



Relay For Life Activities & Entertainment Chair Guidebook

American Cancer Society
Eastern Division



RelayForLife.org



AMERICAN CANCER SOCIETY RELAY FOR LIFE



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AMERICAN CANCER SOCIETY RELAY FOR LIFE

Celebrate.

Remember.

Fight Back.

Welcome to the Relay For Life committee!

On behalf of the Eastern Division Relay For Life Business Unit, thank you for playing an integral role in the mission of the American Cancer Society. Together, we are **saving lives** and creating more birthdays by helping people stay well, helping people get well, by finding cures, and by fighting back.

Every role on the Relay For Life committee is an important one, and one person cannot do it alone. It takes about 12-16 people to create a good Relay; the more people on the committee the better the Relay! The most successful Relay For Life events in the country have committees with 20 members or more.

The Relay For Life committee is led by an Event Chair or Co-Chairs. The Chair or Co-Chairs act as project managers to ensure the rest of the committee are on track, have the resources they need to be successful, and that they are following up with assignments. Each sub-committee has a Chair and sub-committee members. The sub-committee Chair takes the lead by making plans, delegating responsibilities, and reporting both progress and obstacles to the full committee. The sub-committee members carry out the plans, accept assignments, and support the full committee.

There are some resources that you'll want to keep handy throughout your term (usually 2 seasons) on the Relay For Life committee:

- **This committee guidebook**
- **Relay Central** – <http://www.RelayForLife.org/NYNJ> - a website with Eastern Division-specific information and resources
- **RelayForLife.org** – <http://www.RelayForLife.org> - a national website with information, video training, resources, blogs, forums, and more
- **Regional Mini-Conference** – check with your staff partner about upcoming trainings in your area

By joining the Relay For Life committee, you are leading your community – or campus – in the fight against cancer. You are taking responsibility for one aspect of the Relay For Life...one piece of the puzzle...to help ensure its overall success. The funds raised at Relay For Life help support the mission of the American Cancer Society. On the next few pages, you'll read about the accomplishments that have been possible thanks to Relay For Life teams, participants, donors, and committee members – like you.

Again, we thank you and wish you success in your role on the Relay For Life committee!
~ The Relay For Life Business Unit

Where Do the Dollars Go?

Points of pride

Together we're **saving lives** and creating more birthdays by helping you stay well, helping you get well, by finding cures, and by fighting back.



Stay well: We help you take steps to prevent cancer or detect at its earliest, most treatable stage.

- The American Cancer Society's telephone counseling service, Quitline[®], doubles a person's chances of quitting tobacco for good. Since 2000, we have helped 400,000 tobacco users by offering one-on-one support and customized quit tools
- We develop guidelines for nutrition and physical activity and cancer screenings so that you know how you can help prevent cancer, and what tests you need to find cancer early.
- We work with employers, health care systems, and communities throughout New York and New Jersey to create healthy environments that support healthy lifestyles.
- More than 800 companies nationwide are using Active For Life to make it easier for you to stay physically active and manage your weight. This year, we launched Choose to Change[®], a counseling service for nutrition and weight management.
- We provide tips, tools, and online resources to help you set goals and stay motivated to eat healthy and maintain an active lifestyle. You can create a personalized health action plan to discuss with your doctor at cancer.org.

Get well: We're in your corner round the clock to guide you through a cancer experience.

- Our phone lines are open every minute of every day and night for people needing answers. Every year, we provide information, help, and support to nearly one million people who call us at 1.800.227.2345.
- We're a trusted resource for more than 23 million visitors to cancer.org each year who access the latest updates and news on cancer and listings of local programs and services.
- Through our clinical trials matching service, we connect patients with more than 64,000 treatment options.
- We offer a wide array of support services through regional offices in New York and New Jersey, including compassionate, knowledgeable patient navigators who provide one-on-one guidance in hospitals and treatment centers.
- Local survivorship programs such as Look Good... Feel Better, Reach to Recovery, and Man to Man provide hope to those going through cancer treatment.
- Our three Hope Lodges in Manhattan, Buffalo, and Rochester served nearly 3,000 patients and provided 27,000 free nights of lodging last year. Our nationwide network of 28 Hope Lodges helps more than 30,000 patients annually—saving families tens of millions of dollars in lodging by providing a free place to stay while going through treatment far from home.

- We offer an online support community for cancer survivors and caregivers that has brought together more than 93,000 people since 2000.
- In 2009, we served nearly 41,000 patients in New York and New Jersey—more than ever before. We expanded our Eastern patient service center to better respond to needs.

Find cures: We're getting results by funding research that helps us understand cancer's causes, determine how best to prevent it, and discover new cures.

- We have contributed to a 14 percent decrease in the cancer death rate since the early 1990s. That means about 650,000 deaths were avoided and more birthdays were celebrated.
- We've had a hand in nearly every major cancer breakthrough of the past century, such as confirming the link between cigarette smoking and cancer, establishing the link between obesity and multiple cancers, developing drugs to treat leukemia and advanced breast cancer, and showing that mammography is the most effective way to detect breast cancer.
- We're the largest non-governmental funder of cancer research in the United States, having spent more than \$3.3 billion on cancer research since 1946. Last year, we funded 320 new research grants totaling \$145 million. Nationwide, nearly \$500 million in multi-year research grants are at work, and every discovery benefits our communities.
- We fund beginning researchers with cutting-edge ideas early in their careers—42 of whom have gone on to win the Nobel Prize, the highest accolade of scientific achievement.
- This year, we enrolled 500,000 participants in Cancer Prevention Study 3 at Relay For Life. The study is focused on how genetics, lifestyles, and environments affect cancer risk.
- American Cancer Society-funded researchers in prestigious institutions such as Memorial Sloan Kettering Cancer Center, Cold Spring Harbor Laboratory, University of Rochester, Columbia University, New York University, Princeton University, University of Medicine and Dentistry of NJ, and Roswell Park Cancer Center are innovators—scientists at the beginning of their careers. ACS-funded researchers have discovered breast cancer genes, Herceptin, and Gleevec.
- Last year, American Cancer Society-funded researcher Dr. Yibin Kang at Princeton University discovered a gene responsible for breast cancer metastasis in up to 40 percent of cases. A treatment can now be developed to block this gene's activity.

Fight back: We help pass laws that defeat cancer and rally communities to join the fight.

- People who live in New York and New Jersey are protected by smoke free laws, thanks in part to the efforts of the Society and our nonpartisan advocacy affiliate, the American Cancer Society Cancer Action Network (ACS CAN).
- New York and New Jersey have some of the lowest smoking rates and highest tobacco taxes, thanks to decades of work.
- We helped pass state laws ensuring that people have access to and coverage for lifesaving screenings and treatment.
- We have helped three million uninsured, underinsured, and low-income women get breast and cervical screening tests and follow-up treatment since 1991, and along with ACS CAN, we have successfully fought for legislation protecting this care.
- We are fighting for health care reform that focuses on prevention, ends the practice of denying coverage because of preexisting conditions, limits the cost burden on families, and ensures coverage for all Americans.
- We are working for state laws requiring chain restaurants to post calories for standard food items to give consumers information to make healthier choices.
- We fought to ensure that cancer patients in chronic pain have better access to prescriptions

ACTIVITIES & ENTERTAINMENT CHAIR guidebook
and relief.

- One in 100 Americans participates in one of the 5,000 American Cancer Society Relay For Life events across the globe, comprising the world's largest movement to end cancer.
- Making Strides Against Breast Cancer unites nearly 250,000 individuals—all who believe we can make breast cancer history—at 22 locations in New York and New Jersey

Relay For Life Overview

What is Relay For Life?

Relay For Life is the American Cancer Society's signature activity. It offers everyone in a community an opportunity to participate in the fight against cancer. Teams of people camp out at a local high school, park, or fairground 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 during the event. Relays are an overnight event, up to 24 hours in length.

Teams of people from all walks of life have fun while raising much-needed funds to fight cancer and raise awareness of cancer prevention and treatment. No matter who you are, there's a place for you at Relay. To participate, form a team, or dedicate a Luminaria at your local American Cancer Society Relay For Life, please call 1-800-ACS-2345 or visit www.cancer.org.

Relay For Life is a life-changing event that brings together more than 3.5 million people 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 people 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.

Philosophy – Why We Relay

The American Cancer Society Relay For Life represents the hope that those lost to cancer will never be forgotten, that those who face cancer will be supported, and that one day cancer will be eliminated.

Why Relay?

One in three people will be diagnosed with cancer during their lifetime. The funds raised at Relay save lives by funding cutting-edge cancer research, early detection and prevention education, advocacy efforts, and life-affirming patient services. It is because of your involvement that we are able to save lives, help those battling cancer, and empower all to fight back against the disease.

National Relay For Life Event Standards

Overnight Event

The American Cancer Society Relay For Life was originally created as a 24-hour event to represent the fact that cancer never sleeps. Someone who has cancer battles it 24 hours a day. Those Relays fewer than 24 hours in length (usually 12 to 18 hours) are still overnight. Overnight can be defined as sunset to sunrise.

Opening and Closing Ceremony

Relays begin with an opening ceremony, which clearly emphasizes that Relay For Life is an American Cancer Society event. The opening ceremony includes an opening lap by cancer survivors that sets the tone for the entire event. The closing ceremony provides another opportunity for cancer survivors and their caregivers to walk the track and to celebrate their success.

Luminaria Ceremony

Luminaria, paper sacks filled with sand to support a lighted candle, are a Relay For Life tradition. The Luminaria Ceremony is often referred to as the Ceremony of Hope. It is a time to remember people we have lost to cancer, to support people who currently have cancer, and to honor people who have fought cancer in the past. The power of this ceremony lies in providing an opportunity for people to work through grief and find hope.

Survivorship Activities

Survivorship activities include hosting a reception, as well as giving a special recognition memento to survivors (a sash, pin, or special shirt). Additional survivorship activities are encouraged.

Mission Delivery

Educational activities at Relay result in greater awareness of cancer prevention and early detection methods. Relay supporters have evolved into year-round collaborative partners who promote cancer awareness and programs before, during, and after Relay.

Team Registration/Commitment Fee

Teams that pay a commitment fee are more likely to follow through on their participation and fundraising. If nothing else, the commitment fee covers the costs of printing the registration materials and other event overhead costs. There is no nationally recommended amount, although many Relays charge \$10 a person or \$150 a team.

Tobacco-Free Environment

A tobacco-free environment does not mean banning smokers/chewers. Rather, we encourage their participation but prohibit their use of tobacco during the event.

No Alcohol Allowed

Relay For Life is a family event and often held on school property; therefore, alcohol is always prohibited.

