

# **American Cancer Society South Atlantic Division**



## **College Fundraising Guidebook**

## College Fundraising Guidebook

Dear South Atlantic Team Captain:

So here you are...reading this because one of your friends convinced you to give up your Saturday night of debauchery for this crazy, campus wide event called Relay For Life. Well, don't fret my dear child, because by the end of this experience you'll be able to say you participated in the LARGEST, FASTEST GROWING fundraiser in the history of mankind; an event so outrageously primo that it raised over \$405 Million nationwide in 2007 alone! Totally gnarly, don't you think? Trust us, we already know...

But I digress... so now that you've gotten everyone registered at 10 bling-bling a pop, it's finally time to fundraise, or should I say *intensely* FUNdraise. I know your type quite well, you keep thinking to yourself "how in (enter your divine being here) am I going to raise this mullah?" Well, to quote the title of the book I just read, "you're stronger than you think". Okay I didn't actually read it, but I think almost picking it up at Barnes and Nobles constitutes a reference. But my point is, you can and will accomplish it with a little bit of effort and some planning.

With over 22 years under our belt, we at ACS offer you special South Atlantic Volunteers these few nuggets of wisdom. First, you CAN raise \$100/team member more easily than you think. The key is to start early, create a plan, and keep the team motivated. That's it! This Fundraising Guidebook is designed to give you the nuts and bolts of Relay For Life fundraising by offering different ideas to help your team reach its goal.

To be a truly successful team captain the answer is simple: choose a fundraiser inside this booklet and make it happen. Get the whole team involved in making the fundraiser the best it can be. If each of our teams, at all of our collegiate events, made a commitment to run just ONE of these fundraisers, the financial impact in just one year would be quite groovy.

To those prolific (yes I had to use a thesaurus) inventors out there, savvy enough to design their own campus fundraiser, please help us by submitting your idea for this guidebook. We need to stay fresh, which means continually updating our fundraisers as they change with the times. Please address all new ideas to Frank O'Driscoll at the email below.

As a team captain you have a great deal of responsibility, because you are the glue that holds each of our events together, without you, there would be no Relay For Life. For this reason, we at ACS (committee members included) applaud you for your unwavering commitment to Relay For Life. *Because of You, Lives are Saved, Lives are Changed...*

Frank O'Driscoll  
Fto@georgetown.edu  
South Atlantic Division Task Force



### 3 Fundraising Fundamentals

- **ACS!** Whatever your fundraising event, remember to promote it as an American Cancer Society Relay For Life event! For more information on ACS, visit [www.cancer.org](http://www.cancer.org).
- **Be informed & be informative!** People are more inclined to give a donation when they know their money will be used. Remember, ACS has become the leader in the fight against cancer because of its EARS; its efforts in Education, Advocacy, Research, and its Services.
- **Motivate the people around you!** We all have a Reason to Relay...tell donors why you have personally taken up the fight against cancer.

### 6 Steps for the most SUCCESSFUL Team Captains:

1. Call members of your team and meet with them; challenge them to achieve!
2. Borrow the Relay video and show it at your team meeting!
3. Ask someone from the RFL Planning Committee to help motivate your team!
4. Set high goals! However cliché, always shoot for the stars!
5. Dedicate your efforts to someone from your team or their family members!
6. Make sure your team utilizes the matching gift forms through your parents' companies!

## Fundraising Ideas

**Change:** What is the quintessential (yes, we just used that word) representation of the modern college student? Solo Cups! Give each student a solo cup with a Relay For Life sticker attached. Have participants collect spare change throughout the semester to place in the cup. Towards the end of the semester hold a special bank night to collect all of the spare change your participants have collected.

**Silver Statue:** What college ladies don't like guys with 8 packs? Find your local Hotties and have them paint themselves in silver paint, and we mean completely. Pick a crowded area and have your "statues" stand all day in a small baby pool. As people walk ask them to throw in their extra change for your modern Greek Adonis. For extra publicity have your statue paint the Relay For Life logo in the center of his chest. *From the University of Georgia, Athens, Ga.*

**Golf tourney:** Perfect for fraternities, this fundraiser involves creating an 18-hole green somewhere on your campus. Draw up a map, get registrants, and have a Sunday golf tournament. For those teams catering to a 21 and over crowd you can guess what goes at the last hole!

