eliminating cancer isn't going to be easy – nothing worthwhile ever is. It will take power and courage and time and money and sacrifice – just like it does to survive cancer. But it IS possible.

You've heard it. It's been all over the news: Our American Cancer Society recently announced that for the [##] consecutive year, the number of deaths from cancer is declining. More people are surviving. I know. I am one of them.

I am a [X-year] [type] cancer survivor and I'm here to celebrate with my family, friends, and all of you. I'll be fighting back right beside all of you, too, for the next 364 days, until we're back together again for Relay For Life 2009! We will continue to Relay until we find a cure!

As a survivor, a citizen of [hometown], and a Relayer, I'd like to say a special thank you to all of the companies who have taken a leadership role in our Relay by becoming sponsors. In addition to putting teams together, they lend their financial support to help offset our expenses or donate much needed goods and services. If you look around you at all the logos that grace your T-shirt and this venue, you can see that we are fortunate to have a number of caring companies in [hometown]. From our title sponsor, XXXXXX, please welcome XXXXXX !

[Ask one major sponsor to represent all sponsors in making short remarks from the stage. Remarks should be brief and include a thank you to any other key sponsors that need to be mentioned.]



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Opening Ceremony

SPONSOR:

Recognize your sponsors in a way that's brief and inclusive of all sponsors.

NOTE: Invite only one sponsor on stage to represent all other sponsors.

- Thank you [name of survivor who introduced sponsor]. Along with the other generous Relay For Life sponsors, we are so happy to be here once again this year, along with our fellow sponsors [XXXXXX]. Over the past [XXX] years, we've been a proud partner to the American Cancer Society as a title sponsor. We're also proud to bring a team that gets bigger and better each year! Last year, we were given another opportunity to fight back by
- sponsoring this Relay For Life Wall of Hope banner (hold it up or point to it) that many of you signed. This banner, along with thousands more from Relays from all over the country, was sent to Washington, DC, for display in an amazing temporary monument during Celebration on the Hill. Did any of you get a chance to go? Well, our voices were heard that day, and the results continue to amaze us. Shortly after Celebration on the Hill, as a direct outcome of our efforts, Congress appropriated an additional \$600 million for cancer research! We are making a difference!

You can make a difference in new ways at Relay this year. Be sure to learn how to make your own Fight Back pledge while you are here. Together, we will put an end to this disease!

CO-CHAIR X:

Share Society history and accomplishments.

- Yes, [name of sponsor], we WILL put an end to this disease. Every single person here is doing their part to make a difference. Since 1913, when the American Cancer Society was founded, people have been drawn together by a very simple but urgent need ... to stop cancer from hurting or destroying our lives. It IS WORKING! We're making progress, but have more work to do. This year alone, more than [XXX] Americans will be diagnosed with cancer and [XXX] will die from the disease. Those are unacceptable numbers.

Even more unacceptable is the fact that this year, right here in [hometown], some of the people diagnosed will be our friends, neighbors, family members, and coworkers. [Can use local diagnosis rates/numbers here.]

Set the stage for the meaning of the flags and the Fight Back Ceremony.

- Do you see these flags? We display them here to represent those who are battling this disease. Each flag represents a real person. Perhaps it's you or someone you love. We are here to work toward the day when we don't have to have these flags to remind us that those we love are fighting a disease that takes too much from us.

Relay For Life began back in 1985 in Tacoma, Washington. People just like us have kept the fight going ever since, and are gathered around tracks in more than 4,800 communities in the United States and in 19 other countries, working together to put an end to cancer. Those 3.5 million people have united to make Relay For Life the largest nonprofit fundraising event anywhere in the world! We come together, no matter where we are, to celebrate life, to remember those we've lost, and to fight back against a disease that is taking TOO MUCH!



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Opening Ceremony

Deliver a message that's inclusive of everyone and shares accomplishments.

CO-CHAIR Y:

Whether you are a survivor, someone who is currently caring for someone battling cancer, or someone who provided care for a loved one who has passed away ... whether you are a team captain or team member, a volunteer here to give a few hours of your time, or someone who has stopped by to see what Relay For Life is all about, WE NEED YOU. [HOMETOWN] needs you. All the people that these flags represent need you.

The American Cancer Society provides incredible lifesaving information and services to help people navigate through their cancer journey, but it also funds research that is saving lives. Research, education, advocacy, and service, are what our American Cancer Society is all about. We are the American Cancer Society. Our Relay For Life makes progress happen so we have to keep it strong.

We need you to help us do that. Help us make Relay For Life in [hometown] bigger and better and stronger than ever, for as many years as it takes. We can keep fighting until there are no more people in our community being told "you have cancer."

Committee recognition should be brief and positioned from the crowd. This is great for logistical purposes.

Some of your fellow Relayers have gone above and beyond the call of duty to make this Relay a great experience. The people you see among you in the [X color] shirts are members of your community who worked on the Relay committee to make this year's event happen. By all means, flag them down and say hello, tell them what we can do to make your experience better, and ask them about all the many opportunities available to you. At the very least, please thank them for their hard work. They have dedicated their time and effort to make sure this is an event you'll never forget.

CO-CHAIR X:

Give more logistical information to help with crowd flow.

So, what do you say we get this celebration started??!! Let me quickly explain what's about to happen. We're going to honor the survivors here with us today by asking them to take the first lap, and we ask that everyone else fan out around the track to cheer them as they go. As they finish the first lap, we'll ask anyone who is currently a caregiver or who has ever been a caregiver, to join the survivors for a second lap. If you have lost your loved one to cancer, please make sure to carry your Star of Remembrance with you as you walk this lap. Then, we'll ask all our teams to walk a lap together before we settle in to our regular walking schedule and kick off our entertainment and activities.

End with both the Survivor and Caregiver Laps.

CO-CHAIR Y:

So, without further ado, please join me in cheering on our heroes of hope – our cancer survivors – our reason to celebrate, as they walk the opening lap of our 2008 Relay For Life of [hometown]!! You inspire us with your strength and courage and we celebrate you!!

[UPBEAT, ENERGETIC MUSIC PLAYS LOUDLY AS SURVIVORS DANCE AND CELEBRATE THEIR SURVIVORSHIP.]



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Opening Ceremony

Survivors Lap

Upbeat, energetic music plays loudly as survivors dance and celebrate their way around the track. Making sure your committee has done a good job of communicating to your teams and community the American Cancer Society's definition of a cancer survivor. We want to be sure every person who has ever heard the words "you have cancer" has the opportunity to celebrate their life and their survivorship at Relay.

The same is true for anyone who has provided support to a friend or loved one through their cancer journey. Caregivers to cancer patients and survivors are hidden heroes whose care, understanding, and emotional and physical support to loved ones should be celebrated through Relay.

The American Cancer Society's Definitions:

Survivor – A cancer survivor is anyone who defines himself or herself this way, from the time of diagnosis throughout the balance of his or her life.

Caregiver (both current and past) – A caregiver is a family member, friend, loved one, or other support person who lends physical, emotional, or other support to someone throughout the cancer journey.



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Opening Ceremony

Music and Poetry Selections

Including upbeat poetry and music selections within the opening and closing ceremony scripts is a good way to add variety to these ceremonies. Included here are examples of suggested celebratory music and hopeful messages. Further selections may be found on RelayForLife.org in the Relay Library.

Music Suggestions for Survivors Lap

- *Celebration* – Kool in the Gang
- *Hero* – Mariah Carey
- *Imagine* – John Lennon
- *I'll Be* – Reba McIntire
- *I'm Alive* – Celine Dion
- *On My Way* – Phil Collins
- *Walk On* – U2
- *Angels Among Us* – Alabama
- *My Hero* – Foo Fighters
- *Unwritten* – Natasha Bedingfield
- *Gonna Fly Now (Theme from "Rocky")* – Bill Conti
- *Go Light Your World* – Kathy Troccoli
- *I Hope You Dance* – LeAnn Womack
- *Hero* – Enrique Iglesias
- *Brave Little Soldier* – Dolly Parton
- *I'm Still Standing* – Elton John
- *Survivor* – Destiny's Child
- *What a Wonderful Day* – Tricia Walker
- *You Raise Me Up* – Josh Groban
- *Wonder* – Natalie Merchant
- *Great Day to Be Alive* – Travis Tritt

Song Suggestions for Caregivers Lap

- *I Need You* – LeAnn Rimes
- *Lean on Me* – Rascal Flatts
- *I'll Be There for You* – Bon Jovi
- *Count on Me* – Jefferson Starship
- *Black Bird* – Sarah McLachlan
- *Times Like These* – Foo Fighters
- *I'll Be There* – Jackson Five
- *My One True Friend* – Bette Midler
- *Your Song* – Elton John
- *With a Little Help from My Friends* – The Beatles
- *That's What Friends Are For* – Dionne Warwick
- *There You Are* – Martina McBride
- *Wind Beneath My Wings* – Bette Midler
- *I'll Stand By You* – The Pretenders
- *You've Got a Friend* – James Taylor
- *You're My Best Friend* – Queen
- *I'll Be There For You* – The Rembrandts
- *Reach Out I'll Be There* – The Four Tops
- *All For Love* – Bryan Adams and Rod Stewart
- *These Are the Special Times* – Celine Dion



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Opening Ceremony

Poetry Selections for Survivors Lap:

HOPE

by Emily Dickinson

Hope is the thing with feathers
That perches in the soul,
And sings the tune—without the words,
And never stops at all,

And sweetest in the gale is heard;
And sore must be the storm
That could abash the little bird
That kept so many warm.

I've heard it in the chilliest land,
And on the strangest sea;
Yet, never, in extremity,
It asked a crumb of me.

SOMEDAY I WILL FIND A CURE FOR CANCER

by Conor McMahon

Someday I will find a cure for cancer,
A cure for you my faraway friend,
The day I do, I'll dance for joy,
Your weakened soul I will mend.

Someday I'll take a trip,
Down the old memory lane,
I'll try to remember your gentle voice,
I'll try to remember the good old days.

Someday I'll go back, way back in time,
And take a picture of what I see,
I'll hold the picture in my hand,
So you'll always be near me.

Someday I will find a cure for cancer,
And set your body free,
Someday I will find a cure for cancer,
So you'll never have left me.

CELEBRATION OF LIFE

by Francine Pucillo

Life is filled with wonder
A garden of delight
Feel the love surround me
In calm and gentle light

Each day in life is precious
So live just for this day
Whatever comes tomorrow
Welcome it and say
I have given all my best
In all these days I've spent
Moments that I treasure
Remembrances content

Time does pass so quickly
Years come rushing fast
Enjoy the time you live in
These happy days will last

Celebrate each new day
With zest and love to share
Knowing that tomorrow
Brings peaceful calm you wear

This my inspiration
Make every day worthwhile
For life will give you wisdom
Each day another mile.



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Opening Ceremony

YOU'VE BEEN OUR INSPIRATIONS by Trade Martin

We look to you..., to be our guide...,
Our hearts can feel you..., by our side...,
Deep in our souls..., we're convinced...,
You've Been Our Inspiration...,
You've Been Our Inspiration.

Can you realize..., all you are...,
Something more..., than just a star...,
Through ups and downs...,
From where we came...,
Confidence kicked in...,
And who's to blame...???,
No doubt it's you...,
You, you, you...,
We're blessed by you...,
You've Been Our Inspiration...,
You've Been Our Inspiration.

Friendly Reminders

- Start on time.
- Be brief (15-20 minutes).
- Have an agenda and script.
- Have a good sound system so everyone can hear the opening ceremony.
- Time the script before event day.
- Keep speakers – including sponsors and guests – to a minimum.
- Have seating available for those who have difficulty standing.
- Be energetic.
- Create an atmosphere of celebration with balloons, music, etc.
- Have a plan for inclement weather.
- Welcome and thank all attendees for coming and participating in Relay.
- Have sponsor logos on the stage.
- Invite the media.
- Consider a Relay cheer to motivate the crowd.
- Wait to invite committee members on stage for the closing ceremony.



Celebrate. Remember. Fight Back.



Survivor/Caregiver Reception

Survivor/Caregiver Reception

Providing a special gathering or receiving area for your survivors and their caregivers to register on-site at your event is important and will go a long way in making sure your survivors and their caregivers feel welcome and included in the Relay experience. Providing food and beverages will only make the experience that much more enjoyable. Included here are ideas on how to plan for a survivor reception. For additional ideas, visit RelayForLife.org.

Prior to the Event:

- Work with Event and Logistics chairs to designate an easily accessible and visible location for your survivors reception.
- Work with your PR and Team Development chairs to market the survivor/caregiver reception to the community and through teams.
- Work with your Logistics chair on logistical needs, such as tents, chairs, tables, electricity, etc.
- Work with your Food chair as appropriate for refreshments.
- Work with Ceremonies chair/Event chair as appropriate for opening ceremonies and the timing of the reception.