Follow National Text/Graphic Standards

All national text/graphic standards for Relay must be adhered to. (The American Cancer Society Relay For Life Standards manual can be ordered by your staff partner from the shared services fulfillment center – product number 7542.24.)

National Relay For Life Event Recommendations

- Caregiver ceremony
- Sponsorships
- Team and individual incentives
- Expense ratio of 10 percent
- Communication/newsletters
- Team captain/leader meetings
- Bank nights

Always Focus on Teams

Emphasis should be placed on encouraging businesses, service clubs, and school teams to bring their families to the event, thereby leading to greater retention of teams. Relay is a family-friendly event.

Mentor Teams Through Time

Groom teams through time to raise more funds. These participants become the source of your new committee members and provide new doorways into the community. Involve teams in other American Cancer Society activities throughout the year.

Communicate, Communicate, Communicate

Inform teams through emails and e-newsletters through Relay Online (Convio), as well as meetings. Educate people on the information, programs, and services that the Society provides.

Location, Location, Location

Relays are typically held at school or community football fields, fairgrounds, or parks.

Length of Event

It is at least 12 hours, always overnight, usually starting on Friday evening. The majority of the events last 18 to 24 hours. The longer the event, the greater the opportunity for mission delivery, advocacy, fundraising, relationship building, and the recruitment of volunteers.

Totality of the Event

Participants describe Relay as a life-changing event, one that provides them an opportunity to heal and grow. Relay can be like a support group for cancer survivors, caregivers, and their family and friends.

Relay For Life Across the Country

Since the American Cancer Society Relay For Life began, a single event has become an international movement to end cancer. Now the largest grassroots fundraising event in the world, Relay For Life is a success because of the impact of its volunteers around the globe. Here are a few key numbers that demonstrate the Power of Purple:

- Relay supporters raised approximately \$400 million in 2009
- More than 3.5 million Americans supported Relay in 2009
- Relay has raised more than \$3.5 billion to fight cancer since 1985
- In total, 5,100 communities hosted Relay For Life events in 2009
- Across the United States, 150 new communities joined the Relay For Life movement in 2009

There are 13 Divisions of the American Cancer Society in the United States:

- **California Division, Inc.** – California
- **Eastern Division, Inc.** – New York, New Jersey
- **Florida Division, Inc.** – Florida, Puerto Rico
- **Great Lakes Division, Inc.** – Michigan, Indiana
- **Great West Division, Inc.** – Alaska, Arizona, Colorado, Idaho, Montana, North Dakota, New Mexico, Nevada, Oregon, Utah, Washington, Wyoming
- **High Plains Division, Inc.** – Hawaii, Kansas, Missouri, Nebraska, Oklahoma, Texas
- **Illinois Division, Inc.** – Illinois
- **Mid-South Division, Inc.** – Alabama, Arkansas, Kentucky, Louisiana, Mississippi, Tennessee
- **Midwest Division, Inc.** – Iowa, Minnesota, South Dakota, Wisconsin
- **New England Division, Inc.** – Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont
- **Ohio Division, Inc.** – Ohio
- **Pennsylvania Division, Inc.** – Pennsylvania
- **South Atlantic Division, Inc.** – Delaware, Georgia, Maryland, North Carolina, South Carolina, Virginia, Washington D.C., West Virginia

Within the **Eastern Division**, we have 21 Regions:

Upstate New York:

1. **Capital New York** – Albany, Columbia, Fulton, Greene, Montgomery, Rensselaer, Saratoga, Schoharie, Schenectady, Warren, and Washington Counties
2. **Central New York** – Cayuga, Clinton, Essex, Franklin, Hamilton, Herkimer, Jefferson, Lewis, Madison, Oneida, Onondaga, Oswego, and St. Lawrence Counties
3. **Hudson Valley** – Dutchess, Putnam, Sullivan, Rockland, Orange, and Ulster Counties
4. **Lakes (New York)** – Allegany, Livingston, Monroe, Ontario, Seneca, Steuben, Wayne, and Yates Counties
5. **Southern New York** – Broome, Chemung, Chenango, Cortland, Delaware, Oswego, Schuyler, Tioga, Tompkins, and Otsego

6. **Western New York** – Cattaraugus, Chautauqua, Erie, Genesee, Niagara, Orleans, and Wyoming Counties

Metro New York:

7. **Bronx** – Kings County
8. **Brooklyn** – Bronx County
9. **Manhattan** – New York County
10. **Nassau** – Nassau County
11. **Queens** – Queens County
12. **Staten Island** – Richmond County
13. **Suffolk** – Suffolk County
14. **Westchester** – Westchester County
15. **Asian Initiatives** – Offices in Queens, NY and Cedar Knolls, NJ

New Jersey:

16. **Central New Jersey** – Mercer and Middlesex Counties
17. **Jersey Shore** – Monmouth and Ocean Counties
18. **Metro New Jersey** – Essex, Hudson, and Union Counties
19. **Northwest New Jersey** – Hunterdon, Morris, Somerset, Sussex, and Warren Counties
20. **Northern New Jersey** – Bergen and Passaic Counties
21. **South Jersey** – Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, and Salem

International Relay For Life

Planning an overseas holiday? Why not include visiting an International Relay in your vacation plans? In 1996, the United Kingdom became the first country to launch a Relay For Life outside the United States, marking the global debut of what has become the world's largest volunteer fundraising event. The growth of Relay around the globe is a powerful reminder that cancer affects everyone. Today, nearly 1,000 communities in 20 nations, outside the United States, proudly host Relay For Life events.

Australia
Brazil
Canada
Denmark
France
Germany
Guatemala

Honduras
Ireland
Jamaica
Japan
Luxembourg
Malaysia
Netherlands

New Zealand
Philippines
Portugal
South Africa
Taiwan
United Kingdom
United States

Step 1 – Recognize Your Commitment

Job Description: Activities & Entertainment Chair

The Entertainment & Activities Chair and sub-committee is responsible for overseeing all entertainment, activities, ceremony, and award arrangements for the Relay For Life event.

Responsibilities:

- Recruit subcommittee partners - Entertainment, Activities, Ceremonies & Program, and Awards & Prizes
- Attend the Relay committee meetings and maintain communication with other event chairs.
- Plan a balanced schedule of new and old entertainment and activity ideas for the Relay
- Recruit quality entertainment acts throughout the Relay
- Organize and encourage fun activities throughout the Relay
- Plan quick and meaningful Relay Ceremonies
- Secure awards and prizes for the Relay
- Print Relay program/schedule for participants on site.
- Manage entertainment and activities on site at the Relay
- Recruit teams among community contacts.
- Promote Relay as an event within the community.
- During the event, thank teams, sponsors, survivors, and other participants whenever possible.

Qualifications/Skills:

- Knowledge of and commitment to the American Cancer Society Mission.
- Knowledge of the community for recruitment of volunteers.
- Interest in leadership with the American Cancer Society.
- Detail-oriented.

Support Provided:

- Receives training from Event Chair or American Cancer Society staff partner
- Guidebook complete with expectations, instructions and resources
- Regional RFL Mini-Conference
- Samples and examples on The Link (www.societyslink.org)
- Additional resources, guidebooks, podcasts, blogs, forums, and e-Learning courses (video training) found on RelayForLife.org >> Committee Chair Toolkit
- All necessary print materials

Staff & Volunteer Partners:

- Overall Event Chairperson
- American Cancer Society Relay Staff Partner
- Subcommittee members
- Volunteers

Your Role on the Relay Planning Committee

Your Event Chair has asked you to fill this Committee position because you bring unique talents and skills to do this role well! As a Relay Planning Committee member, your role is to take care of all aspects of your focus area, Entertainment & Activities, to the best of your ability for the Relay For Life event. As a member of the Relay Planning Committee, you should:

- **Attend all Relay Planning Committee meetings** (or at least send one member of your Entertainment & Activities sub-committee if you are unable to attend a meeting). For summer Relay events, meetings are typically once a month during the fall/winter and more often as the Relay approaches.
- **Work on your focus area outside of Relay Planning Committee meetings.** ^x Relay Planning Committee Meetings are not “group decision making time”. Your Event Chair and the committee trusts you to take care of your focus area without a lot of input from the whole committee during meetings.

^x Relay Planning Committee meetings should be an opportunity to report back on progress your sub-committee has made in your focus area. For example, for a June Relay, here are some things you might want to report on during different times of the year:

- In the fall, report to the committee on your plans for making the Relay Entertainment, Activities, Ceremonies, and Awards fresh and exciting for the upcoming year.
- Throughout the fall, assist the Team Development sub-committee with team recruitment and Kickoff planning to help make the Kickoff fresh and exciting.
- In the spring, assist the Team Development sub-committee with ideas to keep the Team Captain Meetings fresh and exciting. Also communicate your Relay activity plans and award plans with the Team Captains.
- Throughout the spring, make regular reports on your progress recruiting and confirming entertainment acts, planning activities, and gathering prize donations for the Relay. Also report on Ceremony planning progress.
- In April, report on draft entertainment and activities schedule for the Relay with any holes still needing to be filled. Also report on collaborations with the Logistics sub-committee for the layout of the entertainment and activity areas on site, any stage/sound system updates, etc.
- In early May, report on full entertainment and activities schedule as well as solid ceremony plans for group feedback before being finalized. Also present a solid list of donated awards and prizes and plans for distributing them. Also begin to collect information from all subcommittees for putting together the Relay

program.

- In late May, present final Entertainment and Activities schedule, final ceremony plans, and final prize and award list to the committee. Also collect final changes for program information, and present plans for program printing and distribution.
- In June, re-confirm all entertainment acts, and distribute copies of the Relay program to teams at Bank Night to promote the Relay Entertainment & Activities. And prepare for managing Relay Entertainment, Activities, Ceremonies and Awards on-site at the Relay.
- **Communicate regularly with your Event Chair.** You should touch base with your Event Chair regularly outside of Planning Committee meetings. Touching base with your Event Chair should include progress reports, questions, and any issues you may be dealing with. Your Event Chair is there to help and support you.
- **Be ready to discuss big pieces of the Relay that affect the whole committee** at different times during the season
 - For instance, team recruitment and the Kickoff are big pieces at the beginning of the Relay season that the whole committee should be helping with.
 - Make sure you are spreading the word about Relay to your friends, family and co-workers and passing warm leads for teams and sponsors on to those sub-committees.
- **Take advantage of the opportunity to work together with other sub-committee Chairs** in other focus areas on topics that overlap. We have provided a list of possible collaborations for you below, but this is not an all encompassing list. For instance:
 - work closely with the Team Development sub-committee to assist with keeping all meetings exciting and fresh, and also to effectively communicate entertainment and activities details to Team Captains.
 - work closely with the Logistics sub-committee to finalize all site layout plans for Entertainment and Activities areas, and also to secure necessary logistical items like a stage, sound system, audience chairs, activity tent/tables, etc.
 - work with all sub-committees to collect important information for the Relay program (possibly including a team list, sponsor list, site map, Relay schedule, Relay thank yous, special poetry, etc).