**Bodacious Basketball Players:** Have people vote to see one of the basketball players dress up as a woman. Charge a dollar per vote.

**Facebook/Myspace/Friendster/or whatever you kids use these days:** Send 20 facebook messages asking for \$5 a piece.

**Dollar Days:** Pick a specific day and allow teams to pick locations throughout campus. They ask for dollars from passer-byes. When they receive the dollar, they give the donor a Relay star or moon on which they sign their name. All the moon and stars are later posted on campus. It is a big hit. Teams make around \$100.00. *From Old Dominion University, Norfolk, Va.*

**Raffles at Team Captain Meetings:** Pass around a Relay Hat at your TC meetings and ask people to put a few dollars in. Next, give everyone a raffle ticket and pick one randomly from a hat. That winner gets all the money raised and can put it towards their own team total! *From Old Dominion University, Norfolk, Va.*

**Date Auction:** Ask local restaurants and movie theaters to donate gift certificates or packages for a date. Then auction off team members for dates. College events can hold their auction at a pep rally or in a well known place on campus and can make big \$\$ by getting the campus' favorite sports team to be the auctioned prize. Money made from each person can either go to their individual total or into the general team total.

**Email Campaign:** Letter writing is the number one way to raise money across any non-profit. Send a letter to friends and family using your Web site's email campaign system. Below is an example letter from Georgetown University's Mascot, Jack the Bulldog.

**Subject Line:** I may be a Bulldog, but cancer ain't no Bull\*&^%

Dear Hoya Friend,

I am Jack the Bulldog and my Hoya buddy (*ENTER NAME*) asked me to send you this e-letter, because as the best damn mascot from any University in the Big East, I always bring home the gold! Most of my friends at Georgetown think that all I do is lay around the Jesuit Residence Hall all day getting fat while occasionally ripping up boxes. Little do they know that all that rest and relaxation is preparing me for my big games. I need to make those GU coaches proud out there on the field. Trust me, it really is tough work being the beacon of hope for those Gtown Hoyas...they mean business.

Speaking of business, let's get down to it. I am emailing you because your friend wanted me to ask you to financially support a huge, campus-wide event taking place on April 21-22, 2007 on the Multi-Sports Complex: the American Cancer Society's Relay For Life. Relay For Life is a 12-hour overnight event in which teams of 8-15 fundraise for the American Cancer Society and camp out in a team effort to fight cancer.

This year, George(we beat duke)town is embarking on its first Relay For Life event. We want to show Harvard, Yale, Duke, and Boston College that we can beat them on and off the field. Georgetown hopes to raise over \$50,000 for the American Cancer Society and I am asking you to help out your friend so they can reach their fundraising goal.

100% of the proceeds go directly to the American Cancer Society to help fund Research, Education, Advocacy, and all the Programs and Services they offer. ACS has helped fund over 40 Nobel Prize Winning Laureates, runs vital programs and services in YOUR community, advocate for increased cancer spending on capital hill (my old stomping grounds), and even works to educate the population on how to decrease their risk of cancer. The work they do is so important to keeping up the fight. To help support the American Cancer Society's Relay For Life of Georgetown University, please follow the link below and take two minutes to make a donation online.

Again, thanks for making Georgetown's Relay For Life a huge success...people like you will help the American Cancer Society give the gift of a cancer free world.

Jack the Bulldog (woof, woof!)

PS. For more information about the American Cancer Society please visit [www.cancer.org](http://www.cancer.org)



**Bar/Restaurant Night:** Team members find local bars or restaurants willing to sponsor a night in which 50% of the money made that day goes to your school's Relay For Life. Volunteer your team members to help serve or bus the tables. Have team members/servers wear Relay gear and make sure to send an e-letter from Convio asking all registered participants to come support your efforts! Virginia Tech has found this to be so successful that they have added a planning committee member just to set up restaurant and bar nights for the months leading up to their event. **ADDED BONUS:** Generates publicity in the community for your event!!!

