Relay For Life
Logistics Chair
Guidebook
American Cancer Society
Eastern Division
RelayForLife.org
# Table of Contents

**WELCOME TO THE RELAY FOR LIFE COMMITTEE!** .................................................................................................................. 5

**WHERE DO THE DOLLARS GO?** .................................................................................................................................................. 6

**RELAY FOR LIFE OVERVIEW** ................................................................................................................................................... 9

- **WHAT IS RELAY FOR LIFE?** ................................................................................................................................................. 9
- **PHILOSOPHY – WHY WE RELAY** ............................................................................................................................................ 9
- **WHY RELAY?** ........................................................................................................................................................................... 9

**NATIONAL RELAY FOR LIFE EVENT STANDARDS** .................................................................................................................. 10

  - Overnight Event ........................................................................................................................................................................... 10
  - Opening and Closing Ceremony ................................................................................................................................................... 10
  - Luminaria Ceremony ...................................................................................................................................................................... 10
  - Survivorship Activities .................................................................................................................................................................... 10
  - Mission Delivery ............................................................................................................................................................................. 10
  - Team Registration/Commitment Fee ........................................................................................................................................... 10
  - Tobacco-Free Environment ................................................................................................................................................................ 10
  - No Alcohol Allowed ...................................................................................................................................................................... 10
  - Follow National Text/Graphic Standards ................................................................................................................................ 11

**NATIONAL RELAY FOR LIFE EVENT RECOMMENDATIONS** .................................................................................................. 11

  - Always Focus on Teams ............................................................................................................................................................... 11
  - Mentor Teams Through Time ........................................................................................................................................................... 11
  - Communicate, Communicate, Communicate ................................................................................................................................ 11
  - Location, Location, Location .......................................................................................................................................................... 11
  - Length of Event .............................................................................................................................................................................. 11

**RELAY FOR LIFE ACROSS THE COUNTRY** ................................................................................................................................ 12

**INTERNATIONAL RELAY FOR LIFE** ............................................................................................................................................ 13

**STEP 1 – RECOGNIZE YOUR COMMITMENT** .............................................................................................................................. 14

  - **JOB DESCRIPTION: LOGISTICS CHAIR** ............................................................................................................................... 14
    - Responsibilities ............................................................................................................................................................................. 14
    - Qualifications .............................................................................................................................................................................. 14
    - Support Provided ........................................................................................................................................................................ 14
    - Staff & Volunteer Partnership .................................................................................................................................................... 15
    - Your Role on the Planning Committee ................................................................................................................................ 15
    - Your Role Leading the Logistics Sub-Committee ........................................................................................................................ 16
    - SUGGESTED TIMELINE ............................................................................................................................................................. 21
      - Your Relay For Life! ............................................................................................................................................................. 23

**STEP 2 – RECRUIT YOUR PARTNERS** .............................................................................................................................................. 24

  - **FIND HELP... BUILD YOUR SUB-COMMITTEE** .......................................................................................................................... 24
  - WHERE TO LOOK FOR HELP .......................................................................................................................................................... 24
  - DEFINING EXPECTATIONS WITH YOUR SUB-COMMITTEE PARTNERS ........................................................................................ 24
  - LEAD YOUR SUB-COMMITTEE WELL ......................................................................................................................................... 25

**STEP 3 – ESTABLISH A PLAN** ....................................................................................................................................................... 26

  - **MAKING A MASTER LOGISTICS PLAN** ....................................................................................................................................... 26
STEP 4 – FACILITIES, SUPPLIES & RISK MANAGEMENT

STEP 6 – GATHER SUPPLIES

STEP 8 – WRAP UP

TOOLS, SAMPLES & EXAMPLES

BE AN AWARD-WINNING RELAY!
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](http://www RelayForLife.org/NYNJ) - a website with Eastern Division-specific information and resources
- RelayForLife.org – [http://www 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?

*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 successful 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
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, Oregan, 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:**
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, Owego, 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.

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Step 1 – Recognize Your Commitment

Job Description: Logistics Chair

The Logistics Chair and sub-committee is responsible for overseeing all logistical, facility arrangements and on-site needs for the Relay For Life event.

Responsibilities

- Recruit Sub-Committee partners to help oversee: Facility and Site Planning, Logistical Item Management, Security and Risk Management, Volunteer Management, and On-Site Management
- Attend the Relay committee meetings and maintain communication with other event chairs.
- Develop a complete Logistics plan, including necessary items, parking, waste management and eco-friendly options, emergency and inclement weather planning, etc.
- Work with Event Chair and staff partner to secure the facility and fill out all necessary site paperwork.
- Determine any site or city restrictions and communicate them clearly to the committee and teams.
- Secure logistical items like tents, lighting, sound system, port-o-lets, etc. through donations where possible.
- Determine a strategy for Security, Safety and Risk Management on site.
- Gather all tools and supplies that could be needed on site.
- Run “the show” as the point people for problem-solving at the Relay, in cooperation with the Event Chair.
- 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