Your Role Leading the Entertainment & Activities Sub-Committee

As the Entertainment & Activities Chair, you have agreed to take care of the Entertainment & Activities needs of the Relay For Life event in your community. The great news is that you don't have to do it alone! Recruit a friend or two to help you as subcommittee partners and share the volunteer work together. Everything is more fun with a partner! As the Entertainment & Activities Sub-Committee Chair, you should:

- **Recruit partners to help.** You can read more about this later in this guidebook. Also, suggested role delineations are included in the following pages. These roles are suggestions that help keep the workload manageable for each partner, but each Relay ultimately chooses how to distribute the work based on the skills, abilities, and time of

the volunteers involved.

- **Delegate clearly.** Make sure that every partner on your [specific] sub-committee knows exactly what they are being asked to accomplish and agrees to do it.
- **Communicate regularly.** Keep in regular contact with your partners to make sure they feel comfortable with their tasks and that things are moving forward. It may also be helpful to hold sub-committee meetings where all of your partners get a chance to meet one another, work together, and share ideas.
- **Complete Entertainment & Activities planning tasks.** Work on and complete the parts of Relay Entertainment & Activities that you have agreed to within your sub-committee. Suggested role delineations are provided in the following pages.
- **Ensure that someone from the Entertainment & Activities sub-committee attends the Relay Planning Committee meetings.** It is important that your sub-committee is represented at every meeting to report back on your progress, contribute to large Relay decisions and solutions, and work with other sub-committees as needed.
- **Follow up.** Make sure that all of the important aspects of Relay Entertainment & Activities outlined in this handbook are being covered and getting completed. Step in as needed to make sure they get done.
- **Recognize and appreciate the contributions of your partners.** Thank each of your sub-committee partners and make sure they know how much you appreciate their help and how they made a difference to the success of the Relay.

Partnership Agreement

Sample Relay For Life Committee Member/Event Chair Partnership Discussion

Relay For Life Committee Member: _____

Event Chair: _____

Staff Partner: _____

Date: _____

In order for a volunteer partnership or staff/volunteer partnership to be successful, we must have a clear understanding of the purpose of each of the roles that the volunteer and staff members play within the American Cancer Society Relay For Life event.

One intention of this document is to gain a better understanding of what the volunteer is looking for in their experience to be sure that we are fulfilling those needs. Another intention is to understand the role that the staff partner plays in terms of coaching volunteers for all of their events.

Committee Member

The reason that I am dedicated to the American Cancer Society mission is:

My vision for the Relay For Life of _____ is:

Our goal for the Relay For Life of _____ is to:

Be Engaged in the Recruiting Teams, Sponsors, Cancer Survivors and Caregivers and Meet the Event Fundraising Goal to Fund Vital Patient Services, Education, Advocacy Efforts and Research that supports my community members and those across the country.

I understand my role to be:

I understand the key responsibilities of my Committee position to include:

- 1)
- 2)
- 3)
- 4)
- 5)

We have discussed the following:

- Succession plan
- Volunteer career path
- Trainings that are available to me.

My qualities that I feel will best compliment this role include:

I would like to receive further support and training in the following areas:

I like to be recognized the following ways:

The reason that I am most excited about volunteering for Relay For Life is:

The legacy that I would like to leave this Relay For Life event is:

In order for our Relay For Life event to be successful, I understand the need for regular communication through in person meetings, phone calls, e-mail (if applicable).

The day & time of the week that works best to meet with my Event Chair is:

The time of the day that is most convenient for me to discuss Relay updates & answer questions is:

I prefer to be contacted at the following phone number: _____

I understand that the term for the Relay For Life Committee Member is 1 year with a possibility of a second term if mutually agreed upon by myself and the American Cancer Society.

I am committed to the fight against cancer and the mission of the American Cancer Society. I understand that our Relay For Life event represents our chance to raise awareness for our community while raising funds for the Society's lifesaving mission of eliminating cancer.

Committee Member Commitment: _____
(Signature)

Event Chair

The reason that I am dedicated to the American Cancer Society mission is:

My vision for the Relay For Life of _____ is:

Our goal for the Relay For Life of _____ is to:

Be Engaged in the Review of the Community Assessment and Goal Setting Process and Meet the Event Fundraising Goal to Fund Vital Patient Services, Education, Advocacy Efforts and Research that supports my community members and those across the country.

I understand my role to be:

I understand the key responsibilities of the Event Chair position to include:

- 1)
- 2)
- 3)
- 4)
- 5)

My qualities that I feel will best compliment this role include:

The reason that I am most excited about chairing Relay For Life is:

The legacy that I would like to leave this Relay For Life event is:

In order for our Relay For Life event to be successful, I understand the need for regular communication through in person meetings, phone calls, e-mail (if applicable).

The day & time of the week that works best to meet with my committee member is:

The time of the day that is most convenient for me to discuss Relay updates & answer questions is:

I prefer to be contacted at the following phone number: _____

My role is to work closely with our staff partner to provide coaching, support and resources to our Committee.

I am committed to the fight against cancer and the mission of the American Cancer Society. I understand that our Relay For Life event represents our chance to raise awareness for our community while raising funds for the Society's lifesaving mission of eliminating cancer.

Event Chair Commitment: _____

(Signature)

Suggested Timeline

This is a loose timeline to give you a feeling for what to expect throughout the Relay season.

11 to 12 months before event

- Event chair(s) recruited and trained
- Secure facility for Relay and finalize the date, time, and location of event
- Plan for the event, including goals for number of teams, survivors, sponsors and plans for other areas of the Relay For Life
- Begin corporate sponsor recruitment and continue through Relay For Life

9 to 11 months before event

- Event Chair(s) recruit committee members to fill Relay Planning Committee
- Conduct all Partnership Agreements so all Sub-Committee Chairs & Members understand their roles
- Sub-Committee Chairs recruit partners to help in their focus area
- Plan/schedule Relay Committee Retreat (training for committee members)
- Review data from last year as a full committee; include teams, sponsors, wrap-up notes, etc.
- Build a Team Development Plan including both Recruitment and Retention, and begin reaching out to invite past teams to come back; include a Team Blitz Week in the plan

6 to 9 months before event

- Hold Relay Committee Retreat for your committee
- Committee meetings should focus on:
 - Committee and Sub-Committee recruitment and development
 - Sponsor recruitment updates
 - Designing a team development plan for the entire committee including both Recruitment and Retention (i.e., Team Blitz Week)
 - Kickoff planning and invitation list
- Begin planning a Kickoff as an entire planning committee led by the Team Development sub-committee; set date, time, and location
 - Each sub-committee should contribute in some way to the Kickoff:
 - Registration & Accounting will need to collect forms and money
 - Relay Online Chair should make sure there are computers available to register at the Kickoff
 - Entertainment & Activities should help create an exciting program
 - Food & Hospitality should secure food donations and make sure everyone feels welcome at the Kickoff
 - Et cetera

5 to 7 months before event

- Committee meetings should focus on:
 - Team recruitment and retention progress (Team Blitz update) and updates from all sub-committees.
 - Have all past teams been contacted?
 - Have new potential teams been identified?
 - Have all returning and potential teams been invited to the Kickoff?
 - How is the entire committee participating in identifying potential teams and giving warm leads to the Team Development Sub-Committee?
 - Sponsor recruitment updates
 - Publicity progress focusing on team recruitment
- Hold your Relay Kickoff (ideally 5 months prior to your Relay)
 - Advertise local Team Captain University
 - At this point you should have 50% of your returning teams from last year registered
 - Be sure to follow up on the phone or through email with all attendees and those who could not attend the Kickoff

4 months before event

- Committee meetings should focus on:
 - Team Recruitment & Retention progress as a committee – You should have 50% of your total team goal registered by this point. If not, brainstorm how to catch up with focused recruitment approaches from the whole committee.
 - Each Sub-Committee should report back on the plans and progress for their focus area
 - Survivor report on recruitment/retention progress
 - Publicity progress focusing on team recruitment and raising awareness of event in the community/ on the campus
- Host a Team Captain’s University (TCU) for all Team Captains, or publicize Regional TCU
- Hold first team captain meeting (ideally 3.5 months before Relay); focus on:
 - Phase 1: Team Building and Planning (review registration process, encourage team communication and goal setting, begin team fundraising event planning)
 - Review Team Fundraising ideas, including sales, dinners, tournaments, Mini Relays, etc.
 - Review Registration and t-shirt deadlines
 - Review incentive prize program, All Stars, and Team Fundraising Club
 - Review team mentor program – highlight great teams from last year offering to help new teams
 - American Cancer Society education/ mission moment
 - Team questions and answers

3 months before event

- Committee meeting should focus on:
 - Team recruitment progress
 - Survivor recruitment progress
 - Publicity focusing on survivor recruitment and raising awareness of event in community
 - Logistical plans for the Relay (items needed as donations, layout plan, etc.)
 - Each Sub-Committee should report back on the plans and progress for their focus area
- Hold second team captain meeting ideally 2.5 months before Relay; focus on:
 - Review Phase 1: Team Building and Planning quickly (registration, goal setting, planning)
 - Focus on Phase 2: Fundraising (individual AND team, successful ideas, highlight successes)
 - Emphasize individual letter-writing/online fundraising & team fundraising activities
 - Mention Registration & t-shirt deadlines
 - American Cancer Society education/ mission moment
 - Questions & answers

2 months before event

- Committee meeting should focus on:
 - Team recruitment progress. You should have 75% of your total team goal registered by this point. If not, brainstorm how to catch up with focused recruitment approaches from the whole committee
 - Survivor recruitment progress
 - Publicity focusing on survivor recruitment and raising awareness of event in community
 - Logistical plans for the Relay (items needed as donations, layout plan, etc.)
 - Entertainment & Activities plans and progress, especially for Ceremonies
 - Fundraising progress report by Registration & Accounting Sub –Committee
 - Each Sub –Committee should report back on the plans and progress for their focus area
- Hold third team captains meeting ideally 6 weeks before Relay; focus on:
 - Review Phase 1: Team Building and Planning quickly for any new teams (registration, goal setting, planning)
 - Review Phase 2: Fundraising (Fundraising - individual & team, successful ideas, etc.)
 - Focus on Phase 3: Preparing for Relay Fun! (team theme and decorations, on-site fundraising, walking schedule, what to bring, activity sign-ups, healthy competition between teams, etc.)
 - Last minute fundraising ideas, such as an Online 10-Day Blitz
 - Incentive Prize, All Stars, Team Fundraising Club, and Team Awards information to encourage friendly competition – highlight the current fundraising leaders
 - American Cancer Society education and advocacy update
 - Questions & answers

1 month before event

- Committee meeting should focus on:
 - Team recruitment progress. You should have 100% of your total team goal registered by this point. If not, brainstorm how to catch up with focused recruitment approaches from the whole committee.
 - Survivor recruitment progress. You should have about 75% of your survivor recruitment goal by this point. If not, brainstorm how to catch up with focused recruitment approaches.
 - Fundraising progress report by Registration & Accounting Sub-Committee
 - Bank Night planning and scheduling. All committee members should participate and help with Bank Night.
 - Logistical plans for the Relay, including items needed as donations, layout plan, set up and tear down plan, on-site emergency plan, on-site security plan, rain plan, on-site communication, etc.
 - Entertainment & Activities plans and progress, including Ceremony plans and Relay Program needs from the whole committee.
 - Food & Hospitality plans and progress, including food and decoration donations. Plans for greeters to welcome participants to Relay.
 - Each Sub-Committee should report back on the plans and progress for their focus area.