Supplies Needed:

- Appropriate-sized tent – donated when possible
- Chairs and tables/linens – donated when possible
- Survivor signage – welcome signage
- Decorations – flowers, balloons, etc.
- Refreshments – light snacks, cake, finger sandwiches, veggies, fruit, etc.
- Survivor giveaway – T-shirts, medals, etc.
- Caregiver giveaway – where appropriate
- Wheelchairs/golf carts if necessary
- Scannable survivor forms
- Picture A Cure™ information

During the Event:

- Prominent signage
- Registration area set-up
- Reception/food area set-up
- Greeters/welcomers
- Entertainment/music/speaker



Celebrate. Remember. Fight Back.



Survivor/Caregiver Reception

Special Ways to Recognize Survivors and Caregivers

Always be looking for special ways to recognize your survivors and caregivers at your event. Included here are ideas from the very basic to the more elaborate.

- Provide each survivor with a commemorative survivor T-shirt.
- Provide each survivor with a sash, commemorative pin, or medal.
- Provide each survivor with a flower or balloon.
- Provide each survivor with a pin or token to give their caregiver.
- Provide each caregiver with a commemorative caregiver T-shirt.
- Provide each caregiver with a commemorative caregiver pin or gift.
- Obtain small tree seedlings donated from a local home or garden center. (The Forest Service has seedlings available at no cost.) Give these to survivors at the end of the Survivors Lap as a living gift.
- Give a small bag of angel pins to the survivors so they can use the pins as a thank-you gesture to the cheering participants that line the track during the Survivors Lap.

For more ideas on special ways to recognize your survivors and caregivers, visit RelayForLife.org.





Celebrate. Remember. Fight Back.



Survivor/Caregiver Reception

Complementing Your Survivor Activities

Whether for your Survivors Lap, registration area, or survivor's reception, there are a variety of ways to complement what you are already doing to celebrate your survivors. Included here is just one example of a way to engage survivors in an activity, that can be used during the event and then throughout the year. For additional suggestions on how to complement your survivor activities, visit RelayForLife.org.

Survivor Handprint Banner

Supplies needed:

- Eight-foot long table
- Stencils or letters
- Fabric markers
- Plastic table roll
- White, queen-size, flat sheet(s)
- Various colors of washable fabric paints
- One large sponge for each paint color
- Baby wipes/latex gloves

Prior to Event:

Stencil or adhere letters to the sheet to spell out the Relay name and year.

At Event:

- Roll out plastic table wrap to protect the table.
- Place the lettered sheet on the table.
- Cover tops of sponges with paint.
- Invite survivors to choose a color, place their hands on top of the sponge until their palms are covered, then place their hands on the sheet, applying even pressure.
- Baby wipes can be used to wash up if latex gloves are not available.
- Survivors can then use the fabric markers to sign their name next to their handprint, add their year of survivorship, and write any other information, message, or quote they choose.
- Once all survivors have had a chance to participate, hang the sheet in the survivor reception tent to dry.



Celebrate. Remember. Fight Back.



Closing Ceremony

Purpose

The closing ceremony will be an emotional close to the end of one Relay season and the beginning of a new one. Because it is often a time infused with exhaustion, it is particularly important to host an upbeat and inspiring closing ceremony to celebrate the success of the event; the hard work of your captains, participants, and committee; and the contributions of donors and sponsors, survivors, caregivers, and former caregivers, and your community. It is a time to remember the lives of those lost and to celebrate that each of us has committed, through Relay, to fight back against this disease for the next 364 days.

Your closing ceremony should be filled with awards and recognition, including team and individual awards. Now is also a great time to really recognize your committee and team captains!

As with the opening ceremony, your closing ceremony should include everyone attending the Relay, with particular focus now on team captains, participants, survivors, and committee members.

The end of your closing ceremony should be punctuated by a ceremonial final lap – often led by your survivors and caregivers or by your Team Captains or committee members – where everyone in attendance is encouraged to celebrate their successes together.

Ceremony Structure

The closing ceremony should take place on the main stage. Performers, the emcee(s), and speakers should be identified. You may also wish to incorporate the members of your committee who worked closely with your teams on competitions, raising money, etc.

It is recommended that the closing ceremony be fairly brief; 20-30 minutes is ideal. The goal is to keep everyone's attention, which can be difficult coming off of long hours of Relaying. To keep the ceremony as upbeat and motivational as possible, be sure to keep your presenters moving quickly during awards presentations and use fun, upbeat music.



Celebrate. Remember. Fight Back.



Closing Ceremony

Key Points to Convey During the Closing Ceremony

- Start on time.
- Thank everyone for coming/supporting Relay For Life and all their efforts.
- Relay represents a community coming together for one reason: to fight cancer.
- The Relay philosophy is: We are here so that those who face cancer will be supported, that those who have lost their battle will not be forgotten, and that one day cancer will be eliminated.
- Use members of your planning committee for awards presentations.
- Keep the motivation level high by keeping awards moving and playing upbeat music.
- Be sure to recognize the number of people making their Fight Back pledge.



Celebrate. Remember. Fight Back.



Closing Ceremony

Sample Script

CHAIR/CO-CHAIR

Good (morning/afternoon) and welcome to the closing ceremony for the Relay For Life of (insert Relay name).

When we started 24 hours ago, we said that we were here, together, to fight a disease that never sleeps.

How many of you got any sleep last night?! It's a Relay tradition in nearly 5,000 communities across the United States to keep one person from each team on the track at all times. This track was pretty lively last night. I'd say we did it!

We've worked hard to get to this point. Not only have we stayed up all night on this one day, but we've worked all year long to make this event happen. We do it because we have all been touched by cancer.

Make sure to be inclusive of everyone.

— On behalf of every Relayer in [hometown], I'd like to thank all the teams, sponsors, survivors, caregivers, and participants who came together to make this Relay such a success. Without you, cancer wins. With you, we save lives!

This is a great time to really recognize your committee.

— And special thanks goes to the committee, who has joined me here up on stage. The success of this event is in so many ways a reflection of your dedication, spirit, and passionate commitment to your fight against cancer. Thank you!

We would like to wrap-up this weekend with a few awards to remind us of all the fun we have had. Today, we will focus on team awards, and our team captain wrap-up celebration on _____ will focus on the fundraising awards. By the way, did we mention how much we've raised so far? No? OK, we'll save that for our finale!

Bring out the bells and whistles. Include all your team and individual awards here.

— (Insert your team awards here.)

It's that time. You've all asked your friends, family, and coworkers to sponsor you. You've held bake sales and car washes. You've raised money on the Web and have been as creative as any group of people I've seen.

So, how do you think we did?!! You're probably ready to hear just how much your efforts paid off and how much we raised for the American Cancer Society and the fight against cancer. But before we get to that part, I wanted to take a moment to reflect again on what brought us here this weekend.



Celebrate. Remember. Fight Back.



Closing Ceremony

Remind everyone why we celebrate.

- Relay For Life gives us the opportunity to celebrate. We celebrate the cancer survivors in our lives and support them in their fight against this disease. We celebrate caregivers and thank them for everything they do. We celebrate taking one more step toward a cancer-free future. And we celebrate being together at this great event called Relay For Life.

Remind everyone why we need to always remember.

- Relay For Life also gives us time to remember those we have lost. They are never far from our hearts, and it's at Relay that we can come together and remember their lives. We remember them with every step as we walk around the track, and they motivate us to keep going. We gaze at their luminaria and remember the father, mother, sister, brother, son, daughter, husband, wife or friend that person still is to us. Remembering them helps us remember what brings us here.

Remind everyone about importance of fighting back.

- It is for all the people we've lost and all the people who continue to survive cancer that we use Relay to fight back. This is how we choose to make a difference against this disease so that not one more person will have to hear the words "you have cancer." The funds raised through Relay give us the tools we need to win this war. Because of Relay, we are able to fight back with education, research, advocacy, and the community services that help our friends and family members when they need them most. This weekend, [XXX] pledges were made to fight back against this disease, and I encourage each and every one of you to make the pledge when you leave here today if you haven't already.

Include an announcement of the number of pledges made to Fight Back.

Thank you for joining in this fight. When you tell your kids and your grandkids about what cancer was, you can tell them how you played a role in its demise.

We fought back harder than ever this weekend. How hard did we fight back?!!

This year, the Relay For Life of (insert name) raised an incredible (insert dollar amount)!

Thank you again for being a part of Relay For Life and fighting back against cancer.

Let's all join together as a Relay For Life community as we walk our final lap together

Make sure this is inclusive of everyone and is high energy and motivational.

- until next year! See you next year, EVERYONE!

[Loud, upbeat music begins]



Celebrate. Remember. Fight Back.



Closing Ceremony

Music Selections

Including upbeat music during your closing ceremony is a great way to complement your ceremony script and leave your audience feeling motivated and excited about their Relay experience. Included here are examples of suggested celebratory music. Further selections may be found on RelayForLife.org in the Relay Library.

Song Suggestions

- *Celebration* – Kool and the Gang
- *Beautiful Day* – U2
- *We Are Family* – Sister Sledge
- *I Can See Clearly* – Johnny Nash
- *I'll Take You There* – The Staple Singers
- *Three Little Birds* – Bob Marley
- *Wake Me Up Before You Go-Go* – Wham!
- *Ain't No Mountain High Enough* – Marvin Gaye and Tammi Terrell
- *Bye, Bye, Bye* – 'N Sync
- *Lean on Me* – Bill Withers
- *Dance to the Music* – Sly and the Family Stone
- *I Got You Babe* – Sonny and Cher
- *Bread and Butter* – The Newbeats
- *Happy Lemons* – Ralph's World
- *The Future's So Bright (I've Gotta Wear Shades)* – Timbuk 3
- *Walking on Sunshine* – Katrina and the Waves
- *Here Comes the Sun* – The Beatles
- *Banana Boat Song* – Harry Belafonte
- *I Believe I Can Fly* – R. Kelly
- *I Run for Life* – Melissa Etheridge
- *You Gotta Be* – Des'ree
- *Unwritten* – Natasha Bedingfield
- *Step by Step* – Whitney Houston
- *Proud* – Heather Small
- *All Things (Just Keep Getting Better)* – Wildlife with Simone Denny
- *(I've Had) The Time of My Life* – Bill Medley and Jennifer Warnes



Celebrate. Remember. Fight Back.



Closing Ceremony

Making Your Final Lap Memorable

Your closing ceremonies are just as important as your opening, Luminaria, and Fight Back ceremonies, so you will want to be sure your committee puts forth as much effort into making it as memorable as they did the others. Remember, just as the first 23-1/2 hours will have left a lasting impression (besides exhaustion!), so will the last half hour your teams spend at Relay! Included here are some ideas to help your committee in planning upbeat, memorable closing ceremonies. Additional ideas can be located on RelayForLife.org.

- Invite survivors back for day two and ask them to lead the final lap. Once they start out, they can pass the banner back so everyone gets a chance to carry it.
- Have the survivors plan the closing ceremonies. The survivors can set the tone of thanking the attendees for all they do. Ask the survivors to line the track and applaud for the teams taking the final lap.
- Ask your honorary chairs to lead the final lap.
- If you have already registered teams for next year, ask those team captains to lead the last lap.
- Ask the team who won Most Team Spirit or all the award winners recognized at the closing ceremony to lead the final lap.
- If your event is making the transition to a new chair, ask the current and upcoming chairs to lead the final lap as a symbol of their commitment to leave a legacy and continue building a vision.
- Ask the most veteran teams to lead the lap.
- Ask your youth teams to lead the lap. They are the future of Relay!
- If you have American Cancer Society-funded researchers who attend your event, ask them to lead the survivors in one direction and have your committee lead the teams in the opposite direction. Meet in the middle to demonstrate the connections between Relay and research.
- If you have conducted a special mission-related volunteer recruitment drive (Road to RecoverySM, ACS CAN, etc.), ask all those who signed up for that program to lead the final lap.



Celebrate. Remember. Fight Back.



Closing Ceremony

List of Suggested Awards

You've been talking with your teams since the day they were recruited about competitions, awards, and what crazy traveling trophy they may have the honor of proudly displaying at their place of business. Now is the time to share in their excitement as you are the team awards. They've put forth a lot of effort; you want to be sure your committee does the same when they announce the winners of these awards during your closing ceremonies. Included here are suggested team awards to incorporate into your event. For additional ideas and/or ways to incorporate these into your closing ceremonies, visit RelayForLife.org.

