

# AMERICAN CANCER SOCIETY RELAY FOR LIFE



## Campus Team Member Guide



## You are making an impact.

As a collegiate Relay For Life participant, you are a part of a new generation of leaders in the fight against cancer. By recruiting, fundraising, and volunteering on your campus, you are helping to spread the mission of the American Cancer Society to members of your campus community. 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 90,000 passionate collegiate Relay For Life Team Captains who are helping the American Cancer Society save more lives from cancer every day.

*If you are under the age of 18, please remember to obtain permission from your parent/guardian before participating in Relay For Life events. Ask your Team Captain for more information.*

## My Relay For Life of \_\_\_\_\_

Team member name: \_\_\_\_\_

Team name: \_\_\_\_\_

My personalized URL: \_\_\_\_\_

*(can be found on welcome letter)*

My fundraising goal: \$ \_\_\_\_\_

Team Captain: \_\_\_\_\_

Team Captain phone/email: \_\_\_\_\_

Event date: \_\_\_\_\_

Event location: \_\_\_\_\_

Event times: \_\_\_\_\_

Event website: \_\_\_\_\_

## What is Relay For Life?

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

### Event Highlights



#### Opening Ceremony

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



#### Luminaria Ceremony

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



#### Closing Ceremony

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



## Your donations are making a difference.



**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.



**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 [acsan.org](http://acsan.org).

## Your checklist to help finish the fight.

By joining the Relay For Life movement, you can make an impact in the fight against cancer. Follow these steps to help fund the fight:



**1. Officially register online** at [relayforlife.org](https://relayforlife.org) and pay the registration fee.



**2. Personalize your Relay For Life fundraising Web page** and be sure to post the link on your social media sites and send emails to friends, family, and classmates asking for a donation.



**3. Help your team reach its fundraising goal** by setting and achieving your own personal goal. Each team member is encouraged to raise at least \$100. Consider making a personal donation to the American Cancer Society to get started.



**4. Be an active participant on your team.** Stay in touch with your team captain. Attend team meetings, help plan and attend team fundraisers, and volunteer to take on a responsibility the day of your event.



**5. Recruit additional team members.** Invite family, friends, and classmates, as well as survivors and caregivers to join or support your team.

## 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 your participation in your Relay For Life event, you could help fund the next big cancer research breakthrough, provide information and support for people facing the disease, and help educate your community about cancer's causes and ways to prevent it.

## Fundraising Ideas

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

**Incorporate your Relay event into your routine.** From clubs and organizations to study groups and sports teams, think of all the different groups of people you interact with on a regular basis. Is there a way that you can tell people about your Relay For Life fundraising next time you go to basketball practice or a club meeting? Opportunities can be found everywhere.

**Provide a service.** Baby-sitting, car washes, dorm room/apartment cleaning, and garbage pickup. Ask others if they would be willing to give you a donation for providing these services. Supporters will often give over and above, knowing that you are raising money for the American Cancer Society.

**Host a fundraising event.** What better way to raise funds and have fun with your closest friends than to host a fundraising party. Host a costume party or theme dinner. Have your friends make a donation to attend.

**Fundraise on the go.** Download 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!



## 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](http://college.relayforlife.org), and [relayforlife.org](http://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](http://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](http://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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