2 weeks before event

- Committee meetings should focus on:
 - Logistical plans and updates for the Relay, including items needed as donations, layout plan, set up and tear down plan, on-site emergency plan, rain plan, on-site communication among the committee, etc.
 - Bank Night Planning. Coordinating last-minute details and who will do what for Bank Night.
 - Fundraising progress report by Registration & Accounting Sub-Committee.
 - Relay Program information coordinated by Entertainment & Activities Sub-Committee.
 - Each Sub-Committee should report back on the plans and progress for their focus area

1 to 2 weeks before event

- Hold Bank Night(s)
 - All committee members should help set up, man a station, count money, and tear down
 - All Society accounting and cash handling procedures should be followed, including counting in a secure location
 - Report fundraising progress to all Relay participants through email communication

Your Relay For Life!

- Work the Track to begin team retention and committee recruitment for next year
- All Society accounting and cash-handling procedures should be followed, including counting in a secure location
- Each sub-committee should manage their on-site responsibilities and communicate with the Event Chair and the rest of the committee as needed
- Logistics Sub-Committee works with the staff partner and Event Chair to handle any emergencies

3 to 4 weeks after event

- Hold wrap-up meeting for leadership planning committee; focus on:
 - Celebrating success
 - Assessing the event and looking at positives as well as improvements for next year
 - Remember recognition and thank-you's
 - Committee positions and succession planning for next year
 - Discuss next year's event – date, time, location
- Hold wrap-up meeting for team captains; focus on:
 - Celebrating success
 - Assessing the event – what went well, what needs to improve in the future
 - Recognition and thank-you's
 - Discuss next year's event - date, time, location
 - Use Wrap Up Meeting as an opportunity for committee recruitment

Step 2 – Recruit Your Partners

Find Help

Entertainment & Activities covers important parts of the Relay that really impact whether participants want to come back in future years, so even though this part of the Relay can be taken care of by one individual, you will probably want to find help to do it all well. Ideally, you will want to recruit three sub-committee partners (plus yourself) to you cover the following areas: Entertainment, Activities, Ceremonies and Program, and Awards and Prizes. Suggested role delineations are included in the following pages. Ultimately, you can organize your Entertainment & Activities sub-committee however you decide based on the needs of your Relay and the strengths of your subcommittee partners, but the suggested roles work well and split the work in a way that makes sense and is manageable by each person.

Where to Look for Help

When looking for help, first brainstorm people you know who would be good in each role. Consider the skills of each person carefully before asking, rather than simply asking your best friends because they are friends. Look for people who will compliment your skills and abilities and do the job well. Your sub-committee partners could be friends, co-workers, neighbors, or family... ask around to everyone you know because a lot of people enjoy planning entertainment and activities and would appreciate the opportunity to get involved. This could be their outlet for that event planning talent! Next, consider asking people who have jobs that compliment the skills of these roles that you may or may not know very well (possibly someone in a sales position to work on securing prize donations, a musician with connections to recruit entertainment acts, or a city activity coordinator to organize Relay activities, etc.). You might also ask around at a local university, community college, or high school for students interested in some practical event planning and community service experience for their resume. You may have several people tell you no, or they are too busy. That's ok... don't get discouraged. Keep asking and find the right people to help you have top notch Entertainment & Activities Sub-Committee for your Relay event.

Define Expectations with Your Sub-Committee Partners

Once you have asked your partners for their help with Entertainment & Activities and they say yes, next you will want to clearly define their role and expectations. Every volunteer wants to feel needed and important to the overall success of the event, and they also want to have clear direction of how they play a part in that success. Just as you sat down with your Event Chair to define expectations of your role as Entertainment & Activities Chair, be sure to sit down with each of your sub-committee partners and define expectations for them as well. Be sure to cover their role, how they can do it well, and how your entire sub-committee can work together to succeed. Having this Partnership Agreement conversation at the beginning will set you up for success throughout the season. For example, when you recruit someone as your Activities sub-committee partner, you will want to define all the different activities that are part of

that role (adults, kids, team, and track activities). That person won't know how to be successful unless you sit down and have a clear conversation establishing it so you can both move forward.

Lead Your Sub-Committee Well

Now that you have recruited your sub-committee members, be sure to lead them well by communicating regularly, empowering them to do their job, helping motivate them to work hard for the cause, getting them excited about the final Relay and appreciating all their hard work. Weekly calls work well to keep your relationship strong and keep everyone in the loop.

Suggested Role Delineations for Activities & Entertainment Sub-Committee

The "ideal" Entertainment & Activities Sub-Committee would consist of four people, so that no one person feels overwhelmed by the job. These role delineations are suggestions, and you may need to modify them for the number of people, the personalities, and the skills of your Entertainment & Activities Sub-Committee partners.

Entertainment & Activities Sub-Committee Chair: Ceremonies and Program

This person is responsible for:

- Recognize Your Commitment, including attending Relay Planning Committee meetings, reporting on Entertainment & Activities progress, and leading the Entertainment & Activities Sub-Committee.
- Recruit Your Partners, setting overall entertainment goals and direction, and helping sub-committee partners in their tasks as needed.
- Establish a Plan, by establishing a balanced entertainment and activities plan for the sub-committee to work on.
- Plan Relay Ceremonies, working with other sub-committees as needed to make them inspiring to participants.
- Determine Logistical Needs, which includes working with the Logistics sub-committee to make sure that the site is laid out in a way that makes sense and that all necessary equipment is secured for all Entertainment & Activities sub-committee partners.
- Create a Relay Program, with a detailed schedule of all entertainment and activities throughout the Relay, and additional information as collected from other sub-committees as necessary.
- On-Site Management, especially pertaining to the ceremonies.
- Wrap Up, to make sure everything is finished and wrapped up properly.

Entertainment & Activities Sub-Committee Partner: Entertainment

This person is responsible for:

- Recruit Entertainment Acts, which involves brainstorming possible entertainment acts, contacting them and asking for a donation of their time to perform at the Relay, maintaining a contact list of all entertainment acts, confirming their participation and working with the subcommittee to fit them into the schedule.
- Helping to determine Logistical Needs, to secure logistical needs for all entertainment acts.
- Helping to create a Relay Program, by submitting all necessary Relay Entertainment information to be included in the program.
- On-Site Management, especially pertaining to the entertainment acts and transitions.
- Wrap Up.

Entertainment & Activities Sub-Committee Partner: Activities

This person is responsible for:

- Organize Activities, which involves brainstorming possible interactive activities for adults and kids, as well as planning around the track activities and encouraging teams to have activities at their campsites. It also involves scheduling and planning the activities, and securing all necessary items to make activities work.
- Helping to determine Logistical Needs, to make sure that the site is laid out in a way that the planned activities will work and all necessary logistical items are secured.
- Helping to create a Relay Program, by submitting all necessary Relay Activity information to be included in the program.
- On-Site Management, especially pertaining to the activities on the night of Relay.
- Helps with Wrap Up.

Entertainment & Activities Sub-Committee Partner: Awards and Prizes

This person is responsible for:

- Helping to Plan Relay Ceremonies, by working with the Chair to make sure Awards and Prizes are integrated into the Relay ceremonies in a seamless way.
- Secure Awards and Prizes, which involves asking many local businesses for prize donations to provide prizes for activities and for team awards. Also involves working with the Team Development committee to determine team and individual awards, and ordering awards through the staff partner or securing donated awards.

- Helping to create a Relay Program, by submitting all necessary award and prize information to be included in the program.
- On-Site Management, especially pertaining to managing and distributing the Awards and Prizes on the night of Relay.
- This person also helps with the Wrap Up.

Step 3 – Establish a Plan

Remember: a goal is just a dream...with a deadline! Use the suggested timeline in Step 1, along with any feedback from last year's Relay to develop an Action Plan with your Sub-Committee Members. Be sure to delegate responsibilities, provide due dates, and follow up before – as well as after – those due dates. Celebrate successes along the way as tasks are completed to keep your Sub-Committee Members motivated and feeling appreciated.

Be sure to include Entertainment, Activities, and Ceremonies in your plans.

- **Relay Entertainment** — This category is things for Relay participants to watch or listen to during the Relay, but not participate in. Entertainment includes bands, DJs, comedians, dancers, choirs, magicians, and other unique acts that perform in front of an audience, either on a stage or in an open area.
- **Relay Activities** — These are things Relay participants can do during the Relay and require participation to be successful. Activities include contests, talent shows, scavenger hunts, themed laps, card and board games, sporting events, team tent activities like face painting, and other creative ideas that involve audience participation. These can take place on stage, in open areas, around the track, or in team campsites.
- **Relay Ceremonies** — These are planned, scripted times to remind participants why they are at Relay. They are short times in the Relay where everyone focuses on the cancer fighting mission of the American Cancer Society and can include special speakers, live or taped music, symbolic gestures (like cutting or ribbon or spelling words with the Luminaria bags), and other special moments that remind participants about the reason they Relay, including recognizing the people that made the Relay successful. Ceremonies can focus on many aspects of the American Cancer Society's mission, including celebrating cancer survivors, remembering those lost to cancer, and fighting back against the disease, and are a huge part of the memorable experience for Relay participants and are part of what makes a Relay different from other types of cancer walks and fundraisers.

Decide what kind of Entertainment & Activities you would ideally like to have at your Relay For Life event and roughly when you would like to have them during the length of your Relay.

- Do you have any noise or other restrictions to consider?
- When would you like big audience entertainment vs. group activities?
- When will the ceremonies take place?
- How do you want the entertainment and activities to transition in and out of Relay Ceremonies?
- How long is your event, and when do you want the big entertainment, activities and ceremonies to take place during the Relay?