Team Awards

- Best decorated campsite
- Best campsite food
- Best team theme
- Most team spirit
- Team chant award
- Team banner award
- Team costume award
- Last tent standing – the team(s) whose campsites are still intact
- Golden pillowcase award – the team that had the most members stay all night
- Team recruiting the most survivors
- Team recruiting the most new teams
- Best campsite activity/research message
- Best campsite activity/education message
- Best campsite activity/advocacy message
- Best campsite activity/service message
- Mission education award

Fundraising Awards

- Most creative on-site fundraiser
- Most educational on-site fundraiser
- Top individual fundraiser
- Top individual fundraiser by sector (youth, school, faith, civic, etc.)
- Top fundraising team
- Top fundraising team by sector (youth, school, faith, civic, etc.)
- Fundraising club teams



Celebrate. Remember. Fight Back.



Sample Schedule of Events

General Schedule of Events

Included here is a sample general schedule of events. It's a good place to start when building out your more detailed community Relay schedule of events.

Sample Schedule of Events

Relay For Life of	[Hometown], USA
8:00 a.m.	Site Setup Begins
12:00 p.m.	Gates Open – Team Tent-site Setup
4:30 p.m.	On-site Registration Opens Luminaria Donations Tent Opens STAR of Caring Tent Opens
5:00 p.m.	Survivor Reception Opens
6:00 p.m.	Opening Ceremony Begins
6:20 p.m.	Survivors Lap Begins
6:40 p.m.	Caregivers Lap Begins
7:00 p.m.	Team Parade
8:00 p.m.	Team Competitions and Judging Begins
9:00 p.m.	Luminaria Ceremony Begins Memory Garden Open
10:00 p.m.	Nighttime Activities Begin
6:00 a.m.	Morning Exercises
7:00 a.m.	Breakfast
8:00 a.m.	Team Volleyball Tournament Begins Team Competitions Resume/Begin
9:00 a.m.	Kid's Kamp
10:00 a.m.	Mission/Advocacy Fight Back Activities Begin
11:00 a.m.	Fight Back Ceremony
11:20 p.m.	Fight Back Pledge Centers Open; Fight Back Activities Resume
1:00 p.m.	BBQ Lunch Served
3:00 p.m.	Volleyball Tournament Finals/Team Competition Finals
5:15 p.m.	Closing Ceremony Begins
5:45 p.m.	Final Lap
6:00 p.m.	Goodbye – See You Next Year!!!

Section III

Remember



Susan McCoy

Susan McCoy is a fighter, but takes comfort in the fact that she's not alone in the battle.

"Relay For Life is a way for communities to share the fight against cancer. No one person is alone in this battle," she said.

As a radiation therapist for the past 25 years, McCoy helps people in their personal fight against cancer every day.

"I have a very selfish reason for enjoying the survivors ceremony and reception at Relay For Life ... I get to see my past patients participate year after year," she said.

Susan has another reason to fight back against cancer – she's a 13-year survivor who was diagnosed with melanoma in 1994. During the Luminaria Ceremony, she remembers all those who have fought this disease, including her grandfather, "Pap Spigelmyer" who died of mesothelioma when Susan was 13.

"I walk the track at 3:00 a.m. and read every name on every luminaria. It is my time to remember the reasons we continue to fight," she said. "I wish that my husband and sons could have known him. I lost my Pap much too early."

Susan continues to fight back against cancer for her Pap and all those she's touched through her work.

"Being part of Relay reminds me that we are making a difference and making progress. My greatest wish would be to go to work one morning and find a note on my door that states: 'Go home. Your job is done. We've found the cure!'"





Celebrate. Remember. Fight Back.



Luminaria Ceremony

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Remember

For many, Relay is the one time during the year they can join together and find healing from their cancer experience. Whether it has been as a cancer patient, survivor, caregiver, friend, loved one, or concerned community member, the cancer journey takes an emotional and physical toll. Providing for a time of emotional healing is important.

Our opening ceremony provides for a time of celebration. It celebrates survivorship and the lives and memories of loved ones lost.

It is important to the overall success of the event to make sure every person who has been touched by cancer – and all those who are witness to this momentous occasion – experience healing and are emotionally charged to take action.

The information included here and on RelayForLife.org will help you and your committees plan for an emotionally charged Luminaria Ceremony, day-of activities, and activities all year long. Your efforts will inspire people to remember their reason to Relay and to fight back for that very reason year-round.



Celebrate. Remember. Fight Back.



Luminaria Ceremony

Purpose

The Luminaria Ceremony is a ceremony of remembrance and hope. It symbolizes a time to grieve for those we have lost, to reflect on our own cancer experience or that of those closest to us, and to find hope that tomorrow holds the promise of a cancer-free world.

Ceremony Structure

The ceremony is structured to take participants on an emotional journey similar to that of the cancer experience. This is the “remember” component of Celebrate. Remember. Fight Back. It is essential that the ceremony is quiet and reverent, and that it gradually builds so it ends on a note of inspiration and hope. A good sound system is vital, and it is recommended that the committee perform a sound check prior to the beginning of the Relay. If the sound system does not allow participants to hear clearly across the entire track, we recommend using a secondary script provided on RelayForLife.org. You can find this script in the Relay Library within the Event Development folder under Luminaria Ceremony.

The ceremony begins with an introduction from the Luminaria chair to set the stage. The chair will share the meaning behind the luminaria, introduce the main speaker, and close with a moment of silence to allow participants a moment of quiet reflection. A speaker will follow the moment of silence by sharing his or her story about their cancer experience. It is recommended that this person not be a cancer survivor, but someone who is a former caregiver who has lost someone. It is also recommended that the speaker bring his/her Star of Remembrance with him/her on stage to put a face on the story he/she is telling. It is important to include everyone in your audience. Recommended story points are included in the script that follows.

Following the speaker, all participants will walk around the track in a silent lap. This part of the ceremony provides participants the opportunity to grieve. There should be no music or speakers during the first half of this lap. As walkers reach the halfway point, it is recommended that a poem is read. A suggested poem is included in the script that follows.

After the poem, a song selection is suggested to keep walkers in the appropriate mood. Following the first song, the ceremony begins to shift to the reflection stage of the process. Another poem should be read to begin shifting the mood to one that's more hopeful and uplifting. A second song should follow the poem and be of a mood and tone that continues the feeling of hopefulness.

The ceremony closes with the main speaker returning to the stage and leaving participants feeling inspired and ready to continue fighting back against the disease. (A recommended reading here is “The Darkened Room.”)



Celebrate. Remember. Fight Back.



Luminaria Ceremony

Preparing participants for the ceremony

8:45 p.m.

Begin lighting luminaria candles. Be careful not to light the candles too early. It will not have the same impact.

8:55 p.m.

Five minutes prior to the Luminaria Ceremony, the Luminaria chair (or Event chair) should make an announcement that the ceremony will begin shortly. All walking should be stopped, the track cleared, and generators stopped. The event should be as silent as possible. Volunteers are encouraged to use the provided signage asking participants for silence as the ceremony begins.

Begin basic logistical preparations for the audience.

Provide directions to your audience.

Provide special recognition for caregivers who have lost a loved one.

Be inclusive of everyone.

Invite a caregiver who has lost a loved one to share his or her story.

Sample script

- **EMCEE:** The Luminaria Ceremony will begin in five minutes. Please begin to make your way to the stage (designated area). If you'd like, please bring your Star of Remembrance with you as well.

(Wait for people to begin gathering.)

CHAIR: The Luminaria Ceremony is an opportunity for us to come together and remember why we're here at Relay. I'd like to ask that you all please respect the meaning this ceremony carries by remaining silent.

- This is a time for us to grieve for those we've lost. It's a time for us to reflect on how the disease has touched each of us personally. And it's a time for us to look inside ourselves with quiet reflection and find hope. Because no matter what our experience with cancer has been, we all share the hope that we will one day live in a world where our children, and their children, will never have to hear the words "you have cancer."

Our track is illuminated by luminaria. Each one represents a treasured relationship. They represent people, and each has a name and a story to tell. They are our mothers, our fathers, our sisters, our brothers, our sons, our daughters, our friends, and our loved ones. As they glow through the night, they represent our shared vision for a cancer-free future. We love the people these luminaria represent, and we remember them, celebrate them, and fight back against this disease for them.

- Many of us are holding our Stars of Remembrance to celebrate and remember the lives of loved ones we've cared for and who this disease has taken from us. Tonight, we will hear from (insert name), who will share with us his/her story of (insert name) and his or her experience through cancer. Afterwards, we will join together in a silent lap of reflection.



Celebrate. Remember. Fight Back.



Luminaria Ceremony

Give direction to your audience.

At the close of the ceremony, (insert name) will leave us with words of inspiration to carry us on through the night until morning when we will celebrate a new day.

As we begin the Luminaria Ceremony, I'd like for us to all join together in a moment of silence to remember why we Relay.

Luminaria Ceremony Speaker (Five minutes max)

Suggested speaker: A former caregiver who has lost someone to cancer

Speaker tells the story of his or her personal experience with cancer.

Suggested story points:

- Relationship to person cared for
- What it was like when they found out about the cancer diagnosis (the speaker's feelings, the patient's feelings)
- A fond personal memory/short anecdote representative of their relationship
- Who is on his or her Star of Remembrance. He or she may also make mention that many people are holding their own Star of Remembrance and have similar stories.

(While the story is being told:

Volunteers should begin lighting the outline of a star with luminaria in the stands or bleachers. This star will later be the "O" in Hope and should be positioned and sized appropriately.)

Speaker:

Move people through the stages of the journey.

This ceremony is an opportunity to remember (insert name) and all those we've lost. It is also a chance to celebrate their lives. The star in the stands illuminates the night and represents all of the people who are stars in our lives. As you walk around the track carrying your Star of Remembrance, reflect and watch as the word "Hope" is formed, with our star as the center.

Provide your audience more direction.

At this time, I invite everyone to join together in walking a lap of silence in honor or in memory of someone close to you who has battled cancer. Let each step be in remembrance of our experiences and those special people we've shared them with, a celebration of today and those with us on the track and in our hearts, and a step forward in our fight back toward a brighter tomorrow.



Celebrate. Remember. Fight Back.



Luminaria Ceremony

This is a suggested poem to read as walkers reach the halfway point of the silent lap:

A Native American Poem

I give you this one thought to keep –
I am with you still – I do not sleep.

I am a thousand winds that blow,
I am the diamond glints on snow,
I am the sunshine on ripened grain,

Use a poem to help with the tone/mood.

I am the gentle autumn rain.

When you awaken in the morning's hush,
I am the swift, uplifting rush
Of quiet birds in circled flight.
I am the soft stars that shine at night.

Do not think of me as gone –
I am with you still – in each new dawn.

Include a song selection.

- After the poem, it is suggested to play *I Will Remember You* by Sarah McLachlan from her album "Mirrorball." Other suggested song selections are included at the end of the script.
- After the song, allow a few moments of silence and then read the next poem. As the poem is read, begin lighting the H, P, and E to spell out "Hope" in the stands.



Celebrate. Remember. Fight Back.



Luminaria Ceremony

One Little Candle

This poem should help shift the tone/mood.

It's just one little candle
One tiny flickering light
A challenge to the darkness
A small beacon in the night
It could be just a gentle touch
A reminder that you're there
Or a warm, compassionate hug
That shows you understand and care
Sometimes it only takes your smile
To encourage and uplift
And should that smile lead to laughter
You've shared a special gift
There's comfort in shared silence
Or in a softly spoken word
Or in taking time to listen
To feelings that must be heard
Yes, it's just one little candle
Softly glowing in the night
But it can overcome the darkness
If it will only share it's light
Just one candle at a time
Each one giving from its heart
Reaching out to those nearby
Asking them to do their part
To make sure the light keeps growing
Reaching out to those in sorrow
Offering comfort, warmth and hope
Strength and courage for tomorrow

- After the poem, it is suggested that you play live or recorded inspirational music.
- As Relayers walk the track, and while the event is still relatively quiet, it is suggested you end the ceremony with words from your guest speaker or offer a reading, such as "The Darkened Room."



Celebrate. Remember. Fight Back.



Luminaria Ceremony

This poem should help shift the tone/mood.

The Darkened Room

In a darkened room (PAUSE)

With drapes drawn (PAUSE)

door shut (PAUSE)

& lights off (PAUSE)

Head in hands. (PAUSE)

How did this happen to me? (PAUSE)

How could I have gotten this disease? (PAUSE)

Can I be strong enough to survive? (PAUSE)

Who will take care of my family? (PAUSE)

Where is the light out of this darkened room? (PAUSE)

EMCEE: The question most frequently asked of American Cancer Society volunteers and Relayers is “Why do you do this event year after year?” You may look at the person and realize that they don’t “get it,” and wonder if there is any way to explain how Relay changes people’s lives. (PAUSE)

How do you explain the story of the newly diagnosed cancer patient who attends a Relay and meets another cancer survivor who has had the same exact disease and is still alive? (PAUSE)

How do you explain the story of a caregiver who has traveled down a path of compassion, love, joy, sorrow, guilt, loss, and depression? You explain how, at Relay, a caregiver can talk to the only other person who could possibly understand this difficult journey – another caregiver. (PAUSE)

How do you explain the story of a friend or coworker who has seen someone they know battle this deadly disease and has felt they could do so very little to help? Yes, they could take the person to treatments, or mow their yard, or bring them dinner, but it isn’t enough. Yet at Relay, you can form a team, raise money, educate people on cancer, and fight back against a disease that takes too much. (PAUSE)

All these people have found at Relay what you have found – hope. You can feel it in the air at 3:00 a.m. when you walk into a Relay. Wandering across a damp football field, you can almost touch the energy. That energy is hope – the combined power of hundreds or thousands of people who have come together with a common cause: to eradicate a disease. (PAUSE)



Celebrate. Remember. Fight Back.