**Pink/ Purple Toilet:** We've all heard of chaining purple toilets or flamingoes on your fraternity/sorority lawns. Try something new! Get a Purple toilet from a local junk yard, paint it purple, and replace a professor's office chair with the toilet. For \$10 they can get have it removed, but for \$20 they can write a friendly letter and have the toilet sent to a colleague's office. Having a large sign accompanying the toilet to say that donations go to the Relay For Life will draw more attention and get more people interested.

**Purple Toilet Alternative Version:** Originally started by one of our faculty teams. They painted a small toilet purple and placed it on an employee's desk. If it got on your desk, you had to pay to get it off and then it was moved to the next person's desk. This faculty team raised over a \$1000! *From Old Dominion University, Norfolk, Va.*

**Ask everyone you meet:** Even if you have sent out letters, be sure to carry a luminary/donation form with you so that when you talk to people about Relay, you can ask them to donate right on the spot. Don't prejudge whether people will give. Let them say no or ignore you rather than not ask.

**Sponsor a school sporting events:** Get permission to have proceeds from a school sporting event go to your local Relay For Life. Hold 50/50 and other raffles. Use Convio e-campaigns to encourage team members to wear Relay gear to bring in support. Try to hold a Relay activity at half time to promote Relay For Life involvement.

**BOOB Cookies:** This is used as both a fundraiser and as a reminder for yearly mammograms. Place two cookies together and cover them with pink icing to make BOOB cookies. We use the tag line "*Come play with our boobs*" or "*Grab our boobs*". Be sure to cater to all ethnicities b/c you don't want to offend anyone. We had people buying extras to give to their friends. Also, we have people collecting extra change in double D bras. This year we are thinking of collecting a bunch of old bras and making a chain around our fundraiser. Remember – we want to use “edgy” but NOT offensive marketing for our events!!!

**Suc For A Buck:** Go door to door and ask fellow students to pay you a dollar to vacuum their dorm room. This is a great fundraiser for campuses with huge dorm halls.  
*From James Madison University, Harrisonburg, Va.*

**Faculty Arrest:** We have students nominate teachers and/or staff who they would like to have "arrested" on a pre-scheduled day in March. We first get nominations from students and compile our own list. Then we contact the faculty/staff and see if they would like to participate. Their obligation is to come to the library (we do actually “arrest” some of the participants and have the police bring them to “jail”) and sit at a table, surrounded by a fake jail. They then use cell phones and call everyone they know to raise money to get out of jail. Some sit there all day and have a great time heckling the students who walk by and calling everyone they know!

Now, here's the tricky part: In order for us to have a set amount of money that they need to raise to get out of jail that day, we (the committee) sit at tables around campus the week before the actual arrest day and we have mason jars with the participants pictures and names taped on the front of them. Students then put money in the jar of the person they would like to keep in jail and we always tell them that the more money they give the longer the person will stay in jail! So on the day of the event, we tell the faculty/staff participants how much money was raised to keep them in jail and they have to match that amount to get out.

When the participants use the cell phones to call people, they get a confirmation from the people that they will send a check to either our ACS office or to the faculty/staff person and then we collect that money later on from each participant.  
*From Clemson University, Clemson, SC*



**Baby-sitter Service:** Baby-sitters are always a commodity. Send out a letter to all your faculty members letting them know you are baby-sitting for a cause - Relay For Life.

**Bowling Chance:** This example is a great fundraiser to do on your quad or in an area people frequent between classes. \$1 gives you the chance to throw two balls from a toy bowling set. If the participant makes a strike, their name is entered twice into a drawing. If they make a spare, their name is entered once into the drawing. The team is to solicit a nice prize for the drawing.