Once you have your plan, create a "hit list" of entertainment acts, activity ideas, and ceremony speakers to pursue so that the whole sub-committee knows who is approaching whom.

Your Action Plan

ACTION	PERSON RESPONSIBLE	DUE DATE	DATE COMPLETED

Step 4 – Recruiting Entertainment Acts

Planning Entertainment

Try to recruit a variety of different entertainment acts for Relay participants to watch. Mix up bands with other types of entertainment, and try not to double book the same type during the event, unless you are doing something special like a “Battle of the Bands”. Also consider that Relay For Life is a community event representing diverse populations and ages... try to make your entertainment reflect your community and be respectful and inclusive of all ages, ethnic groups, and religious beliefs.

Keeping it Fresh

It is very important that the entertainment acts at Relay are different from year to year. As tempting as it is to always have the same bands and the same dance group every year because you know they will say yes, consider mixing it up to keep it interesting for Relay participants. Only ask back the very best entertainment acts, and have a cycle of entertainment every couple of years. Carefully balance a sense of Relay tradition with keeping things interesting and exciting to keep teams coming back every year. The last thing you want is for teams to decide not to come back their third year because it was exactly the same for years one and two. Keep the Relay fresh by considering a variety of entertainment acts and thinking outside the box.

Entertainment Ideas

Every Relay finds amazing entertainment groups that are willing to donate their time to the event for the cause. These are the typical entertainment acts you might be able to find in your community, but the sky is the limit on entertainment. Feel free to book any entertainment as long as they have a respectful act, since it is a family event. Make sure you clearly communicate what you expect from entertainment acts as far as their material...you don't want negative surprises on stage in front of the whole group!

- Live Bands (professionals willing to donate their time, high school bands, marching bands, etc)
- Choirs/Vocal groups (adults or children, show choir, jazz group, barber shop, etc)
- DJs (can also share cancer facts and make announcements)
- Dance groups (ethnic dancing, kids, hip hop, square dancing, cheer squads, etc)
- Magicians/Illusionists
- Demonstrations (martial arts, hula dancing, yo-yo, Frisbee, etc) – these could also be activities
- Comedians/Improv groups/Impersonators
- Movies (projected on a wall or screen during the night hours)

Consider Entertainment Transitions

How are you planning to introduce each group? Do you want to recruit an emcee for the Relay, or multiple emcees to take different shifts? Or do you want the groups to introduce themselves? Make sure you clearly communicate with the entertainment acts so you both agree on what to expect for their transitions (introductions, how long to set up and tear down before the next act, etc). Plan enough time between acts to accommodate set up and tear down in the schedule and possibly work with your sub-committee partner to plan activities during entertainment transitions.

Consider the Relay Schedule

Refer to your Entertainment and Activities plan and how many acts you need for the length of your Relay. Work with your sub-committee partners to determine a solid Relay schedule with a lot of entertainment and activities, but without a lot of overlap between the two. Also consider Relay ceremonies in the schedule, and don't book entertainment during those times. But it's ok to have a three-legged race during a band performance, because there are a lot of people at Relay and different people might want to do different things. Consider each entertainment act and activity schedule placement carefully to craft the best overall schedule.

Consider Entertainment Equipment

What logistical items do you need for Relay Entertainment? A stage? Sound system? Microphones? Sound engineer? Movie projector? Karaoke machine? How much equipment are the entertainment acts providing themselves? What equipment will each act need that they are not providing? Work with the Logistics sub-committee to make sure that someone is securing the logistical items needed for the entertainment acts...in some Relays it is the Entertainment sub-committee that secures these items, and in others it is the Logistics sub-committee. Just be sure someone is working on all logistical priorities.

Consider Entertainment Layout

Work with the Logistics Sub-committee to plan the site layout so that it makes sense for your Entertainment acts. Consider stage placement and direction, proximity to electricity, keeping cords out of main traffic areas, lighting for entertainment after dark, etc. Work out all logistical details with the Logistics Sub-committee for maximum Entertainment benefit.

Making the Ask

Most amateur entertainment groups in your community are more than willing to perform for free if they are available. This is especially true of clubs and groups of young people who perform, because they are often looking for extra performance opportunities. Ask these groups early so you can get on their calendar. The toughest acts to secure are professionals who make a living entertaining, like DJs, professional local bands, magicians, comedians, etc. You may have to ask several DJs before you will find one to donate his or her time, especially if your Relay is on a “wedding” night. Just keep asking until you find someone who is willing to donate their time to fight cancer, and if you can’t, there are enough other entertainment options that you don’t need that one. Often a high school student with a laptop and a little equipment might be willing to be DJ for the night. If professional entertainers are saying no, then get creative and fill your entertainment schedule with amateurs who are looking for this opportunity. Don’t get discouraged and stop asking... there are so many entertainment options out there to try!

Tracking Entertainment Acts

Keep a detailed list of which acts you have secured, what time they can perform, what equipment they are bringing, what equipment they need, and above all, a good contact number (preferably a cell phone). Call them two weeks before Relay to confirm their participation, and what time they should arrive (at least a half hour before they perform or more if they need extra setup time). The last thing you want is for an entertainment act to forget about their commitment to the Relay and then you can’t reach them when they are supposed to perform at the event. Make sure you have your contact list with you at the Relay so you can call and check on each group if they don’t arrive on time. This list will also be very helpful for next year as the Entertainment & Activities sub-committee can ask the best performers to come back again.

Step 5 – Organize Activities

Planning Activities

Activities is where you can truly get creative! Try to think of a large variety of activities for your Relay so there can be something for everyone to get involved in.

Consider Safety

Before planning any activities, think about the safety of the Relay participants. Try to think like a parent who is child-proofing the activities for a young child and try to think of every possible problem ahead of time. Relay should be a fun time – not a time where people get hurt, so if you plan safe activities it will help keep the Relay fun for everyone. Some things to consider:

- Bounce Houses, rock walls, and similar activities – the company that is donating them needs to provide supervision and insurance over their activity. These activities should not be left unattended.
- Sports – make sure there is enough room and flat, even ground for throwing balls or running around so that participants don't twist an ankle in a hole or run into tent areas or large groups of people.

Consider Legal Restrictions

Many cities, counties and states have legal restrictions on activities that they consider gambling, which include activities such as Raffles, Bingo, Poker, Black Jack, and other casino games. Every city, county, state, and even facility may have different laws and rules regarding whether these activities are allowed or not, and what paperwork or fees are required if they are. In general, we would recommend choosing other activity options, but if you choose to pursue planning one of these activities, check with your staff partner right away about the state and federal restrictions and any necessary paperwork requirements. Be aware that Relays in New Jersey will not be allowed to hold these activities because the state does not allow raffles, bingo or casino games without costly permits and tedious paperwork.

Consider Supplies

When planning your activities, consider what supplies you will need to make them happen. All supplies should be donated or borrowed by local organizations if possible. If you are planning activities that involve food (marshmallow eating contest, egg toss, etc), consider asking your local grocery store for a small gift certificate to buy supplies...most grocery stores are very open to that kind of ask. For sports activities, consider borrowing balls, tug of war rope, and other sporting gear from a local school. As you are planning your Relay activities, make a complete list of all supplies needed so you don't forget anything, and then find a place that will donate them or let you borrow them for free. Afterwards, be sure to return all borrowed items in a timely manner.

Consider Day-Of Volunteer Needs

Will you need extra people to help run all of your exciting activities? Work with the Logistics subcommittee and recruit day-of help. Consider asking a Boy or Girl Scout troupe or other group to run a kid's activity area and plan all of the kid's activities. Consider inviting a student team from a local high school to take on planning a particular activity, like a game tournament or Relay Idol. Make sure you think about how many people you will need to help, and recruit them ahead of time so you're not overwhelmed on the night of the Relay.

Different Types of Activities

Plan a variety of activities that are inclusive of all ages and abilities. Consider activities for kids, students, adults, seniors and mixed groups. Here are some basic activity categories with some simple examples. Feel free to be as creative as you want in coming up with new ideas! You can find even more ideas on The Link.

- Contests – talent contests, scavenger hunts, karaoke, eating contests, hula-hoop contest, cancer trivia contest, etc.
- Games – tug of war, board games (such as Pictionary), card games (euchre, canasta, bridge), bean bag toss, scavenger hunt, jump rope marathon, horseshoes, Bocce ball, video game tournament, etc.
- Races/Relays – Potato sack race, water balloon relay, egg toss, obstacle course, etc.
- Sports – Mini-Olympics, putting green, sports tournament (volleyball, kickball, whiffle ball, etc), ultimate Frisbee, flag football, etc.
- Demonstrations – Yo-Yo, Frisbee, jewelry making/crafts, dancing lessons, yoga class, massages, etc.
- Creative Activities – art projects/coloring, puppet making, face painting, story telling, etc.
- Street Performers – clown, magician, balloon artist, caricature artist, impersonators, etc.
- Fun Extras – jumpy castle, rock wall, sumo suits, dunk tank, etc.
- Auctions – Silent Auction, Live Auction (if legally allowed) – These activities are intensive and take a lot of extra work to secure donations and plan the logistics. You may want to recruit another sub-committee partner to focus solely on your auction if you choose to do one so you don't get overwhelmed.
 - Some Relays have an Auction where the teams provide the auction items, such as team theme baskets, and then the team gets credit for the amount the basket sells for. This reduces some of the work of securing items, but should be considered "icing on the cake" fundraising for teams, above and beyond their pre-Relay fundraising, so that the Relay can raise as much money as possible to fight cancer.
- Team Campsite Activities – encourage teams to plan their own campsite activities for on-site fundraising (i.e., selling food or items, games such as fishing for prizes or wheel of fortune, etc.)
 - This adds to the fun carnival feeling of your Relay and encourages teams to decorate their sites using a theme. Many Relays offer a Best Campsite award or Most Team Spirit award, and team activities can contribute to the winners' success.

- Track Activities – keep walking the track interesting by having themed laps. This is especially helpful in the middle of the night, but can be fun throughout. Consider these theme lap ideas, or come up with new ones of your own!
 - Game Laps – like Poker, Black Jack or Scrabble. Every person gets a card or tile for a set number of laps, person with the best hand/word wins. Consider giving the cards/tiles on the hour throughout the night (especially in the middle of the night) to spread out the schedule and keep people walking on the track.
 - Cancer Trivia Laps – they can find the answers on the mission track signs surrounding the field or other locations around the Relay.
 - Sports Laps – participants dribble a basketball, soccer ball, bounce a tennis ball, etc all around the track.
 - Ways to Walk – backwards, sideways, hopping, leap frog, etc.
 - Dance Laps – the whole lap is to a dance song, like the Chicken Dance, the Macarena, the Hokey Pokey, etc.
 - Special Clothes Laps – pajama lap, crazy hat lap, most purple lap, etc.
 - Limbo Lap – limbo bars are placed periodically around the track for participants to walk under as they desire. Person who goes the lowest wins!