Luminaria Ceremony

EMCEE: The American Cancer Society Relay For Life is held to remember those we have lost to cancer, to support all those who are battling the disease, and to work toward the day that no one has to hear the words “you have cancer.” (PAUSE)

And when the final book is written on how cancer was eliminated, the American Cancer Society Relay For Life will have the last chapter. It will explain how millions of people in thousands of communities in our country and across the globe came together to eradicate a disease, forming the largest not-for-profit fundraising event in the world – the largest in humankind’s history. (PAUSE)

Announce the end of the ceremony and provide direction.

On behalf of millions of Relayers everywhere, thank you (neighborhood/town/city/county) for providing the gift of Relay. Thank you for providing the gift of hope to so many people. Thank you for providing the “light out of the darkened room.”

This closes our Luminaria Ceremony.

Allow for a gradual end and natural transition into regular Relay nighttime activities.

After five minutes, bring the lights back on around the track. Many people will still be in a reflective mood, so select music that isn’t too loud or inappropriate.

Key Points to Convey During Your Luminaria Ceremony:

- Quiet your site by shutting down generators, loud speakers, and activities around the track and on the infield.
- Make announcements asking participants to gather near the stage or area where the Luminaria Ceremony will begin.
- Welcome participants and let them know you will be taking them through a journey of quiet reflection that will gradually build to one of hope and inspiration.
- Ask a speaker to share his or her story of remembrance. Choose a caregiver who has lost a loved one to cancer.
- Remember Relay’s philosophy: We are here so that those who face cancer will be supported, that those who have lost their battle will not be forgotten, and that one day cancer will be eliminated.
- Reiterate the importance of quietness during the ceremony by utilizing “Quiet” signs.
- Consider utilizing different lighting selections each year.



Celebrate. Remember. Fight Back.



Luminaria Ceremony

Music and Poetry Selections

Including appropriate music selections, readings, and poems throughout your Luminaria Ceremony script is a good way to make an emotional impact on your participants while also making the transition from a solemn mood to a more inspirational, hopeful mood. Included here are examples of suggested music and poetry selections for use within your Luminaria Ceremony. Further selections may be found on RelayForLife.org in the Relay Library.

Solemn Music Suggestions

- *Amazing Grace*
- *Angel* – Sarah McLachlan
- *Bagpipes* (To find a bagpiper, visit <http://www.bagpipers.com/unitedstates/> or <http://www.bobdunsire.com/bagpipeweb/index.html#top>.)
- *Fields of Gold* – Eva Cassidy
- *I Believe* – Diamond Rio
- *You Me Up* – Josh Groban
- *I Will Remember You* – Sarah McLachlan
- *Angels Among Us* – Alabama
- *I Can Only Imagine* – Mercy Me
- *Imagine* – John Lennon
- *In My Life* – Bette Midler
- *In the Enchanted Garden* – Kevin Kern (instrumental)
- *My Heart Will Go On* – Celine Dion
- *Say Goodnight* – Beth Nielsen Chapman
- *Streets of Heaven* – Sherrie Austin
- *To Where You Are* – Josh Groban
- *The Prayer* – Josh Groban
- *What a Wonderful Day* – Tricia Walker
- *Wind Beneath My Wings* – Bette Midler
- *You'll Be in My Heart* – Phil Collins
- *Keep Me in Your Heart* – Warren Zevon
- *I'll Stand By You* – The Pretenders



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Luminaria Ceremony

Solemn Poetry Selections

Your Loved One Lives In Your Heart

by Helen Steiner Rice

Many tender memories soften your grief,
May fond recollection bring you relief,
And may you find comfort and peace in
the thought
Of the joy that knowing your loved one
brought...
For time and space can never divide
Or keep your loved one from your side
When memory paints in colors true
The happy hours that belonged to you.

I Hope

by Sarah Magana

I hope you surf the waves from the ocean,
Big and small.
I hope you watch the sunset,
From a mountain straight and tall.

I hope you can sing a song to all
the angels,
Loud and clear.
I hope you will try new things,
Never giving into fears.

I hope you find a rainbow,
And realize it was worth the rain.
I hope through your journey,
You will learn to balance smiles with pain.

I hope you watch the stars shoot by,
Upon a grassy hill.
I hope you know that I love you,
Always have and always will.

Unforgettable

By Inca Vtipi

Every cell in my body witnessed you
saying goodbye
That final touch...
That final smile...
That final thought that spoke a
million lines...
Lines of language without sound,
A language so much deeper than
the mind!

You were there, to wipe my tears, to hold
my hand, to calm my fears...
Through your eyes you showed me Love,
Love much deeper than the human heart ,
From the heavens up above, like an
Angel's touch,
from dimensions unrealized...

You followed the light,
You spread your wings without fear,
without grief,
and reached for the stars...your journey to
the Eternal Self!

You always said: "Life is but a chase
of wind,
Be free from self-importance and
self-esteem, experience the truth in
every dream"

The chase is over,
As peace abide,
Remember me...

And as you whisper through the wind
I'll hear your voice in every dream!



Celebrate. Remember. Fight Back.



Luminaria Ceremony

Solemn Poetry Selections

In Memory of You

by Kirsti A. Dyer, MD, MS

I find an old photograph
and see your smile.
As I feel your presence anew,
I am filled with warmth
and my heart remembers love.

I read an old card
sent many years ago
during a time of turmoil and confusion.
The soothing words written then
still caress my spirit
and bring me peace.

I remember who you used to be
the laughter we shared
and wonder what you have become.
Where are you now,
Where did you go,
When the body is left behind
and the spirit is released to fly?

Perhaps you are the morning bird
singing joyfully at sunrise,
or the butterfly that dances
so carelessly on the breeze
or the rainbow of colors
that brightens a stormy sky
or the fingers of afternoon mist
delicately reaching over the mountains
or the final few rays of the setting sun
lighting up the skies
edging the clouds with a magical glow.

I miss your being
but I feel your presence,
In whatever form you choose to take,
however you now choose to be.

Your spirit has become for me
a guardian angel on high
guiding, advising, and watching over me.

I remember you.
You are with me
and I am not afraid.



Celebrate. Remember. Fight Back.



Luminaria Ceremony

Inspirational Music Selections

- *Keep Holding On* – Avril Lavigne
- *If Everyone Cared* – Nickelback
- *I'm Alive* – Celine Dion
- *Hero* – Mariah Carey
- *I Hope you Dance* – LeeAnn Womack
- *I'll Stand By You* – The Pretenders
- *I'm Still Standing* – Elton John
- *Survivor* – Destiny's Child
- *I Will Survive* – Gloria Gaynor
- *Gonna Fly Now* (Theme from "Rocky") – Bill Conti
- *Walk On* – U2
- *Wind Beneath My Wings* – Bette Midler
- *You Raise Me Up* – Josh Groban
- *My Hero* – Foo Fighters
- *Wonder* – Natalie Merchant
- *Somewhere Over the Rainbow* – Israel Kamakawiwo'ole (IZ)
- *What a Wonderful World* – Louie Armstrong
- *I Need You* – LeeAnn Rimes
- *There You Are* – Martina McBride
- *Brave* – Jamie O'Neal



Celebrate. Remember. Fight Back.



Luminaria Ceremony

Inspirational Poetry Selections

For Just A Moment

*Copyright © 1995 by Brenda Penepent
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For just a moment
I'm sure I saw
a flicker of light ahead.

Perhaps it was your smile.

Though past now, remembered,
in my heart
like the small sound of
a butterfly passing by.

No night
is so dark
that can not be brightened
with memories of you.

Raindrops carry along
your blessings from heaven
to wash away my tears
and bring me hope anew.

A Poem of Hope

*Composed by a young girl in
Belarus, Russia, near the site of the
Chernobyl Nuclear Disaster Area*

One song can spark a moment,
One flower can wake the dream.
One tree can start a forest,
One bird can herald spring.
One smile begins a friendship,
One handclasp lifts a soul.
One star can guide a ship at sea,
One word can frame the goal.
One vote can change a nation,
One sunbeam lights a room,
One candle wipes out darkness,
One laugh will conquer gloom.
One step must start each journey,
One word must start each prayer.
One hope will raise our spirits,
One touch can show you care.
One voice can speak with wisdom,
One heart can know what's true.
One life can make the difference.
You see, it's up to YOU!

A New Star

by Geraldine M. Stephey

We see a brighter star tonight
As we look at the sky;
It glistens in a teardrop
As it drifts upon a sigh.

A little light all filled with soul,
A speck so like the rest;
But to us it's brighter than the moon,
Above all, it's the best.

A part of earth for just awhile.
The heavens are its home;
Here it was confined as life,
There it's free to roam.

A little gem to crown the sky,
A jewel for all to see;
Its sparkle is for all mankind,
Its memory, just for thee.



Celebrate. Remember. Fight Back.



Luminaria Lighting and Layout

Luminaria Lighting Selections

Every event has its own way of making the luminaria special and meaningful for the community. The actual lighting of the luminaria is one way in which you make your ceremony unique. Included here are examples of different ways your event could consider incorporating the lighting of your luminaria as a part of your Luminaria Ceremony. You will want to adjust your script to reflect the lighting selection you have chosen. We've included selected scripts on the following pages. Additional selections are available on RelayForLife.org.

Luminaria Subcommittee and Volunteers Light All Luminaria

Ask everyone to gather in front of the stage for Luminaria Ceremony. As the program starts, the committee lights the luminaria encircling the track/grounds. When it is time for the silent lap to start, all bags are lit. You may choose to have some bags lit on stage so that participants feel connected. For instance, ask a survivor, active caregiver, and former caregiver to light symbolic bags.

Participants Light Luminaria

Some events will allow participants to place luminaria in front of their campsite so everyone can participate in a lighting ceremony. The best approach to this method is to conduct your ceremony from the stage and at the end ask everyone to join in a silent lap. (Best practice indicates the ceremony should be 20 minutes or less.) As participants near their campsite, they can fall out of the lap but remain silent. When most of the participants are situated, read this script and people will light bags at the appropriate cue.

NOTE: If you are using this selection, it will be important to remember to still bring the mood/tone of the ceremony back up to one of inspiration before ending the ceremony and moving on with the remainder of the evening activities.

Lighting bags before the ceremony

Some events choose to light their luminaria at dusk to set the mood for the actual ceremony. If you are using this option, consider lighting luminaria in the shape of the words HOPE, H★PE, or CURE during the ceremony while an appropriate poem is read. (See the list of poetry suggestions for ideas).

Here are a few suggestions for luminaria layouts and scripts to match. These include the following choices:



IDEA!

- HOPE with a star as the "O"
- HOPE to CURE (See following pages.)
- HOPE to CURE – larger version (See following pages.)



Celebrate. Remember. Fight Back.



Luminaria Lighting and Layout

(While four people light the letter “P” from the middle outwards toward the four corners, continue reading.)

The “P” represents PROGRESS. It is with progress that a cure is obtainable. Each year, research has progressed with the help of people such as you who are dedicated to the cause and ultimately the cure – people who are searching to find a way out of the pain, struggle, and ultimately, the fight. It’s through people like you that a cure is truly obtainable. With progress, those touched by this disease will not be burdened by uncertainty; they will be comforted with a cure.

(While four people light the letter “E” from the middle outwards toward the four corners, continue reading.)

As we light the letter “E,” we should remember how ETERNALLY the flame will flicker. Those that we honor and memorialize tonight, this light represents the love we share for you. It still burns bright in our hearts and in our souls. You will always be a part of us, whether or not we see you.

(While five people light the star from the middle outwards towards the five points, continue reading.)

Last, but not least, let’s light the star of hope as it symbolizes the SUPPORT all around us. Thank you to those who give care to others ... our physicians, our nurses, our family, and friends. Thank you for supporting our loved ones through their journey.

Now, we would like everyone to come to the track and hold hands around the luminarias as we light your candles and have a moment of silence.

(Play soft music for five to 15 minutes and light all candles around the track.)



Celebrate. Remember. Fight Back.

