

# AMERICAN CANCER SOCIETY RELAY FOR LIFE



## Campus Team Captain Guide



# You are making an impact.

Team Captains are vital to our mission, and we're excited to welcome you to the passionate group of cancer fighters, who are working hard to finish the fight on more than 500 college campuses all across the country. As a leader on your campus, you are helping to spread the mission of the American Cancer Society to your classmates, friends, and neighbors. Your efforts connect students, faculty, and staff to the numerous programs and services that the American Cancer Society offers to assist cancer patients and their families. By choosing to be a part of something bigger than yourself, you'll be able to stand alongside nearly 8,000 passionate collegiate Relay For Life Team Captains who are helping the American Cancer Society save more lives from cancer every day.

## About Relay For Life

Founded by Dr. Gordy Klatt in Tacoma, Washington, in 1985, the American Cancer Society Relay For Life movement is the world's largest fundraising event to end cancer, uniting communities across the globe to fight back against this disease. Teams camp out at local schools, parks, or fairgrounds and take turns walking or running around a track or path. Each team is asked to have a representative on the track at all times, while entertainment, music, and fun activities keep things lively. Symbolizing the battle waged around the clock by those facing cancer, the event can last up to 24 hours and empowers communities and individuals to take a stand. Dollars raised help the American Cancer Society save lives by supporting education and prevention efforts, funding groundbreaking cancer research, and providing free information and services for people with cancer who need them.

You are part of a new generation of Relay participants and volunteers that, in 2013, raised \$23.1 million at 506 college campuses, while 151 high school events raised \$7.2 million, and approximately 1,200 elementary and middle school events raised \$2 million.

## Team Captain Checklist to Finish the Fight

Let's do this! Team Captains like you are making a remarkable impact in the fight against cancer. Follow these steps to get started.

- Your number one role as Team Captain is to recruit team members and motivate your team.
- Provide team members with fundraising tools and guidelines.
- Work with your team to develop a fundraising goal.
- Meet regularly with your team development chair or team ambassador to get crucial information, tips, and inspiration.
- Host regular team meetings to plan fundraising activities and ensure everyone has the information they need.
- Keep up-to-date on important due dates and deadlines from the Relay For Life event you are participating in.
- Ensure each team member has completed the proper forms prior to the event.
- Communicate with your team members regularly.
- Recognize the cancer survivors and caregivers on your team.
- Thank team members for their time and commitment to the fight against cancer.

## Engaging Team Members

- After you have registered as a Team Captain, invite others to register online. Once they do, they are responsible for personalizing their fundraising Web page and sending fundraising emails to friends and family.
- Soon after online registration, participants will receive a team member guide in the mail. Encourage them to read the information and visit their personalized URL for more fundraising tips and ideas.
- All team members should be active participants.
- Each team member is encouraged to raise a minimum of \$100.
- Ask your team members to help organize their own team fundraiser. Team members can help you recruit additional members, including survivors and caregivers

# Your donations are making a difference.

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



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

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



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

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



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

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



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

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



## \$100 Fundraising Commitment

The dollars you raise help the American Cancer Society save more lives from cancer, which is why each Relay For Life participant is asked to raise a minimum of \$100. Once a registered participant reaches the \$100 achievement, they will be members of the Hope Club. All Hope Club members receive the commemorative T-shirt for the event. For more information, visit your personalized URL provided in the enclosed welcome letter.

## We need your help.

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



# Fundraising Tips

The number one reason people don't donate is because they are never asked. Fighting cancer is a cause that is easy to rally around and one that many people will gladly support. Below are a few examples to help with your fundraising efforts:

**Make a list** of potential donors, including everyone you know. Ask for donations in a personal letter or send an email through your My Relay dashboard on [relayforlife.org](http://relayforlife.org). Get started by making a donation yourself and ask others to match it!

**Honor someone.** Encourage a cancer survivor to join your team and walk in their honor. A real-life story makes your fundraising personal.

**Share your story.** Talk to advisors, professors, and administrators. Everyone is touched by cancer. Tell them why you are participating in the Relay For Life movement and ask them to support your efforts and help finish the fight against cancer!

**Fundraise online** and with social media by sending emails or making social posts to ask for a donation. Let them know if you are walking in honor of someone and explain why the cause is important to you. Link to your personal fundraising Web page and share regular updates on your progress.