Consider Prizes for your Activities

Which activities need prizes and which are ok giving bragging rights? Do you want to create a ticket or point system for activity participation toward the Team Spirit Award? Decide what kind of prizes you need for which activities and work with your sub-committee partner to make sure enough prizes are donated. Also come up with a plan for when and where you will distribute the prizes for each activity.

Step 6 – Plan Your Ceremonies

Planning Your Relay Ceremonies

There are typically three ceremonies during the course of a Relay For Life event, Opening, Closing and Luminaria Ceremonies. These are times during the Relay that give participants the opportunity to remember the reason we Relay and connect with the mission of the American Cancer Society. The Relay ceremonies allow participants to Celebrate cancer survivors, Remember those lost to cancer, and Fight Back against this disease. Therefore it is very important that the ceremonies are interesting, meaningful, and well planned. You may have heard the new Relay For Life tagline... Celebrate, Remember, Fight Back. It is a great way to package Relay in a way that makes sense to new potential participants and it encapsulates all of what Relay is in a few powerful words. As a part of this new philosophy behind Relay, this year there is an additional option for a new ceremony at your Relay... the Fight Back Ceremony. Relays across the country have been having amazing Fight Back ceremonies at their Relay events. You can read more about this new ceremony option at the end of this section. In addition, a great National Resource has been written with samples scripts and music suggestions for all four ceremonies. This "Celebrate. Remember. Fight Back. Resource Guidebook" is filled with great ideas for all of your Relay ceremonies, and can be found electronically on www.relayforlife.org.

Keeping Ceremonies Fresh

Ceremonies are an emotional and inspirational part of Relay, and are a great place to integrate Relay traditions. Many Relays have some aspects of their ceremonies that their participants can look forward to each year, like a luminaria video with names and pictures or a special song for the Survivor's Lap. But sometimes keeping too many traditions year after year carries the danger of making the ceremonies lose their inspirational value – becoming stale and predictable for the participants. To combat this challenge, be intentional about choosing which traditions to keep each year and which aspects will be fresh, exciting, and newly inspirational for your Relay participants. Challenge yourself to create new ceremonies each year, rather than using last year's agenda and plugging in new speakers. Ask around and find out what kinds of things inspire Relay participants, and incorporate those ideas into your ceremonies. Keep your teams coming back year after year by giving them fresh, moving, and inspirational ceremonies that allow them to truly connect to the Society's mission of fighting cancer.

The Opening Ceremony – CELEBRATE

The Opening Ceremony sets the tone for the entire Relay. A good Opening Ceremony includes about 30 minutes or less of speaking or entertainment capped off by the Survivor Victory Lap. It is important that all Relay participants attend the Opening Ceremony to cheer on the cancer survivors during their lap, so encourage them to set up their campsites early. It is also important that the Opening Ceremony is kept short and sweet, or else it can lose its effectiveness if participants get bored. These are some

elements you may think about including in your Opening Ceremony Agenda, but remember you are welcome to get as creative as you want in incorporating new, fresh ideas into the ceremony.

- **Short Welcome** – could be from the Event Chair, an Honorary Chair, a good speaker from the committee, an important person in the community like the mayor or other inspirational person. Try to choose someone with a connection to the community, rather than the ACS Staff Partner, so that the event stays community based and volunteer driven, which is part of what makes Relay powerful.
- **Very Short Introductions of Important People** – Very quickly introduce the volunteer committee, Relay sponsors, any local celebrities, and any other important people. Make sure this part is kept very short. There is nothing more uninspiring during a ceremony than a long list of introductions.
- **Short Entertainment** – you might want to have the National Anthem or other inspirational performance/reading during the Opening Ceremony. You should probably only include one or two short songs or readings to keep the Ceremony short and powerful.
- **Guest Speaker** – Consider asking someone in your community with a connection to cancer and the American Cancer Society to share their story. This could be a cancer survivor who received services or volunteers for the Society, a caregiver who has been impacted by the Society, a researcher who has been funded by the American Cancer Society, or another inspirational speaker. Be sure that the speaker is positive and inspirational, rather than focusing on sad stories, because Relay For Life is about focusing on the hope that we will find a cure for cancer in our lifetime, and the Opening Ceremony is an opportunity to CELEBRATE cancer survivors.
- **Survivor Lap** – The first lap of the Relay should be a Survivor’s Victory Lap, where the other Relay participants line the track and applaud as the survivors round the track. This is the most important part of the Opening Ceremony. There are many ways to make your Survivor Lap special and unique... you could have the survivors carry special items, use a special song, include Caregivers for part of the lap or in a second lap, etc. Feel free to be creative and make the Survivor’s Lap work for your community. Also include the Survivorship Sub-Committee to plan the details of the Survivor Lap.
- **Team Parade** – Many Relays have a Team Lap following the Survivor’s Lap, where each team is introduced and has a chance to “strut their stuff” around the track. Some teams go all out with costumes and decorations for this lap, which is a great chance to recognize all the hard work of every team involved in the event.

The Luminaria Ceremony - REMEMBER

The Luminaria Ceremony is one of the most moving moments of the Relay For Life event. The idea is to have lit white bags line the walking track, each bag with the name of a person who has faced cancer. Donors can purchase a luminaria in memory of someone lost to cancer, or in honor of someone who is a cancer survivor. This powerful ceremony is especially an opportunity for people to remember those lost to cancer and work through grief to arrive at hope.

You have the most freedom to be creative with the Luminaria Ceremony... you can include whatever you want to make it inspirational and filled with hope. Every Relay does something different for their Luminaria Ceremony, from lighting the bags in a certain order, spelling HOPE in the bleachers and changing it to CURE, playing special music from a CD, having live performers, or reading special poems, recognizing the names on the bags through videos or PowerPoint presentations, having special laps in silence, and more. Really, the only limit on the Luminaria Ceremony is your imagination. Make it a time filled with hope that we will find a cure for cancer through special moments. Also be sure to work with the Luminaria sub-committee on this ceremony as they will play an important role in planning it as well. Every Relay committee distributes the work a little differently, so decide who is responsible for planning all of the details of this ceremony and make it great.

Logistically, the Luminaria Ceremony typically takes place at or around sunset and should last about a half hour. If the ceremony is too long, participants (especially children) struggle to maintain the reverence of the ceremony and can distract from the point of the ceremony. Also be sure to plan logical transitions in and out of the Luminaria Ceremony and back into the fun activities of Relay, (including turning lights on/off, announcing the start of the ceremony and any requirements for silence, starting with slower music or a cancer related activity directly after the ceremony, etc).

The Closing Ceremony

The Closing Ceremony gives Relay participants a sense of closure and achievement at the end of the Relay. Having a great Closing Ceremony will help increase the number of teams and participants who stay through to the end of the Relay. The Closing Ceremony should be more than a time to give out awards...it should also provide participants with one last chance to connect with the mission of the American Cancer Society and leave the Relay inspired to continue making a difference as they leave. When surveyed, our Top Fundraisers (those Eastern teams raising over \$20,000 and individuals raising over \$10,000) mentioned Closing Ceremonies as one of the most important parts of the Relay and wished that more events had great Closing Ceremonies.

The Closing Ceremony should be the shortest ceremony since people are tired and ready to leave, but it should provide a definite sense of closure to the event. About 15 minutes is a good length for the Closing Ceremony, which is still enough time to recognize important people and leave participants feeling inspired and with a sense of achievement. These are some elements you may think about including in your Closing Ceremony Agenda, but remember you are welcome to get as creative as you want in incorporating new, fresh ideas

into the ceremony.

- **Short Energetic Introduction** – This is usually presented by a good speaker from the Relay committee with a lot of positive energy. During the Introduction, recap the fun or exciting moments that have already occurred during the Relay season (successful Kickoff, recruiting a high number of teams, fun things that happened overnight, number of survivors honored, etc).
- **Awards and Recognition** – This is a great time to recognize the hard work of all the teams and individuals involved in Relay. This may include Top Fundraising Team, Top Fundraising Individual, Most Team Spirit, Most Laps Walked, and other creative ideas. Don't give too many awards during the Closing Ceremony (if you want to give more, consider an additional ceremony at midnight or something instead). Keep the awards moving quickly, as they can lose a lot of energy when teams have to walk up to the stage. Consider preparing a little blurb with a couple great things about each of the winning teams while they are walking up so it isn't just empty air time. And take pictures after the ceremony if possible, because watching other people take pictures is definitely an energy killer!!!
- **Mission Moment** – Spend between two and five minutes focusing in on one really cool thing the American Cancer Society is doing to fight cancer, like funding 42 Nobel Prize winners in the last 60 years, funding a Clinical Trial Matching system through our 1-800-ACS-2345 number, or providing online cancer management classes to patients and caregivers going through treatment. This might be an appropriate time for your American Cancer Society staff person to speak, or a knowledgeable volunteer can present this piece. The best Mission Moments really make the audience feel an emotional connection, so try to find a story that hits close to home.
- **Announce Your Total** – After talking about just one of the many amazing things the American Cancer Society is doing to fight cancer, build up to announcing the grand total of money raised so far to support those programs and services, and make it a grand celebration! Maybe do something fun like pass out noise makers before the ceremony so everyone can celebrate the amazing amount of money you have raised to fight cancer. Really make a big deal about the money you have raised, because it is doing great things in the fight against cancer!
- **Have a Last Lap of the Relay** – After the ceremony, consider hosting one last lap for the Relay that everyone walks together, complete with inspirational victory music. Remind participants that there is no finish line until we find a cure, so this isn't the end of a race, but merely the continuation of Relay until next year, and that we will pick up where it left off next year, and the year after until we find a cure. You might even provide an opportunity for people to sign an interest sheet for getting more involved with continuing the Relay next year (signing up their team again or possibly serving on the committee). Having this last lap as a whole group really gives participants a sense of achievement and completion of something meaningful, something important that will continue on even after they go home.

The Fight Back Ceremony

The concept of the “Fight Back Ceremony” 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 new idea... a new Fight Back Ceremony at your Relay. And it is also 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)

Purpose of the Fight Back Ceremony

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.