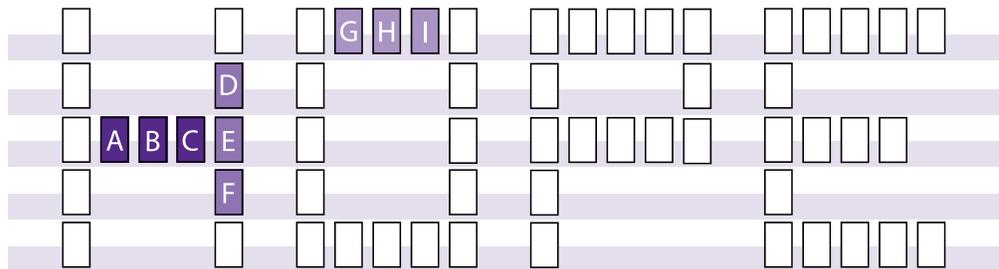


Luminaria Lighting and Layout

Luminaria Layout and Instructions

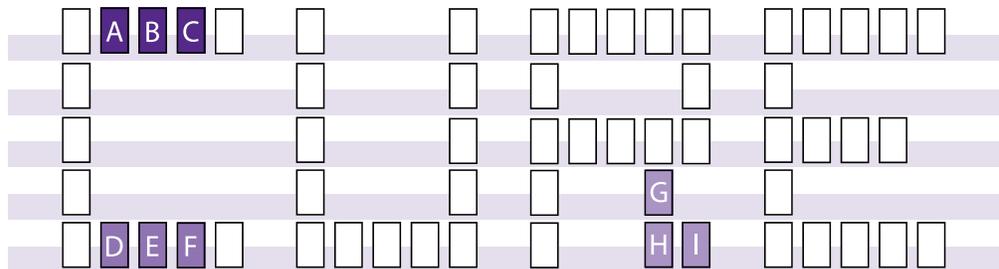
"HOPE" to "CURE"

59 Luminaria Bag Pattern on Five Bleacher Steps



When changing "HOPE" to "CURE," have three people work to move the bags as follows:

- Person 1 moves bags A, B, and C, holding two bags in one hand and one in the other.
- Person 2 moves bags D, E, and F, holding two bags in one hand and one in the other.
- Person 3 moves bags G, H, and I, holding two bags in one hand and one in the other.





Celebrate. Remember. Fight Back.

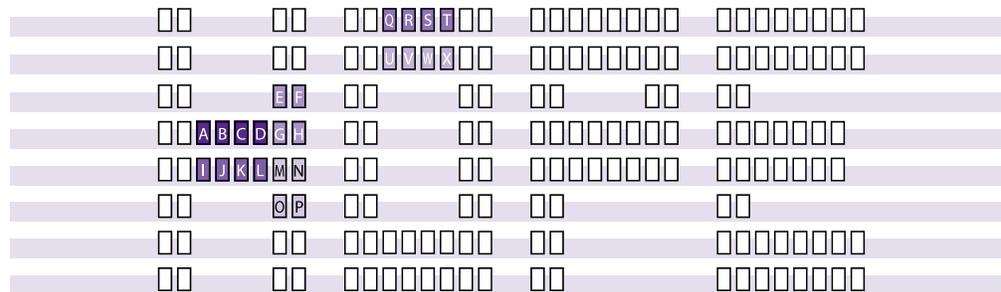


Luminaria Lighting and Layout

Luminaria Layout and Instructions

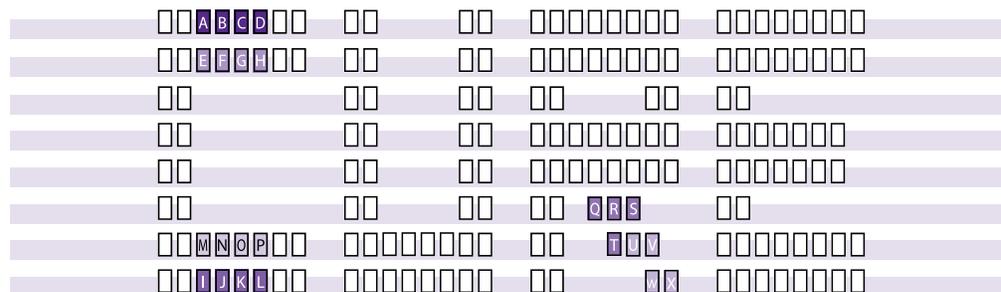
“HOPE” to “CURE”

164 Luminaria Bag Pattern on Eight Bleacher Steps



When changing “HOPE” to “CURE,” have six people work to move the bags as follows:

- Person 1 moves bags A, B, C, and D, holding two bags per hand.
- Person 2 moves bags E, F, G, and H, holding two bags per hand.
- Person 3 moves bags I, J, K, and L, holding two bags per hand.
- Person 4 moves bags M, N, O, and P, holding two bags per hand.
- Person 5 moves bags Q, R, S, and T, holding two bags per hand.
- Person 6 moves bags U, V, W, and X, holding two bags per hand.





Celebrate. Remember. Fight Back.



Luminaria Lighting and Layout

Sample Script and “Hope” to “Cure” Luminaria Lighting Procedure:

EMCEE: *(Play a vocal of “Wind Beneath My Wings” throughout.)*

Would you all please rise and take your luminaria candles in hand.

Please light the candle when you receive your cue.

Tonight, let us celebrate and honor the lives of not only our valiant cancer survivors, but also those who are no longer with us.

Cancer shows no preference. It strikes young, old, mothers, fathers, brothers, sisters, husbands, wives, and dear friends.

Tonight, let us pay tribute to those we love and all whose lives have been touched by cancer.

If you are honoring your **father or mother**, please light your candle now.

If you are honoring your **brother or sister**, please light your candle now.

If you are honoring your **husband, wife, or partner** please light your candle now.

If you are honoring your **son or daughter**, please light your candle now.

If you are honoring a **grandparent, aunt, uncle, cousin, or other relative**, please light your candle now.

If you are here as a **survivor**, we celebrate you and ask you to light your candle now.

Friends are treasures that can never be replaced. If you are honoring a **friend or neighbor**, please light your candle now.

Tonight, we honor and/or remember those for whom we have lit candles. This light represents the love we have for you. It burns for others to see, but it burns brightest in our hearts.

Now, let’s pause for a few moments to honor our loved ones.

Thank you all for being here and for participating in this celebration of life.

Keep up the fight.



Celebrate. Remember. Fight Back.



Complementing Your Luminaria Ceremony

Complementing Your Luminaria Ceremony

Included here is just one example of a way to complement what you are already doing during your Luminaria Ceremony. Because the ceremony is a time of reflection and healing, offering a place where this can be done in quiet solitude may offer some a place of comfort, especially as the tone of the ceremony becomes more uplifting. For additional suggestions on how to complement your remembrance activities, visit RelayForLife.org.

Memory Garden

How to

- Set up a white canopy tent. The best recommendation for a minimum size is 15'x15'.
- Stretch white sheets around the perimeter, leaving one side open.
- Post this poem at the opening of the tent.

Memory Garden Poem

There's a very special garden
Where the trees of memory grow
Nurtured by the kindness
And concern that good friends show.
The roots are cherished memories
Of good times in the past
The branches tender promises
That souls endure and last.
It's a place of peace and beauty
Where bright new hopes can start
It's memory's lovely garden
That soothes the hurting heart.



Celebrate. Remember. Fight Back.



Complementing Your Luminaria Ceremony

- Ask a local florist or garden supply store to donate and deliver potted trees and flowers. (HINT: Ask if you can return the trees at the end of the event or donate them to a local park or school.)
- Line the tent and trees with white holiday lights.
- Ask local school children to paint pictures that represent healing to decorate one side of the tent.
- The remaining two sides of the tent should be left accessible so people can affix photographs, poems, and quotes to the white sheets. Provide basic supplies for people to do so (note cards, safety pins, markers, pens, double-sided tape, etc.). You can also provide fabric markers if you would like people to leave messages directly on the sheets.
- If you have access to electricity, you may consider playing soft music in the tent or adding a tabletop water feature to the garden area.



Celebrate. Remember. Fight Back.



Complementing Your Luminaria Ceremony

Friendly Reminders

- Start on time.
- Stop all activities during the Luminaria Ceremony.
- Have an agenda and script.
- Have a good sound system.
- Invite a guest speaker, preferably someone who has lost a loved one to cancer.
- Begin with a moment of silence and quiet reflection.
- Be sure to bring the mood of your ceremony back up about halfway through.
- Have a bag to honor each survivor.
- Use “Quiet Signs” or “Hush Angels.”
- Set the tone by turning cell phones and generators off.
- Have extra lighters.
- Use a Styrofoam plate under each bag.
- Make sure the wicks of the candles are upright when placed in the bags for quick lighting.
- Have a rain plan.
- Fold the top of the bags down to prevent fires.
- Have a plan for flame-ups.
- Use adults to read names instead of having children do it.
- Avoid using the moons and stars for names.
- Ensure that all luminaria bags are treated with respect.
- Give people an opportunity to pick up their luminaria bag before discarding them.
- Make changes to complement your ceremony each year.
- Invite the media.

Section IV

Fight Back



Keith Warner

Keith Warner participates in Relay For Life to remember his daughter Lori, who passed away from a type of pancreatic cancer at the age of 33.

Diagnosed just six months after the birth of her first child, Lori elected to endure 27 months of grueling chemotherapy treatments in order to spend quality time with her daughter. She died exactly three years after her diagnosis.

In honor of his daughter's memory, Warner started the Relay For Life of White Bear Lake, Minnesota, in 1995. He chaired the event for 10 years and still participates on a team.

Warner has another reason to Relay; he is a nearly 38-year colon cancer survivor.

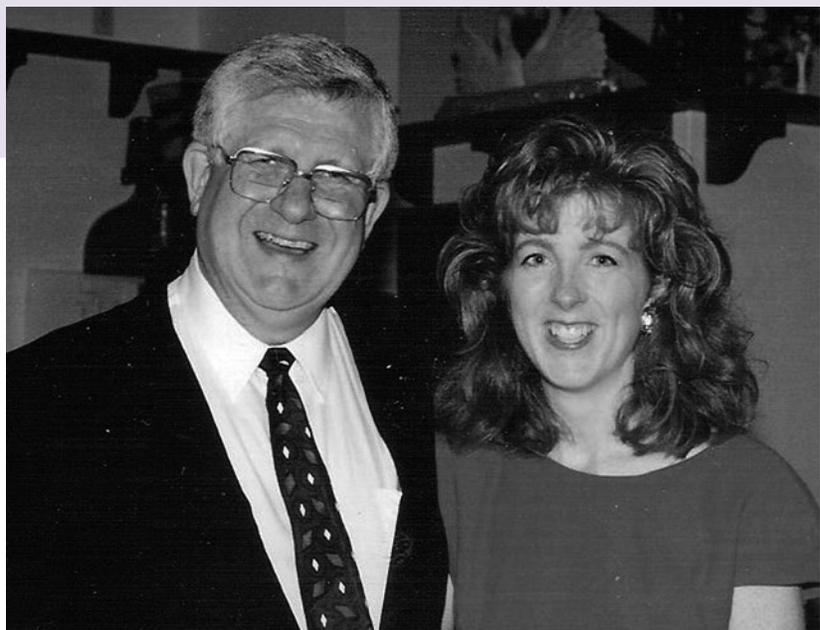
"I volunteer as I have survived several different bouts with cancer, and I feel the need to give back," he said.

He fights back against cancer by using Relay to raise funds that ensure the American Cancer Society can help others battling cancer.

The Luminaria Ceremony holds special meaning for Warner as he reflects and remembers his daughter.

"In her last conversation with me, she asked if I thought there would ever be a cure found for cancer so that her daughter Colleen would not have to lose a child to cancer like her parents. I promised her I would do everything possible to help find a cure and to help others going through the cancer journey," he said.

He has kept that promise.





Celebrate. Remember. Fight Back.



Section IV – Fight Back

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- Fight Back Activities

Fight Back

Fight Back is the next step in the evolution of an event that changes lives.

What we know about people drawn to Relay is that they want to fight back. They want to do more to challenge the progression of a disease that has touched their lives. Our role as volunteer and staff leaders at Relay is to provide an emotional experience like no other, so participants and visitors are inspired to take action that could potentially save their life, the life of a loved one, or the life of someone in their community. That is the power of Fight Back. That is the power of Relay!

Fight Back is symbolized by a Fight Back Ceremony and is supported year-round by mission and advocacy Fight Back activities designed for use by you and your committee members, as well as teams and individuals. The desired result of participation in these activities is:

- Increased awareness and changes in behaviors leading to cancer
- A rise in the number of volunteers growing their volunteer relationship with the American Cancer Society and its sister organization, the American Cancer Society Cancer Action Network (ACS CAN)



Celebrate. Remember. Fight Back.