**Comedy Club:** Ask a local comedy club to host an evening in support of Relay For Life. Invite all teams to sell tickets. For instance, if a team sells 10 tickets at \$10 each, they just raised \$100 for Relay For Life. If you don't have a comedy club in your area, try to recruit talent to put one together and use it as a team fundraiser.

**Deliver meals:** have a meal day where your team will cook and deliver breakfast, lunch or dinner to other businesses in town. Fax them a few days ahead of time to inform them of the menu, cost, and how to order.

**Envelopes at Restaurant Tables:** Teams generate donations by placing a Relay For Life envelope at every table, stating "Please Support Our Relay For Life Team and the American Cancer Society." Waitresses check envelopes after each seating.

**Sun and Moon Cards:** Sun and moon donation cards are paper cutouts of a sun and moon in Relay For Life colors. The cards are then hung at the participating store, and sometimes the team takes the cards to their Relay For Life to decorate their campsite. Bar codes are included on the backs of the sun and moon cards for checkout convenience. Ask your ACS staff partner to get these for you.

**Sports Tournaments:** Organize your teams for bowling, hockey, basketball, volleyball and soccer tournaments. Invite other teams to come and sell drinks and food as a fundraiser for their team. We're all in this together!



**Sing-a-gram:** This is great for holidays like Valentine's or St. Patrick's Day. Have a team member dress up like Cupid or a Leprechaun and bring the whole team around singing to those who pre-purchased singing telegrams. Make sure recipients know it is for Relay For Life, they may also offer a monetary donation.

**Pie the po-po/professor:** This fundraiser is quickly becoming a Loyola tradition, because it is so fun and such a great way to raise money! Get your own campus police involved by having them volunteer to sit on the quad while students throw pudding pies at them. It's a great way to let out the pent up anger for busting up your party from the previous weekend.

**Power hour CDS:** Easy to make, even EASIER to sell at your campsite! Create a power hour CD and sell them at your campsite for \$2.

**Athletic Auctions:** This fundraiser was originally organized by auctioning off seats at prime sporting events. Ask your overachieving teams to prepare an Athletic Auction, filled with seats, signed memorabilia, season tickets, and even dates with hawt Athletes!

**Trash Collection:** Everyone knows the worst part about college (next to laundry) is taking out the trash. Raise tons of money by going door to door collecting trash from each dorm room. This fundraiser is great after those Saturday night parties. Ask for \$2 per bag and get the whole team to divide themselves up to cover more of campus.

**Homemade dinner:** Have your team ask for donations to place their name in a raffle for a homemade dinner for them and 15 of their friends.

**Top-less Car Washes:** Advertise your carwash as a topless car wash and watch the guys flock. The catch is you only wash the tops of the cars; they must pay extra to get the bottom washed. That's what they get for those naughty thoughts!

**Relay shirt tie-dyed (\$2 ea.):** This is a great on site fundraiser. Keep in mind the shirts may not be white, so you might have to come up with other alternatives.

**Valentine's Message Board:** For a suggested donation, students can post a Valentine's message in a designated area - cafeteria, dorm commons room...

**Pizza nights:** Local pizza place donates or discounts pizza and students preorder. Make sure you get the pizza places to place Relay For Life pizza flyers on the top of each box.



**March Madness:** Some college committees dedicate an entire week to fundraising. They get a team to run an on the quad fundraiser each day and promote Relay For Life. This has proved to be a huge success and is the source of many a fundraisers, such as Pie the Po-Po and the Hope Billboard.

**HOPE Billboard:** Create the word "HOPE" out of 4x4 pieces of wood. Paint them purple and charged \$1 for people to put their hand prints in white on them. Then display the billboard at your event. This is a great way to raise money fast and promote Relay For Life. This can also be used with signatures and white wood paint pens.

**Root Beer Pong:** Need we say more? Root beer pong is a great on-site fundraiser where the symbol of college life meets Relay For Life. Have people donate a dollar to play. Sorry peeps, but Beruit just doesn't fly here.

**Can Collection:** Not a Keg Campus, that's okay! Collect those cans from your Saturday night parties and make bank at the grocery store.