Planning a Fight Back Ceremony for Your Relay

There are many ways that your Relay participants can fight back against cancer... pledging to get that mammogram or colonoscopy they've been putting off, or pledging to wear sunscreen every time they are outside, or pledging to talk to a family member about cancer screening, or pledging to quit smoking, or pledging to eat more fruits and vegetables daily, or pledging to contact their legislators regarding cancer issues, or any number of other ideas. With the Fight Back Ceremony, every person at your Relay takes a flag, pledges to fight back against cancer in some way, places the flag in the ground in the designated area, and signs the Fight Back banner adding what their pledge is. Seeing so many little Fight Back flags all night while walking around the track is a powerful reminder that each of us can fight back against cancer. If you are interested in learning more about the new Fight Back Ceremony and possibly planning one for your event, you can read all about it in the “Celebrate. Remember. Fight Back.” Resource Guide provided electronically on www.relayforlife.org. In addition, there are great forums to ask questions and share ideas with other volunteers on www.relayforlife.org. You will also want to talk with your Event Chair and staff partner about the idea, and consider working with your Mission Delivery sub-committee to make it all come together.

Fight Back Ceremony Structure

The Fight Back Ceremony should take place on the main stage. Many Relays do their Fight Back Ceremony at midnight or sunrise, in the afternoon during a 24 hour event, or some even integrate it into their Closing Ceremony. The emcee 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, about 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:

- Inspirational Fight Back Speaker – Inspires people to take action by sharing the story of why they take action to fight back. Here are some key points to convey during the Fight Back Ceremony: ^xWelcome and thank participants for coming/supporting Relay For Life.
 - A personal story of how and why this person in your community is fighting back against cancer, and how Relay plays a part in that.
 - 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 (how the flags and pledge cards work)
- 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

Logistics Suggestions for the Fight Back Ceremony

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 an area close to the stage 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.

Step 7 – Logistics

Entertainment and Activities Logistics

Many Relay event logistics involve Entertainment and Activities considerations. Work closely with the Logistics Sub-Committee to determine the best site layout for the activities, entertainment, and ceremonies you are planning, and also to make sure all logistical items are secured (like a stage, sound system, activities area, movie projector, or whatever else is needed). Every Relay has a slightly different division of roles between the Entertainment and Logistics sub-committees, so be sure to work together to make sure that all logistical aspects of Entertainment and Activities are planned for and organized.

Site Layout

The Entertainment area is typically one of the centerpieces in a Relay site layout plan. Whether you have a stage, or simply an open space for entertainment acts, you will want to place it in a location where participants can watch different acts all throughout the event. Also consider your plans for Relay ceremonies when laying out the site plan... does the stage need to be near the track for the Ceremonies? Or will you have a separate space for the ceremonies near the track, and place the entertainment somewhere else? Every Relay committee comes up with different solutions based on their unique site challenges and preferences. Where you place your team campsites will also affect the placement of entertainment and activities (like if you have a “tent city” away from the track, you may want the entertainment stage near the tents and a DJ on the track, or vice versa). Also consider where the activities you are planning should take place, like a Silent Auction, a tug-of-war contest, a kickball tournament, board games, face painting, jumpy castles or other fun activities. Should they be near the stage? Near the team campsites? Near the track? Near the Relay entrance/ exit? Work with the Logistics Sub-Committee to decide what will work best for your Relay and plan ahead to have a place for everything on the Relay site map.

Securing Logistical Items

Determine what logistical items you will need for all of the entertainment acts, activities, and ceremonies you have planned, (such as a stage, sound equipment, audience chairs, tables, sports equipment, etc). Then work with the Logistics Sub-Committee to make sure that each item is secured, hopefully as a donation or borrowing things from local organizations. Decide how many tents, tables and chairs you will need for all of your activities, whether you will need a stage or other performing area, what kind of sound system (or multiple systems), how many microphones, how many amplifiers, a mixing board, an engineer to set it up, how much power is needed to keep everything running without blowing a fuse (you might need a separate generator), how many lights in which areas during the night (lighting activities like the Silent Auction tent or board game area), whether you have a karaoke machine, a projector, an X-Box or any other specialty equipment for specific activities, etc. Some items may be provided by entertainment acts (like amplifiers) while others will need to be

secured by the Relay committee (such as tables for a Silent Auction). Keep a good list of all the equipment needs of each activity and entertainment act and work together with Logistics to make sure everything is covered before the Relay.

Step 8 – Awards & Prizes

The Importance of Prizes and Awards

A competitive spirit is part of human nature, and Relay is a great place for healthy competition to benefit a good cause. Our research across the country shows that the most successful Relay teams and individual fundraisers are very motivated by a sense of healthy competition, so including friendly competition in your Relay is good for your event and keeps participants engaged. Prizes are important to reward participation in Relay activities and contests, and make the Relay fun. Awards are important because they specifically recognize the positive aspects that make Relay successful, like top fundraising or most team spirit. So, even though there are some Relay participants and volunteers who are not motivated by prizes and awards, many Team Captains and team members are, and it is important to offer them as an option to increase the success of your Relay event. It has been shown in the data time and time again that a healthy sense of competition among team members (either with other teams, other individuals, or personal drive to reach certain prize levels) increases participant satisfaction with the Relay and also increases average fundraising amounts.

Securing Awards

Work with the Team Development committee to determine Award categories (like top fundraiser or team spirit) and what kind of awards should be given out (certificates, Relay items, a traveling trophy, etc). Also be sure to check with your Event Chair and staff partner to see what is in your Relay budget for awards. If you have room in your event budget, you may be able to order small Relay items through your staff partner. If you don't have much of an award budget, certificates or team photos can be a nice and inexpensive way to recognize teams. Donated gift certificates from local stores or restaurants can also be great awards. When securing donations, decide which donations will be used for awards, for prizes, or for an auction or other activity.

Securing Donated Prizes

Contact local businesses and organizations to collect Relay prizes for activities and contests. Prizes can be actual items or gift certificates... the fact that you are giving a prize is more important than what the prize actually is. Prizes don't have to be big to be a hit as a reward for participating in an activity or winning a contest. \$5 gift certificates to a local coffee or ice cream shop can be a great prize, and many local shops are willing to donate several small certificates. Even generous coupons, like Buy One, Get One Free, can be a nice prize, depending on the circumstances. Try to match the popularity and competitiveness of the contest with the size of the prize (i.e., if your Mz. Relay Contest is the most popular, it should receive the biggest prize, whereas if only a handful of

people participate in the hula hoop contest, they can receive a smaller prize). Most local businesses have a quota of in-kind certificates to give away for charity for the year, and they are more than willing to give out gift certificates to a good cause if you can reach the right decision maker in the company. Just be sure you communicate with the rest of the committee on who is asking which companies for what, so you don't double ask the same people. If you have difficulty securing donated prizes and have many activities planned, consider using a ticket system where activity participants receive one ticket and winners receive five tickets, and then fewer prizes are given away to the participants with the most tickets at the end of the event. A sample of this kind of "Relay Bucks" system is provided in the Appendix of this Guidebook. There are even some activities that don't need prizes, where team "bragging rights" are enough of a reward. Work with your sub-committee partners and determine which activities need prizes and what kind of prize system you want to use for your Relay.

Distributing Awards and Prizes

Work with the other members of your Sub-Committee to decide how each prize will be distributed and for which award or activity. What awards/prizes should be given for which activities? Will you hand them out at the end of the activity? Will you give them out at Closing Ceremonies? At a Wrap Up party? Or at different times throughout the Relay? What if the winner isn't present...will they still get their prize or award? Decide what makes the most sense for your Relay and follow through on your plan. There is nothing worse than getting great prizes donated that end up in storage because someone forgot to give them out!

Step 9 – Create an Event Program

Why print a program?

On the night of Relay, participants and spectators will want to know what's going on during the evening. A program is one of the best ways to inform everyone of all the fun activities that are going on throughout the day and night so that you have full participation. A program is also a great way to recognize sponsors and include other information for the Relay.

Gathering Program Information

If you choose to include other information in your program, make sure to set a deadline for the rest of the committee to submit program items to you, and collect all necessary information in enough time to get the programs printed. This includes things like getting all the sponsor logos from the Sponsorship Sub-Committee, and all the Team Captain names from the Team Development Sub-Committee, etc. Remember, you don't have to include all this information in the program, but if you choose to, create a system to make sure you get it all in time.

Program Options

A Relay program can be whatever you want to make it, as simple as a one page flyer with a schedule of events, or as complex as a multi-page booklet with lots of Relay information. If you do not have a lot of people on your committee, keep your program simple. The most important thing is to include a clear schedule of events so participants know where to be for which events. Other optional information you can include could be a sponsor list, a site map, a list of teams, silent auction items, inspirational poetry, ceremony details, etc.. Try to have all the printing, folding, stapling, etc, donated to the Relay. Keep in mind that producing the Relay program is not a staff role. Make sure you have the volunteer power to produce the kind of program you wish to have for your Relay, or work to keep it simple.

Keep a Schedule of Events

Work with your Entertainment and Activities sub-committee to create and maintain a master schedule of events so it is all ready to go in the Relay program a week or two before the event. Try to get the Entertainment and Activities schedule confirmed as soon as possible so there are fewer last minute changes.

Creating the Program

Type in and layout all the program information on a computer in whichever program you prefer, and make sure to proofread it carefully. Decide the easiest way to print and assemble the programs. Will you get a local printer to donate their services? Can you use the copier at your church to make the program copies? Can you go to the local American Cancer Society office to use their copier? Do you need a group of volunteers to help fold and staple? Make all the logistical arrangements ahead of time, and don't over-commit yourself. If you don't have the help you need to assemble fancy programs, then keep them simple. Remember, the most important part is that participants know what is going on during the night, not that they have a beautiful piece of paper that will just get thrown away at the end of the event.

Step 10– On-site Management

Keep the Schedule Running Smoothly

Make sure each person on your sub-committee knows the full Entertainment and Activities schedule and who is responsible for overseeing which parts. In addition to handing out the programs, make sure you are announcing entertainment and activities throughout the night over the sound system so that participants are reminded of the fun things that are going on.

On-Site Set Up

Being on site early is important for the Entertainment and Activities Sub-Committee because there are so many things to set up and organize before the Relay begins. Make sure your sound system is set up and working at least two hours before the Relay is scheduled to begin. Also make sure any tents, stage, fun activity areas, or other details are ready to go early.

Entertainment On-Site

The Entertainment Sub-Committee partner should be making sure all acts arrive on time, calling any acts that are late, and creating smooth transitions on stage, both in set up and tear down, and in coaching the emcee to introduce acts. They should also be making sure announcements are made throughout the Relay. This person also troubleshoots any unforeseen entertainment problems and comes up with on-site solutions.

Activities On-Site

The Activities Sub-Committee partner should make sure all activities are completed in an organized manner. This includes purchasing and preparing any day-of supplies (like filling water balloons for the toss), and having them all ready to go for each activity. An important part of on-site activity management is explaining the activity rules to participants and distributing any prizes at the end of activities. It is also important to clean up and put away supplies after each activity, and problem-solve any unforeseen problems with on-site solutions.