Fight Back Ceremony

Fight Back Ceremony

Purpose

Not unlike the Survivors Lap and Luminaria Ceremony, the Fight Back Ceremony is an emotionally powerful time that serves to inspire Relay participants to take action. The Fight Back Ceremony symbolizes the emotional commitment we each make to the fight against cancer. The action we take 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.

Ceremony Structure

The Fight Back Ceremony should take place on the main stage. The emcee(s) and speakers should be identified and well-prepared ahead of time. You will also want to incorporate an individual that represents the Fight Back aspect of Relay For Life.

It is recommended that the Fight Back Ceremony be brief – 15-20 minutes is ideal. The goal is to keep everyone's attention, which can be difficult to do during a long ceremony presented in a large area with sound systems that may not be optimal. To keep the ceremony as short as possible, limit the number of speakers and activities on stage.

Here are the basic components of the Fight Back Ceremony:

- Ceremony – Inspires people to take action
- Taking a flag – Represents the commitment to save a life
- Signing the banner and pledge card – Symbolizes the action that person will take to save a life



Celebrate. Remember. Fight Back.



Fight Back Ceremony

Sample Script

Give direction to the audience.

EMCEE:
Please gather around the stage as we begin the Relay For Life Fight Back Ceremony.

Be sure comments are inclusive of everyone.

EMCEE:
We all come to Relay for the same basic reasons: We may have fought cancer ourselves or watched someone we love battle the disease.

So we Relay. We Relay so that we can celebrate cancer survivors. We find a place of common understanding when we come here as survivors and join others who have faced the same disease.

Recognize that everyone has different reasons for being at Relay.

We Relay to celebrate the lives of those who have battled cancer in our lives. Perhaps it's a loved one who has emerged victorious. Relay gives us a place to rejoice in that victory together.

At the same time, we also celebrate the lives of people we've lost. We remember the journey we walked with our loved ones, and we Relay to keep their memory alive. The luminaria lining the track and our Stars of Remembrance give us a way to honor their memory. We Relay, too, to find comfort and healing from others who experienced the same loss and understand our grief.

In both celebrating the lives of those we love and remembering those we've lost, we are motivated to do something – anything – to make sure no one else we care about, or no one else we know, has to face this disease.

Motivate people to take action.

We are here, together, to FIGHT BACK.

Begin an emotional appeal through the symbolism of lives.

Look at these flags on this field. Every single flag represents a person who will battle cancer here in our community this year.

It makes me MAD to see how many flags are here. It makes me angry to know that one more person will have to fight this horrible disease.

I've witnessed too much pain. And so have you. You've seen too much suffering. We've all lost too many people we love. We must FIGHT BACK. We must fight back to honor the memories of all the people that cancer has taken away from us. We must fight back to protect our children, brothers, sisters, parents, aunts, uncles, grandparents, and friends from this disease.

Your participation in Relay For Life means you are a vital part of the American Cancer Society's efforts to eliminate cancer. Together, we are taking this day and this night to make a statement about our commitment to creating hope for a cancer-free world.



Celebrate. Remember. Fight Back.



Fight Back Ceremony

Reinforce the important role each of us plays in saving lives.

Many of you work 365 days a year to improve the lives of those battling this disease. You drive patients to treatment, you serve as Celebration on the Hill Ambassadors, you provide support to newly diagnosed breast cancer patients, and you encourage others to get screened for cancer.

In short, you embody all that the American Cancer Society is. You save lives, you help those battling cancer, and you empower others to fight back with you.

I'd like to introduce you to a volunteer who gives of (himself/herself) every day to ensure that the memory of (his/her) (mother/son/wife/etc.) is honored, and that no one else (he/she) knows suffers from the same disease.

Tell a personal story to drive home the point that each of us plays an important role.

SPEAKER:

(Insert speaker story here. The speaker should be someone who's already involved as a Society volunteer outside of Relay, but, if possible, it should be someone who came to the organization through Relay. This is a good opportunity for Celebration on the Hill Ambassadors. The speaker should emphasize how his or her actions saved a life.)

Give the first call to action.

EMCEE:

We need all of you to commit to saving ONE life this year. It may be your own, the life of a family member/friend/coworker, or the life of someone you don't even know yet. If we all make a pledge to save just one life, then each of these flags can be removed from this field.

Provide instruction.

There are posters, signs, and banners placed around this event that all explain how you can take just one action to save a life. Perhaps it is as simple as getting a mammogram, recommending your neighbor or father get a colonoscopy, sending an email to your legislator to pass legislation impacting cancer, or telling your neighbor to call 1-800-ACS-2345 to get more information on their cancer diagnosis. Such simple steps can and do save lives.

We must save more lives, and we must do so faster. To not take action, to not fight back year-round, is to let cancer win. That is simply unacceptable.

In honor, in memory, and in support of all those who have faced this disease, we will fight back.

Provide more instruction.

Please sign the Celebrate. Remember. Fight Back. banner with your pledge to save a life while you are at Relay this weekend.

But now, let's focus on why you are here. Look within yourself to your own story – your own reason for being here and for fighting back.



Celebrate. Remember. Fight Back.



Fight Back Ceremony

Give the second call to action.

If you are ready to make a commitment to save just one life, please come forward and remove a flag. Carry it with you as you continue to walk, and think about the impact you can have if you not only keep walking, but you leave this field inspired to fight back and save another person from facing cancer.

(Committee members and pre-arranged individuals from the crowd should come forward, take a flag, and make a one-sentence statement about their commitment. Example: “My name is Sue, and I am ready to fight back.” “My name is Earl, and I pledge to save the life of my brother this year.” “My name is Shirley, and I am going to get screened for colon cancer this year.”

After the flow of people to the microphone has slowed, the emcee should come back to the mic.

EMCEE:

Thank you all for being here, for being a part of the American Cancer Society, and for helping us to FIGHT BACK. We will defeat this disease!

Use upbeat music to add to the tone/mood of ceremony.

(End the ceremony with an upbeat song to get people out on the track with their flags in hand.)



Celebrate. Remember. Fight Back.



Fight Back Ceremony

Key Points to Convey During the Fight Back Ceremony

- Welcome and thank participants for coming/supporting Relay For Life.
- Relay represents a community coming together for one reason: to fight cancer.
- The Relay philosophy is: We are here so that those who face cancer will be supported, that those who have lost their battle will not be forgotten and that, one day, cancer will be eliminated.
- It's a 365-day fight each year.
- Convey the cancer burden. Mention that the flags you see represent people who are facing cancer. These are people in our own community. (You can use local diagnosis information here.) It is our responsibility to fight back and ensure we reduce the number of our own family members and neighbors who face cancer.
- Explain the logistics of the Fight Back Ceremony.

Logistics of the Fight Back Ceremony

Staging

Each event should set up the Fight Back Ceremony to meet the needs of the event. You want to create a buzz and some anticipation around your new ceremony, but you do not want to create so much additional work for your committee that this ceremony becomes a burden.

Here are a few suggestions for staging your Fight Back Ceremony:

- Use your main stage. It is already a nice focal point used for ceremonies.
- Use the existing sound system.
- Use white Fight Back flags to symbolize future cancer diagnosis in your community, state, or Division. Place them in an area around your stage or in a grassy area to create a visual impact. Numbers for cancer diagnosis can be located in the annual *Cancer Facts & Figures* booklet, on RelayForLife.org, or by working through your staff partner.
- Set up area to display the Fight Back banner, pledge cards, and stickers for people to sign and make pledges.
- Use the “I Can Fight Back” banner to help people choose their Fight Back action.
- Provide a “I made the pledge to fight back!” sticker to anyone signing the banner and making their pledge.
- Use Relay and mission signs around the track to give people ideas on making their Fight Back pledge when the time comes.



Celebrate. Remember. Fight Back.



Fight Back Ceremony

Speakers

The script allows for two speakers, although it can be altered to include more or fewer. The important thing to remember with your Fight Back Ceremony speakers is that they must be motivational and inspirational in their delivery. Their role is to deliver a message that inspires people to commit to saving a life by taking a white flag and to make a pledge to Fight Back, by signing the banner and pledge card.

Suggested Supplies

All suggested supplies are available to preview on RelayForLife.org, or to order through the Shared Services Fulfillment Center.

- a. Fight Back Ceremony script
- b. Fight Back banners7547.20
- c. I Can Fight Back! banners (item not pictured).....7548.45
- d. Fight Back flags7547.56
- e. Pledge cards7548.73
- f. Fight Back stickers7747.58



F. Fight Back Stickers – 7747.58



E. Pledge Cards – 7548.73



D. Fight Back Flags – 7547.56



B. Fight Back Banner – 7547.20



Celebrate. Remember. Fight Back.



Fight Back Ceremony

Music

Including upbeat music selections as part of your Fight Back Ceremony can be a powerful way to motivate people to take action. Included here are examples of suggested motivational music. Further selections may be found on RelayForLife.org in the Relay Library.

Music suggestions for the Fight Back Ceremony

- *Reach* – Gloria Estefan
- *Don't Stop* – Fleetwood Mac
- *Better Days* – Goo Goo Dolls
- *I Know I Am Not Alone* – Michael Franti and Spearhead
- *Proud* – Heather Small
- *Streetcorner Symphony* – Rob Thomas
- *These Are the Days* – 10,000 Maniacs
- *Right Now* – Van Halen
- *Change the World* – Eric Clapton
- *When You See a Chance* – Steve Winwood
- *The Revolution Starts Now* – Steve Earle
- *Yes We Can, Can* – The Pointer Sisters
- *Eye of the Tiger* – Survivor



Celebrate. Remember. Fight Back.



Making the Pledge

Making the Pledge

Following what is sure to be an emotionally powerful Fight Back Ceremony where participants have been inspired to take action and commit to saving a life by taking a white flag, encourage them to sign the Fight Back banner and their pledge card.

They may already know what their pledge will be. For example – “I pledge to encourage my dad to get his colonoscopy – Mary Smith,” or “I pledge to work on the Smoke-free Smithville campaign – Jim Murray.” Others may choose to just sign their name not knowing yet what their pledge may be. Either way, signing the banner and their pledge card, just like taking the flag, are symbolic of committing to take action to fight back and save a life.

There are three important components to the pledge card:

- **Pledge Tally Card** – This is a tally card your event retains to keep track of the number of Fight Back pledges that have been made so you can announce them during closing ceremonies, wrap-up meetings, kickoffs for the next season, media stories, etc.
- **Wallet Card** – This is the card the person making the pledge keeps to remind them of their pledge.
- **Information Card** – This is the card the person making the pledge keeps that provides all of the information they need to go to RelayForLife.org to take action. They can take action by choosing one of many monthly “I can” actions they feel will make the difference in their life, the life of a loved one, or the life of someone in their community.

Friendly Reminders

- Start on time.
- Be brief (15-20 minutes).
- Have an agenda and script.
- Have a good sound system so everyone can hear the ceremony.
- Time the script before event day.
- Have seating available for those who have difficulty standing.
- Be energetic.
- Create an atmosphere with a sense of urgency and anticipation.
- Use the Fight Back banners, pledge cards, white flags, and stickers.
- Invite the media.
- Don't forget your supplies.



Celebrate. Remember. Fight Back.



Fight Back Activities

Fight Back Activities

While the Fight Back Ceremony is symbolic of the commitment each person makes to fight cancer, the actions we commit to are just as important. This is why the Fight Back Ceremony is supported by easy-to-use, nicely packaged mission and advocacy Fight Back activities for you, your committee, your teams, and your community. Some are for the day of your event. The rest are for the other 364 days of the year. All are featured within the Mission and Advocacy chair guidebooks or on RelayForLife.org.

Mission – Day-of Activities

Included here are a list of ideas your Mission chair should be encouraged to include as part of the Relay event day activities. For additional information on these activities and more, refer to the Mission chair guidebook, or visit RelayForLife.org.

- Use Relay track signs and mission track signs around your event site.
- Provide Society messaging during the scheduled events, including stage announcements, survivor/caregiver receptions, and the opening, closing, and Fight Back ceremonies.
- Incorporate fun, mission-related activities and competitions into your Relay.
- Use the event to recruit patient program volunteers.



Celebrate. Remember. Fight Back.



Fight Back Activities

Advocacy – Day-of Activities

The advocacy focus for many events will be Picture A Cure, either the electronic or the paper version. Advocacy or Event chairs can work with their grassroots staff to order their Picture A Cure kits. More information on Picture A Cure and other advocacy related activities can be found in the Advocacy chair guidebook or by visiting RelayForLife.org.



America CAN Picture A Cure.

Messages of hope for an end to suffering and death due to cancer by the year 2015.











Our voice
will be
Heard



Make cancer funding a priority and you will save lives.

As a Member of Congress, YOU have the power to bolster the federal investment in cancer research and screening programs. A strong government commitment to the war on cancer will leave a legacy to our children – an end to suffering and death due to cancer by the year 2015.