**Fundraise as a team** to maximize your impact and have fun in the process. Choose a fundraising activity that people would typically spend money on and ask for donations. For example, your team could host tie-dye T-shirt parties, host a Zumbathon or hold a date auction, dodge ball tournament, or concert.

**Fundraise on the go** by downloading the Relay For Life mobile app or a mobile-friendly version of [relayforlife.org](http://relayforlife.org). You can keep track of your fundraising efforts wherever you go!

**Fundraise at the event** not only to add to the fun atmosphere of your event, but to keep your fundraising efforts going throughout the day and night. On-site fundraisers like face painting, lap beads, and photo booths are a blast and can significantly increase your team total.



# Guidelines

## Safety

Safety is a key component to the success of Relay events for the experience of all participants. Please review the guidelines below to help plan for a fun and safe event. If you need help or have more specific questions about these guidelines, please contact your American Cancer Society staff partner.

1. While the American Cancer Society insurance covers approved fundraising activities on-site at the Relay For Life event, the Society does not provide coverage for team/participant fundraising activities taking place before or after the Relay event off-site. The team planning the activity assumes responsibility for this, and it may be a factor in deciding whether your team can move forward with a particular activity.
2. High-risk activities of any nature should be discussed with your American Cancer Society staff partner before moving forward with any plans to have these on-site at an event. These activities include (but are not limited to): fireworks, car smashes, dunk tanks, tethered hot-air balloons, climbing walls, and contact sport activities. These activities must be thoroughly evaluated and, if approved, will require additional methods of mitigating and transferring risk from the Society. The Society is prohibited from conducting or allowing activities at Relay For Life events that are excluded from our insurance policy. These include (but are not limited to): watercraft, aircraft, untethered hot-air balloons, bungee jumping, and motorized racing, no matter if a third party is willing to insure the activity.
3. Other on-site activities or elements that teams or the event leadership may want to include at the event site and which have a degree of risk that may require extra safeguards are: golf carts, bounce houses, cooking grills, and fire pits. Additional safety precautions (such as the use of waivers), as well as approval from the site owner, may be necessary.

4. Youth teams must be accompanied by a chaperone at a Relay For Life event. One chaperone age 25 or older is required for every 10 team members who are under the age of 18, and chaperone agreements must be signed and turned in prior to the event.
5. Please remember that all American Cancer Society Relay For Life events are both alcohol-free and tobacco-free, in accordance with our mission.
6. Attendees should not bring pets to a Relay For Life event, unless it is specifically a Bark For Life® activity. This is for the safety of the pets and other participants. Service animals are welcome at all Relay For Life events.

## **Fundraising**

While items cannot be sold at Relay For Life fundraising activities, some items can be given away in exchange for a donation. If you have questions or need additional state-specific guidelines, please contact your American Cancer Society staff partner.

### **You Cannot Accept a Donation For:**

- Anything with American Cancer Society or Relay For Life name/logo on it (example: items purchased at the American Cancer Society Gift Shop or Relay For Life participant T-shirts)
- American Cancer Society- or Relay For Life-branded items that can be purchased from or returned to a store, vendor, or the Internet

### **You Can Accept a Donation For:**

- Homemade cookbooks (with team name only)
- Homemade holiday crafts
- Baked goods
- Relay For Life-branded donation cards: suns, moons, luminaria, fundraising feet, cupcakes, or Bark For Life paw prints (ask your event committee for details)
- Services (car washes, yard work, housecleaning, etc.)
- Activities (bowling, skate parties, game nights, etc.)
- Unused or unwanted items through a garage sale or yard sale

# Special Fundraising Recognition

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

## **Relay For Life Nationwide Team Fundraising Club**

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

## **Relay For Life Individual Fundraising Club**

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

### **Individual Fundraising Milestones**

#### **Hope Club**

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

#### **Grand Club**

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

#### **All Star**

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

*For more information about these programs and to download the fundraising club incentive flyers, visit your personal URL or [relayforlife.org](http://relayforlife.org).*

# Resources

## Relay Nation, college.relayforlife.org, and relayforlife.org

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



College.relayforlife.org is a resource specifically designed to assist our collegiate and high school volunteers with fundraising, recruitment, and integrating the mission of the American Cancer Society with their campus culture. By visiting the website, you can connect with

our campus volunteers, learn how other schools have helped the American Cancer Society, and share successful ideas of your own!



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

## Event Website

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



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