Ceremonies On-Site

The Ceremonies Sub-Committee partner should make sure all ceremonies are organized and come off smoothly. This includes making sure all guest speakers arrive on time and are given clear instructions on where to stand, how to hold the microphone, the order that they are speaking, etc. It also includes double-checking to make sure all live or recorded music is ready. It is also important to give the emcee a clear script of what is included in the ceremony in which order and answer any questions they might have. This Sub-Committee partner should also make sure that people are helping gather teams and participants to the ceremony area at the Relay to focus in on the most touching parts of

the Relay event. This person will also problem-solve any ceremony issues.

Prizes and Awards On-Site

The Prizes and Awards sub-committee partner should make sure that all prizes and awards are distributed to the right people at the right times for the right activities, contests, or awards on site. They should work together with all other Entertainment and Activities Sub-Committee partners, as well as the Team Development Sub-Committee to make sure all awards and prizes are distributed fairly throughout the event.

On-Site Tear Down

After the Relay, make sure there is a plan for all sound equipment, logistical items (like tents, stage, generators), and activity items are packed up and returned to where they belong. The Entertainment and Activities Sub-Committee should oversee and help the tear down of their equipment and transport it back to where it came from.

Step 11 – Wrap Up

Finish Strong

Most of your work is complete once the Relay is over, but there are a few things to finish up before you are completely done. Be sure to complete all of the following items to leave the Relay in great shape for next year!

The Importance of Thank You Notes

Thank every person and company who helped with your area of Relay – including day-of-event volunteers, companies or organizations who donated supplies or allowed you to borrow items. Even consider sending a thank you note to vendors or companies you rented from in order to build good will for the future and open the dialog to possibly get a discount or donation of the item in the future. Also thank your invaluable Sub-Committee Members for all their help throughout the Relay season.

Attend the Committee Wrap-Up Meeting

Attend the Committee Wrap-Up Meeting to discuss with the entire Relay committee: (a) which parts of Relay went well, and (b) which parts could be improved. Also discuss Relay impressions with your Sub-Committee Members, and take notes on what could be improved for next year.

Leaving a Legacy for Future Years

Committee members typically serve in one position for two years, and then move to another position on the committee or to another volunteer opportunity in the Region or in the Division. Ideally, this helps keep the Relay fresh and exciting with a mixture of new and veteran volunteers on the planning committee each year, and also keeps volunteers from being burned out in a specific area.

Take the following steps to set up for future success:

- Decide now whether you are planning to return in your position next year, or whether there may be another position on the committee you would like to try.
- In addition, after serving as Event Chair there are additional volunteer leadership opportunities within the American Cancer Society available on:
 - Regional Relay Task Force
 - Division Project Teams – such as the Heroes of Hope Workgroup, RFL Leadership Conference Planning Committee, etc.
 - Division RFL Advisory Team
 - Division RFL Training Team

- National RFL committees
- International RFL training teams
- Have a conversation with your Event Chair and staff partner to discuss your plans, any committee openings for next year's Relay, and your future goals as an American Cancer Society volunteer.
- If you decide to step down from the committee or move to another position, think about who you know that might be a good fit to take your place. Consider asking them if they would be interested in taking your place for the next Relay, or at least give their name and number to your Event Chair to contact them regarding filling the position. The goal is to have the whole committee lined up within the first two-three months following the Relay, so they can have the entire season to plan and not be rushed at the end.
- If you are leaving your position, leave a legacy of your hard work by giving all of your detailed notes, lists, and files to your staff partner to pass on to the next chair.

Tools, Samples & Examples

If you do not already have access to The Link (the American Cancer Society's intranet), please ask your staff partner to request this for you. There are many invaluable resources available with just a click of a button!

Log on to The Link at <http://www.societylink.org>

Once you are on the Relay For Life Eastern home page, click on the **RFL 5Ds** link, located on the left in the green "Inside This Community" menu

Click on the **Event Development** folder

Select the **Activities & Entertainment Resources** sub-folder to find:

- **Activities & Contests** – ideas for activities and contests at Relay For Life
- **Activities to Keep Teams Going All Night** – some "darn good ideas" for on-site activities to keep your teams going all night
- **Activity & Entertainment Ideas** – share these ideas with your Activities & Entertainment Sub-Committee members
- **Family Fun Day** – mix of activities, entertainment & fundraising
- Music Ideas for Relay – song suggestions
- **Sample Activities & Entertainment Schedule** – just a sample; use these to spark new ideas
- **Theme Laps** – ideas for theme laps at Relay

Select the **Ceremonies** sub-folder to find:

- **Closing Ceremony Skit** – an idea for your closing ceremony
- **Closing Ceremony: Balloon Release** – info on holding a balloon release at Closing (note: check town ordinances first!)
- **CRFB Guidebook** – Celebrate Remember Fight Back Resource Guidebook 2009
- **Fight Back Ceremony Guide** – tips and ideas for your Fight Back Ceremony
- **HOPE Ceremony** – may be incorporated into the Luminaria/Remember Ceremony
- **Light Out of the Darkened Room** – skit that may be incorporated into the Luminaria/Remember Ceremony
- **Luminaria Ceremony Idea from FL** – another idea for the Luminaria/Remember Ceremony from our friends in FL
- **Luminaria PowerPoint Creator** – a spreadsheet to create a scrolling PowerPoint of all Luminaria names
- **Luminaria Songs** – suggestions for the Luminaria/Remember Ceremony
- **Mini Luminaria Ceremony Script** – sample script for Luminaria experience (shortened ceremony)
- **Music Ideas for Relay Ceremonies** – more song suggestions
- **Relay Reflections Poem** – this poem may be read by a committee member during the Fight Back/ Closing Ceremony
- **RFL Ceremony Script** – sample script
- **Sample Fight Back Ceremony**

- **Searching for Your Speaker** – tips on identifying good speakers for Relay Ceremonies
- **So You've Been Asked to Speak at Relay** – tips to provide your speakers prior to the Relay For Life
- **The Empty Table** – may be incorporated into the Luminaria/Remember Ceremony
- **The Survivor Song** – song that may be used during one of the Relay ceremonies (ex. Opening/Celebrate)
- **Ultimate Luminaria Guide** – tips and ideas for Luminaria Ceremony and more



Recognizing Top Community Relay Events and Individuals



Nationwide Awards and Recognition

Be An Award-Winning Relay!

Since Relay For Life's inception in 1985, countless individuals, teams, and communities have worked together to celebrate cancer survivors and remember loved ones we've lost while raising much-needed funds and awareness for the fight against cancer.

Relay volunteers are recognized in communities nationwide for their dedication to the mission of the American Cancer Society. While no award can adequately recognize all that Relay volunteers achieve in their efforts to eliminate cancer, the Society offers the Relay For Life Nationwide Awards and Recognition Program as a tribute to some of the nation's most outstanding participants. The awards highlight the success of individuals, teams, and events that define the hallmarks of Relay For Life, and serve to inspire others across the nation. Those recognized as nationwide Relay For Life award winners represent the very essence of what it means to be a Relay For Life volunteer.

Winners in each category are announced and presented to the winners at the Division Relay For Life Leadership Conference in the fall.

American Cancer Society Relay For Life Nationwide Awards and Recognition Program

All American Relay Award *(application required)*

Awarded to communities that show growth, retention, Relay branding, diversity, and leadership in incorporating the 5Ds within the Relay event and throughout the year

Gordy Klatt Number One Net Income Award

Awarded to the number one nationwide fundraising community and youth fundraising event in the country based on net income from Lawson

Gordy Klatt Number One Per Capita Award

Awarded to the number one per capita county in the country based on net income from Lawson and county population* and awarded to the number one per capita youth event in the country based on net income from Lawson and enrollment population

Heart of Relay Award *(application required)*

Awarded to community, collegiate, and youth events that demonstrate successful practices and innovations in supporting the Society's mission and 2015 goals in the areas of fighting back, advocacy, survivor/caregiver engagement, and youth involvement

International Heart of Relay Award : One World – One Hope *(application required)*

Awarded to international communities that demonstrate successful practices that support and impact the global fight against cancer in the areas of mission, survivorship, youth engagement, and advocacy.

Nationwide Data Club Award

Awarded to the top three Divisions that excel in data capture as determined by the National Relay For Life Business Unit Data Management and Analysis Team

Nationwide Division Per Capita Award

Awarded to the top three Divisions with the highest per capita based on net income from Lawson and total county population in the Division

Nationwide Number One Power of Hope Award

Awarded to the top counties in each population bucket with the highest per capita number of total registered survivors participating in all events in the county based on county population and survivors in Siebel

Nationwide Number One Rookie Event Award

Awarded to the first year community event with the top net income in Lawson and to the first year youth event with the top net income in Lawson

Nationwide Number One Survivor Engagement Award

Awarded to the community event & the youth event with the highest number of registered survivors entered in Siebel

Nationwide Online Communications Award *(application required)*

Awarded to the top three events and the top three teams recognized by the nationwide Relay For Life Marketing and Communications Leadership Committee as demonstrating the best use of the e-revenue/communication tool and/or www.RelayForLife.org for online communications

Nationwide Per Capita Award

Awarded to the top 10 per capita counties in each population bucket based on the net income from Lawson and county population from all the Relays in each county and to the top five per capita youth events in each population bucket based on net income from Lawson and enrollment population

Nationwide Team of Excellence Award

Awarded to all teams that raise \$50,000 and above (with an average of \$3,333 per team member) and to all youth teams that raise \$15,000 and above (with an average of \$1,000 per team member) based on estimated revenue and number of team members in Siebel

Nationwide Top Net Income Events

Awarded to the top 10 nationwide fundraising events and to the top five nationwide fundraising youth events in the country based on net income from Lawson

Nationwide Top Online Fundraising Award

Awarded to the top individual and top event with the most online dollars raised (both community and youth) based on credit card donations

Nationwide Top Individual Fundraising Award

Awarded to the top 10 individuals who raise the most funds nationwide and to the top five youth based on estimated revenue in Siebel

Nationwide Top Team Fundraising Award

Awarded to the top 10 community fundraising teams and to the top five youth fundraising teams in the country based on estimated revenue in Siebel including both online and offline income

Terry Zahn Award *(application required)*

Awarded to the top three events and top three teams demonstrating excellence in a Relay event or team publicity

* County populations are provided by Claritas to the American Cancer Society based upon US Census figures adjusted annually. Enrollment populations are from Market Data Retrieval (MDR) (a D&B Company) and are updated every other year. Financial figures are derived from Lawson. All other award information is based on Siebel, unless otherwise noted.



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by helping you stay well, helping you get well,
by finding cures, and by fighting back.

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