**Sumo Wrestling:** Who doesn't love sumo wrestling? Get sumo wrestling costumes donated and place a sash on each that says "Cancer" and another that says "Relay For Life". Get students walking across the quad to pay to sumo wrestle each other for a donation. This also works with alligators and gladiators.

**Bank For a Semester:** Give everyone on your team a bank to put a few dollars in each week beginning right when you get back to school. Three weeks before the event, count up their totals and have a team fundraiser to get the rest of the money needed to reach your team goal.

**Change Makes a Lot of Cents:** Bank and credit union teams post this message at the teller line – Donate the cents from your deposit to the (name of the Bank) Relay For Life team and help fight the war against cancer. If your check is for \$187.67 your donation is just 67 cents. We might just find the cure for cancer right in your pocket. All proceeds benefit the American Cancer Society.

**Chili Cook Off:** Have a HOT-HOT-HOT Chili Cook off. This is great way to promote healthy team competition or spark fraternity rivalry.

**Day of Cleaning Raffle:** Team members donate a suggested five hours to house clean your home for spring.

**Keg Night Decorates service:** No time to decorate .... Holiday Decorating Service with special keg decoration! For added pizzazz try purple kegs and eggs!

**Dunking Booth:** Set up a dunking booth on the quad a month before Relay. Recruit campus celebrities to sit for you.

**Miss Relay Pageant:** Hold a Miss Relay Pageant at your event and get guys to dress up in their sexiest outfits and strut their stuff from campsite to campsite. The male, erhhh, we mean female, with the most money in his purse at the end of the night gets to keep his pride.



**Errand Service:** Never have time...run an errand service!

**Fast Food Restaurants:** Ask you local Fast Food restaurants if they will have a RELAY day. Either a percentage of the day's earnings or from a certain item on the menu will go towards your team. Your team should be on hand to ask for donations from the patrons as well as be able to talk about the event. This works especially well with restaurants that have heavy student traffic. Try calling this, Fry Day Friday when you publicize.

**Sun Block Massages:** This is a great onsite fundraiser or for Friday afternoons on the quad in spring time. Offer massages for a donation to the event, tie in the mission of the American Cancer Society by massaging participants with sun block.

**Student-Faculty Basketball Game:** Set up a benefit basketball game between the basketball team and on campus police/faculty.

**Wait Tables:** Work with a restaurant that will let you designate a specific night to benefit your team for Relay. Your team would be the waiters for the evening and would collect all the tips as well as a percentage of that evening's receipts. Make sure all your friends and family eat at that restaurant during this RELAY great benefit. This works especially well at pizza parlors or hometown restaurants.

**Balloon Pop:** In this variation of a traditional raffle, team members collect prizes as well as donate their own goods or services as prizes. Before filling a balloon with helium, put a note inside with the name of a prize. People donate \$1 to buy a balloon and pop it to find out what they have won. This is a great onsite activity.

**Bench Press Contest:** Have a bench press contest at the school gyms to promote fitness and raise Relay money. The participant who can press his own weight the most times wins. Divide contestants into categories. Allow women to press half of their weight. Award trophies and charge a registration fee. Ask for donations for luminaria and sign up new teams. This works especially well as a fundraiser for the football team.

**Romantic Dinner for Two:** Raffle off a dinner that you and your team prepares, serves and cleans up afterwards. Make sure you pick a romantic setting and don't forget the candles! This is great as a Valentine's Day fundraiser.

**Grocery Store Bagging:** Arrange to bag groceries at your local store and ask customers to ante-up to the next dollar amount for Relay. Also make sure you include a Relay canister at each register.

**Jukebox:** Build a jukebox out of a cardboard box. Have a male and female singer inside and when someone puts money in have the singers sing a tune! This is great for an on campus singing group such as the Chimes. They can sing all day long on the quad.

**Use Our Team Day:** Raffle off your team for an entire day for whatever the participant needs.

**Wishing You Well:** Set up a "wishing well" at a department or store with a sign explaining that all proceeds go toward Relay For Life and a cure for cancer!