As part of the American Cancer Society Cancer Action Network's Congressional Cancer Promise, I encourage you to support annual funding increases for the National Cancer Institute (NCI) that, at least, keep pace with higher health costs, so we can continue to work towards more effective prevention and treatments for all Americans. In addition, I ask you to allocate enough funding to ensure that all women, who need it, have access to life-saving screenings, by increasing funding for the National Breast and Cervical Cancer Early Detection Program.

Keep my story in mind when making important decisions about cancer:




I CAN Picture A Cure.
This is my message of hope.

YES! I want to help fight for more funding for cancer by becoming a volunteer of ACS CAN!

Title: _____

First Name: _____ MI: _____ Last Name: _____

Home Phone: (____) _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____



Celebrate. Remember. Fight Back.



Fight Back Activities

Fight Back Activities – 365 Days a Year

As Relayers, we often use the phrase “cancer never sleeps,” especially as we refer to the courage of cancer patients and survivors. It’s true that cancer never sleeps, and in 2008, an estimated 1,445,000 people are expected to be diagnosed with the disease. Cancer never sleeps, and neither can we. We must fight cancer 24 hours a day, 365 days a year. In the next section, Celebrate. Remember. Fight Back. Year-Round, you will learn more about how – together – we can do this. But as a way of reassuring you that your already full leadership plate is not about to become too full, here are examples of where we can fight back 365 days a year:

Through ...

- RelayForLife.org
- Team captain and committee meetings
- Kickoffs and open house events
- Newsletters and event communications
- Event media/public relations

These are all familiar places!

Section V

Celebrate. Remember.
Fight Back. Year-Round



Val Boucher

Val Boucher attended his first Relay For Life in Eureka, Illinois, in 1995. He says there are no words to describe the celebration at a Relay, “It’s just an amazing event.”

Boucher has good reason to celebrate. He is a 13-year cancer survivor, who was diagnosed with hairy cell leukemia in 1994.

In addition to being a survivor himself, Boucher has also been a caregiver to someone who has passed away from the disease. He says that the Luminaria Ceremony gives him an opportunity to remember those we’ve lost.

“It’s a heart-warming ceremony. It gives me time to reflect,” he said.

Since his cancer diagnosis, Boucher has fought back against the disease not only through treatments and medications, but also through his volunteer involvement with the American Cancer Society.

He has served as the event chair, logistics chair, volunteer chair, and luminaria chair for the Relay For Life of Eureka, Illinois. He’s also served on the Illinois Division Board of Directors, Relay Advisory team, and the National Leadership Training team.

Boucher says he fights back because “no one should have to hear the words ‘Dad, are you going to die?’”





Celebrate. Remember. Fight Back.



Celebrate. Remember. Fight Back. Year-Round

Table of Contents

- RelayForLife.org
- Team Captain and Committee Meetings
- Kickoff and Open House Events
- Event Communications and Local Media

Celebrate. Remember. Fight Back. Year-Round.

We do a great job of celebrating and remembering at Relay. Soon, we will do an even better job of fighting back, too. At Relay we have the opportunity to celebrate the lives of those who have battled cancer, remember loved ones lost, and empower our captains, participants, and those in our communities to fight back all year long. We can do this without adding another committee or captain meeting or sending another newsletter. We can celebrate, remember, and fight back 365 days a year simply by incorporating a Fight Back Ceremony and a few of the ideas included here.

RelayForLife.org

Since its launch, RelayForLife.org has welcomed a rush of enthusiastic Relayers seeking the latest and greatest Relay information, as well as curious newcomers who happen to stumble across the site. The overwhelming success of the site and its continuous use by Relay leadership and participants alike make it a natural repository for all Celebrate. Remember. Fight Back. materials. Beginning in September 2007, all CRFB materials and interactive Fight Back activities will be available on RelayForLife.org.

Fight Back Activities

The Fight Back Ceremony has taken place, your participants have committed to saving a life, and they've made their pledge. Now what? The information card they received along with their pledge wallet card has asked them to:

- Log onto www.RelayForLife.org.
- Click on the Fight Back icon.
- Take action.



Celebrate. Remember. Fight Back.



RelayForLife.org

When participants log onto RelayForLife.org, here is a sample of what they will see on the home page. Once they click on the Fight Back icon, they will be taken to a page dedicated to a different topic each month with a variety of ways for them to fight back for themselves, their loved ones, and their community.

Sample Screen Shot

The screenshot shows the RelayForLife.org website interface. At the top right, there is a login area with the text 'Create an Account/Sign in: Username [input] [input] Sign in'. The main header features the Relay For Life logo and the slogan 'Celebrate. Remember. Fight Back!' in a large, bold font. Below the header is a navigation bar with links for 'Home', 'Plan', 'Share', 'Learn', 'Society Links', and 'Help', along with a search bar. The main content area is divided into several sections:

- Inside Relay:** A list of links including Home, Post Content, Gallery, Relay For Life Forums, Relay Groups, Relay For Life Blogs, and Invite Your Friends.
- Relay Resources:** A list of links including Find Relay Events, About Relay, Relay Library, Team Development Training, Training Room, Cancer News, Help, Site Feedback, and Relay Store.
- Welcome:** A central message stating: 'Welcome to the American Cancer Society Relay For Life's virtual home! Create an account or sign in to join more than 3.5 million people who are dedicated to eliminating cancer in our lifetime. At events in 4,800 communities nationwide, teams of families, friends and coworkers join together to CELEBRATE the lives of those who have battled cancer, REMEMBER those lost and FIGHT BACK against a disease that takes too much.' Below this is a link to 'Find Relay Events'.
- Fight Back through Advocacy:** A section with a 'Make the Pledge Today!' button and a photo of a group of people. The text reads: 'Why? We need to Make Our Voices Heard in the halls of congress, state capitols and city halls. ACS CAN is the political advocacy arm of the American Cancer Society and Relay For Life and its many dedicated participants, survivors and caregivers are the army we need to make sure our Voices Will Be Heard!'.
- Relay Video:** A video player showing a group of people.
- Latest Cancer News:** A list of news items including 'Cancer Patients at Risk of Drug Interactions', 'Ovarian Cancer Has Early Symptoms', and 'Uninsured Diagnosed More Often with Advanced Cancer'.
- New groups:** A list of user-created groups including 'siteadmin2's group', 'Another Test Group', 'Karen Becker's test group', 'Erin's Cool Group', and 'George's Group'.



Celebrate. Remember. Fight Back.



RelayForLife.org

Monthly Topics

Each month, the Fight Back page will feature a variety of different Fight Back activities. Included here are the focus areas for the upcoming season:

January	Great American Health Check® and screenings; access to care and cancer research funding
February	Cancer Resource Network (CRN); President's Day recess activities
March	Colon Cancer Awareness Month
April	Health disparities
May	Breast Awareness; Great American Health Challenge
June	Cancer survivors/childhood cancer survivors Men's health
July	Great American Health Challenge acscan.org awareness month cancer.org awareness month csn.org awareness month
August	Picture A Cure; cancer research and the Great American Eat Right Challenge™
September	ACS CAN recruitment month
October	Breast Cancer Awareness Month and research
November	Tobacco and lung cancer
December	Research and Cancer Resource Network; celebrating success



Celebrate. Remember. Fight Back.



RelayForLife.org

Relay Library

All materials to support Celebrate. Remember. Fight Back. activities are located in the Relay Library on RelayForLife.org. Included here is a list of the types of materials you will find and in which folder within the library you will find them:



Event D

Opening Ceremony

- Sample scripts
- Music selections for Survivors Lap
- Music selections Caregivers Lap
- Poetry selections with celebratory tone
- Opening ceremony recommendations – dos and don'ts
- List of recommended supplies

Luminaria Ceremony

- Sample script
- Music selections with solemn and hopeful tones
- Poetry selections
- Ways to complement your Luminaria Ceremony
- Different luminaria lighting strategies
- Luminaria Ceremony recommendations – dos and don'ts
- List of recommended supplies

Fight Back Ceremony

- Sample script
- Music selections
- List of recommended supplies

Closing Ceremony:

- Sample script
- Music selections
- Poetry selections
- List of recommended awards
- Recommendations on making your final lap memorable
- Closing ceremony recommendations – dos and don'ts



Celebrate. Remember. Fight Back.



RelayForLife.org

Survivor Reception

- Survivor definition
- Caregiver definition
- Survivor reception
- Sample invitation for survivor reception
- Ways to compliment your survivor reception
- Survivor/caregiver recognition ideas

Kickoff and Open House Events

- Sample agendas – basic and detailed
- Preparation guides
- Music selections
- Suggested speaker guide

General Stage and Site Set Up

- Generic schedule of events
- How to plan and implement a team parade
- Sample team/sponsor bio form for announcements
- List of 20 celebratory messages for site signage



Team D

Team Captain Meetings

- Sample agendas – basic and detailed
- Mini Celebrate activities
- Mini Remember activities
- Mini Fight Back activities
- Recommendations on dos and don'ts for team captain meetings
- Sample music selections, speakers



Celebrate. Remember. Fight Back.



RelayForLife.org



Leadership D

Committee Meetings

- Sample committee agendas – basic and detailed
- Mini Celebrate activities
- Mini Remember activities
- Mini Fight Back activities
- Recommendations on dos and don'ts for committee meetings
- Sample music selections, speakers



Survivorship D

Survivor Involvement

- Survivor definition
- Caregiver definition
- Survivor receptions
- Sample invitation for survivor reception
- Ways to complement your survivor reception
- Activity ideas to engage caregivers
- Survivor/caregiver recognition ideas

Blogging and Forums

Relayers will be encouraged to share their Celebrate. Remember. and Fight Back. stories, ideas, and best practices through blogs and forums on RelayForLife.org.

Team Captain and Committee Meetings

Both team captain and committee meetings offer opportunities to celebrate those who have battled cancer, remember those we have lost, and educate committee members and team captains on ways they can Fight Back against cancer all year long. Included here are sample meeting agendas as well as sample mini ceremonies and activities for celebrating, remembering, and fighting back.



Celebrate. Remember. Fight Back.



Team Captain and Committee Meetings

Sample Agenda – Team Captain Meeting



Relay For Life of (Community name)

Team Captain Meeting #3

March Agenda

- Welcome
- Telling the American Cancer Society Story: Legislative ambassador/ACS CAN
- *Online Benefits
- *Relay Game Show
- Mission Moment: Colon Cancer
(You can locate all Mission Moments on RelayForLife.org on the Fight Back page.)
- *PRIZE PATROL
- Bank Day/Night
- Overview of Award Categories
- *Fundraising Club
- On-Site Fundraising
- Entertainment Update
- Fight Back Against Colon Cancer – Activity
(You can locate all Fight Back activities on RelayForLife.org on the Fight Back page.)
- Q&A
- *Team Mentoring – Held after the meeting
**Items denoted are optional and may vary by Division or by event. How-tos on these can be found on RelayForLife.org in the Relay Library.*
- Next Team Captain Meeting
Date and Time:
Location:



Celebrate. Remember. Fight Back.



Team Captain and Committee Meetings

Sample Agenda – Committee Meeting

American Cancer Society Relay For Life of (Community name) Committee Agenda Date/Time/Location (eight months out)		
<u>Topic</u>	<u>Time</u>	<u>Lead</u>
▪ Introductions	5 min.	
▪ Celebrate. Remember. Fight Back. Activity*	5-10 min.	
▪ Mission Integration Priorities	10 min.	
▪ Goal Setting/1,000-Day Journey	20 min.	
▪ Community Mapping for Teams	35 min.	
▪ Businesses/organizations we have		
▪ What businesses/organizations do to we want to target?		
▪ Chamber list		
▪ Warm leads		
▪ List to team captains for additional potential leads		
▪ Committee Vacancies/Recruitment	10 min.	
▪ Job descriptions will be provided.		
▪ New Business/Review Items from Parking Lot	5 min.	
<p><i>*Choose from a menu of Celebrate. Remember. Fight Back. activities. If Fight Back is chosen, then a Mission Moment could be utilized here. Fight Back Activities and Mission Moments are available on RelayForLife.org on the Fight Back page. Celebrate and Remember activities are also available on RelayForLife.org in the Relay Library.</i></p> <p>Next Committee Meeting: Date/Time/Location</p>		



Celebrate. Remember. Fight Back.



Kickoff and Open House Events

Kickoff and Open House Events

Kickoff or open house events are important events that often symbolize the start of Relay season within the community. And, just like the team captain and committee meetings, these events offer a great opportunity to celebrate those who have had cancer, remember loved ones lost, and remind or introduce participants to ways they can fight back against cancer all year long.

Sample Agenda

2007 Kickoff

Relay For Life of (Community Name)

Celebrate. Remember. Fight Back.

CELEBRATE

- Welcome Event Chair
- Team Recognition
- Survivor and Caregiver Recognition
- Why We're Here
- A Survivor's Story Survivor Speaker
- Celebrating Progress and Success Event Chair/Staff

REMEMBER

- Remembrance Ceremony Luminaria Chair
- A Caregiver's Story Former Caregiver Speaker

FIGHT BACK

- A Sneak Peak at the Relay experience! [Video]
- Get Involved Event Chair
 - Fight Back year-round by visiting RelayForLife.org.
 - Be on the planning committee.
 - Be a team captain or participate on a team.
 - Walk in the Survivors/Caregivers Lap.
 - Be a sponsor.
- Team Packets/Registration Team Development Chair

CELEBRATE Thank you for joining us. See you at our first team captain meeting!



Celebrate. Remember. Fight Back.



Kickoff and Open House Events

Planning an Open House

An open house is a great idea for Relays that would like to have a less formal way to involve and introduce the community to the event and the American Cancer Society.

In the open house concept, each booth represents a different area of Relay. Each booth is decorated with pictures and supplied with brochures, team captain packets, handouts, etc. The event committee – along with survivors, caregivers (former and current), sponsors, successful captains, and Society ambassadors – should be on hand to answer any questions visitors may have.

The atmosphere should resemble a kickoff. It should be festive, with balloons, banners, and music. Open houses can last anywhere from one to three hours. It is up to each committee to decide the length of time that is needed.

Proposed Booths

Registration Area

- Sign-in area for open house attendees
- Team captain packets
- Packet of raffle tickets for various raffles
- Sign up sheet for Team Development committee
- Staff partner business cards
- Raffle tickets – Winner receives team survival kit
- Display of annual shirts, including participant, team captain, survivor, and committee t-shirts

Campsite Selection

- Sign-up sheet for campsites (Teams may reserve campsite from previous year or lay claim to another team's site if they don't hold it.)
- Pop-up tent
- Annual site map
- Sign-up sheets for team support jobs
- Raffle tickets – Winner's team pays no registration fee



Celebrate. Remember. Fight Back.



Kickoff and Open House Events

Proposed Booths

Online Registration

- Live demo of team registration and participant registration online
- Wireless laptops
- Online registration instruction sheet
- Raffle tickets – Winner receives supplies for holding a team meeting

Survivors/Caregivers (former and current)

- Survivor/caregiver registration/invitation form
- Ambassador application
- Program tribute flyer
- Survivor T-shirt on display
- Picture board of last year's survivor/caregiver activities
- Large thank-you note
- Signed survivor banner from past years
- Sign-up sheet for Survivor committee
- Staff partner business cards
- Giveaway: Hope bracelet

Corporate Sponsorship

- Pictures of sponsors from last year
- Sponsorship packets
- Wall of Hope sponsorship
- Fight Back banner – sponsorship proposal
- Ad packets
- Event programs
- Specialty sponsorship signs
- Corporate Sponsorship committee sign-up sheet
- Staff partner business cards
- Giveaway: Event t-shirts



Celebrate. Remember. Fight Back.



Kickoff and Open House Events

Proposed Booths

Luminaria

- Luminaria order forms
- *Why We Relay* DVD playing
- Free luminaria bag to customize
- Luminaria committee sign-up sheet
- Staff partner business cards
- Giveaway: Blinky pin and free luminaria bag

Entertainment

- Entertainment “leads” sheet with Entertainment committee chair contact info
- Proposed contests for Relay or questionnaire regarding interests
- Entertainment committee sign-up sheet
- Staff partner business cards
- Tabletop contests to enter for raffle prize or check with chairs for other ideas

Publicity/Media

- Cable TV Relay video from past year (if available)
- Storyboard with newspaper and magazine articles from past years
- PR story/human interest leads form
- Posters with dates of team captain meetings
- PR committee sign-up sheet
- Staff partner’s business cards
- Raffle – Winner’s team is interviewed for article in local paper



Celebrate. Remember. Fight Back.



Kickoff and Open House Events

Proposed Booths

Fundraising

- Individual fundraising – Storyboard with examples of letters and online donation emails; one-page instruction sheet on individual letter writing
- Team fundraising – Picture board of examples of pre-Relay team fundraising activities; one-page instruction sheet on successful team fundraising techniques; could also have successful teams doing a team fundraiser (daffodils)
- On-site fundraising – Picture board of fun on-site fundraising at Relay
- Fundraising guidebook for new teams
- Goal (thermometer) poster
- Giveaway: mini candy bars with money motif – i.e., Paydays, 100 Grand bars, chocolate coins

Awards/Incentives/Event Achievements

- History of event achievements
- Pictures of last year's top team and individual fundraisers
- Team captain milestones
- Team incentives – Income level signs (silver, gold, diamond, platinum, and purple); individual pins; storyboard listing income level winners from previous year; pictures of winners from previous year
- Individual incentives – Incentive prize sheets from Relay gear; samples of incentives
- Awards – Information sheet with award categories; storyboard award winners; unclaimed awards; referral sheet for potential judges; Spirit Award traveling trophy from previous years
- Raffle tickets – Winner receives basket of fun Relay items



Celebrate. Remember. Fight Back.



Kickoff and Open House Events

Proposed Booths

Mission Delivery/Advocacy

- RelayForLife.org/Fight Back page display
- Picture A Cure – electronic or hard copy
- American Cancer Society accomplishments
- American Cancer Society programs and services
- Hope Lodge® information
- Patient navigator
- Advocacy update – Fight Back successes, such as anti-smoking legislation, etc.
- Health promotion business cards
- Patient navigator business cards
- Raffle tickets – Winner receives mission delivery basket

Mini Celebrate and Remember Activities

Each of us has our own special reason we Relay, and being given an opportunity to celebrate or remember that reason can make a difference in how much Relay touches our lives. Captain and committee meetings as well as kickoff events bring us together for practical reasons – there are decisions to be made and information to share. Taking the time to stop and celebrate and remember our reason to Relay and our reason to fight back is just as important.

Included here are examples of mini celebrate and remember activities you can include in your team captain and committee meetings and kickoff events. Additional activities can be found on RelayForLife.org.



Celebrate. Remember. Fight Back.



Kickoff and Open House Events

Celebrate Activity

“Treasure Celebration”

Supplies Needed:

- Nestlé’s Treasures candy
- Cling wrap
- Purple ribbon

Before the meeting, wrap Nestlé’s Treasures candy in cling wrap and tie it with ribbon.

Ask a guest speaker to emcee the celebration

- Invite survivors to come to the front of the room.
- Invite caregivers (former and current) to come forward.
- Invite team captains of five or more years (or other number of years determined by committee) to come forward.
- Invite the top 10 fundraising teams to come forward.
- Invite the top 10 individual fundraisers to come forward.
- Invite ACS CAN members to come forward.

As each group moves to the front of the room, ask committee members to hand out packets of candy.

Once the entire group is standing at the front of the room, ask the emcee to say, “Thank you so much. We treasure everything you do.”

Once the celebration is over, ask the Team Development committee to give a recap of last year’s successes.

For example:

- Local accomplishments
- Number of teams
- Number of survivors
- Dollars raised
- Services provided



Celebrate. Remember. Fight Back.



Kickoff and Open House Events

Remembrance Activity

“Star of Remembrance”

Supplies Needed:

- Star of Remembrance cutouts
- Markers/pens
- Stickers (optional)



As team captains come into the meeting, hand them a Star of Remembrance. Ask them to take their seats at the tables and to write who they Relay for on the sticker. Then have them place the sticker on the center of the star.

Ask guest speaker to read the following:

If you are a caregiver of someone lost to cancer, please remember them by holding your shining star high.

Let us pause for a moment of silence as we celebrate and remember the memory of the lives of those we have lost.

If you are a caregiver whose loved one is still with us, please honor them by holding your shining star high.

If you are a survivor, please celebrate by holding your shining star high.

If you are someone who has not been personally affected by cancer but Relays to make a difference, please hold your star high to signify hope.

“As we raise our stars high, please take a moment to celebrate, honor, and remember everyone affected by cancer.”



Celebrate. Remember. Fight Back.



Event Communication and Local Media

Event Communication and Local Media

Encourage your PR chair to include personal stories that tie the Celebrate. Remember. Fight Back. messaging into your event newsletters and articles sent to your local media. Telling the story of Relay and the American Cancer Society can best be done using the stories of those who have been touched by the important work we do.

In addition, using the simple CRFB messaging in developing your event PSAs will help them appeal to a broader community audience. Included here are examples of PSAs that use CRFB messaging.



Celebrate. Remember. Fight Back.



Event Communication and Local Media

For Immediate Release
NAME, PHONE NUMBER
DATE

Survivors Lap Begins American Cancer Society Relay For Life

(CITY) – In a nation where more than (NUMBER) people will be diagnosed with cancer this year, (COMMUNITY) is invited to celebrate life. The American Cancer Society Relay For Life is a unique fundraising event in which teams of participants take turns walking the track for 24 hours in an effort to fight cancer. This year's Relay For Life will take place at (LOCATION) on (DATE).

The message of the event is that no one fights cancer alone. At (TIME), all cancer survivors, meaning anyone who has ever been diagnosed with cancer, will join together on the track and walk or wheelchair the first lap, unified in victory and hope. This emotional lap honors the courage of all who have defeated cancer.

The atmosphere of Relay For Life is one of camaraderie and celebration, and this event provides an opportunity for cancer survivors to pass the torch of hope on to those still battling cancer or those that might be touched by cancer in the future. Because no one fights cancer alone, friends, family members, and caregivers are encouraged to attend the Survivors Lap and join their loved ones as they walk around the track.

If you are a cancer survivor and would like to take part in the Relay For Life of (COMMUNITY), please call your American Cancer Society at (PHONE NUMBER). All survivors receive (a free Relay For Life T-shirt).

For more information on cancer, call the American Cancer Society at 1-800-ACS-2345, or visit www.cancer.org.

The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives and diminishing suffering from cancer, through research, education, advocacy and service.

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Celebrate. Remember. Fight Back.



Event Communication and Local Media

For Immediate Release
NAME, PHONE NUMBER
DATE

Luminaria Ceremony Honors Cancer Survivors and Remembers People Who Have Lost the Battle

(CITY) – A special Luminaria Ceremony will be held during the American Cancer Society Relay For Life of (COMMUNITY) at (LOCATION) on (DATE) at (TIME).

The Luminaria Ceremony an opportunity to remember those lost to cancer and to honor people who are still battling the disease. Luminarias representing people touched by cancer in the community will be lit and line the entire track. All members of (COMMUNITY) are invited to attend the ceremony and to honor or remember a loved one with a luminaria.

“It will be beautiful when all the bags with candles are illuminated around the track,” said (NAME), luminaria chair. “We hope everyone from the community will join us for the Luminaria Ceremony.”

Relay For Life is a fun-filled, overnight event. Teams of eight to 15 members gather with tents and sleeping bags to participate in the largest fundraising walk in the nation. Relay For Life brings together friends, families, businesses, hospitals, schools, churches and people from all walks of life. Teams seek sponsorship prior to the Relay with the goal of eliminating cancer.

(COMMUNITY’s) cancer survivors, meaning anyone who has ever been diagnosed with cancer, will kick off the Relay For Life on (DATE) at (TIME) with the official Survivors Lap; then, the rest of the participants join the fun. Information about luminarias, forming a team, or walking in the Survivors Lap is available by calling (PHONE NUMBER) or visiting www.relayforlife.org.

For more information on cancer, call the American Cancer Society at 1-800-ACS-2345, or visit www.cancer.org.

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Susan Myers

At age 14, Douglas Myers was the “quintessential boy ... full of energy. He loved to be active,” said his mother, Susan Myers.

That all changed when Douglas was diagnosed with Ewing’s sarcoma while he was a freshman in high school. He endured surgeries and chemotherapy before losing his battle at just 17 years old.

Myers was her son’s caregiver as he fought back against the disease. It was during this time she also decided to wage her own fight back by joining the Relay For Life of West Hartford, Connecticut.

“Relay For Life has given me a place where my voice, combined with the voices of others who have similar experiences, can be heard!” she said.

“Relay and the advocacy activities of ACS CAN provide me with a vehicle to join my voice with others to get critical messages in front of those who can make a difference,” said Myers, a Celebration on the Hill Community Ambassador.

She says Relay also gives her an opportunity to remember her son’s life, as well as to celebrate her youngest sister, who will soon celebrate her fifth year as a breast cancer survivor.

Myers says that while she enjoys celebrating with her sister, her emotions are bittersweet as she continues to grieve for her son Douglas.

“We were blessed to be with Douglas when he died on the last day of his junior year in high school,” she said. “He was voted ‘Best Smile’ by his classmates, as his smile lit up a room.”



The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service.

No matter who you are, we can help. Contact us anytime, day or night, for information and support.



1.800.ACS.2345
www.cancer.org

Hope.Progress.Answers.®