- 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.societylink.org)
- Additional resources, guidebooks, podcasts, blogs, forums, and e-Learning courses (video training) found on RelayForLife.org >> Committee Chair Toolkit
Staff & Volunteer Partnership

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

Your Role on the 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, Logistics, 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 Logistics 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.
- 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.
- 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, you should report on the facility and site arrangements and your overall logistical – plan for the Relay
  - In the early spring, you should collect logistical item needs from other sub-committees and – report on your progress securing logistical item donations (like tents, tables, chairs, lighting, sound system, etc)
  - In March, you should collect day-of volunteer needs from other sub-committees and report on – your volunteer recruitment plan and progress. You should also report on your progress securing logistical item donations and show a preliminary site layout plan to the committee for feedback.
  - In April, you should report on your security and risk management strategy for the event and – your progress recruiting day-of volunteers. Also report logistical item donation progress and make necessary changes to the site layout based on committee feedback.
  - In May, report on your final site layout plan, final logistical item donation list, and what you – need to gather for supplies. Also report your progress on recruiting day-of volunteers.
  - In June, report on final supply list for committee to bring, and report on final day-of volunteer – list, and final logistical details for all aspects of the event.
- 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:
  o Work with the Team Development sub-committee to determine site layout needs for teams, and team campsite selection process. Also make sure you work with them to communicate all necessary logistical details to teams through Team Captain Meetings and Bank Night.
  o Work with the Entertainment & Activities sub-committee to work out their site layout needs and logistical items needs for their acts (stage, sound system, audience chairs, open space for games, etc.). Also work with them to include site layout map in the Relay program.
  o Work with the Registration & Accounting sub-committee to finalize security plans for cash handling and bank drops, as well as layout and logistical needs for the separate registration and accounting areas at Relay.
  o Work with the Survivorship sub-committee to work out their site layout needs and logistical items needs for the survivor/caregiver recognition (tent, tables, chairs, special parking, etc.)
  o Work with the Hospitality sub-committee to work out their site layout needs, logistical item needs, and volunteer needs for food set up, distribution, and clean up (tent, tables, eating area, etc.), as well as hospitality needs like traffic flow and signage.
  o Work with all sub-committees to determine other logistical item and day-of volunteer needs for the Relay.

Your Role Leading the Logistics Sub-Committee

As the Logistics Chair, you have agreed to take care of the Logistics 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 sub-committee partners and share the volunteer work together. Everything is more fun with a partner! As the Logistics 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 Logistics 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.
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 Logistics planning tasks. Work on and complete the parts of Relay Logistics that you have agreed to within your sub-committee. Suggested role delineations are provided in the following pages.
- Ensure that someone from the Logistics 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 Logistics outlined in this guidebook 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 subcommittee 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
My qualities that I feel will best complement 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.
  - 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...Build Your Sub-Committee

Logistics covers a lot of aspects of the Relay, and you will want help to do it all well. Ideally, you will want to recruit four sub-committee partners (plus yourself) to you cover the following areas: Facility and Site Planning, Logistical Item Management, Security and Risk Management, Volunteer Management, and On-Site Management. Suggested role delineations and a suggested organizational chart are included in the following pages. Ultimately, you can organize your Logistics sub-committee however you decide based on the needs of your Relay and the strengths of your sub-committee 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. Don’t just ask your best friend because they are your best friend, but if your best friend has great connections to service groups in the community, maybe they would be a good fit for your Volunteer Management subcommittee partner. Your sub-committee partners could be friends, co-workers, neighbors, or family...ask around to everyone you know because a lot of people have good organizational skills and enjoy planning the logistics of an event and seeing it come together in the end. 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 the administration or logistics department of a company, an event or meeting planner, a volunteer coordinator, or someone with a lot of connections for donated items like tents, etc). You might also ask around at a local university, community college, or high school for students interested in some practical event planning and logistics 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 a top notch logistics sub-committee for your Relay event.

Defining Expectations with Your Sub-Committee Partners

Once you have asked your partners for their help with Logistics 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. In the same way that you and your Event Chair should sit down and define roles and expectations to give you clear direction as a Logistics Chair, be sure to sit down with your sub-committee partners and lay out their role and how they can do it well, and how you can work together to succeed. Having this Partnership Agreement conversation at the beginning will set you up for success throughout the season. For example, if you get a construction project manager to be on your sub-committee, you might want to ask them to take on the Logistical Items tasks, including securing the donation of tents, port-o-lets, lighting, tables and chairs and how to transport them to and from the Relay. They won’t know that is what you need them to do 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, lead them well by communicating regularly, empowering them to do their jobs, helping to motivate them to continue to do good work, getting them excited about the final Relay and appreciating all their hard work. Regular calls (once or twice per month) work well to keep your relationships strong and keep everyone in the loop.
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.

Making a Master Logistics Plan

At the beginning of the Relay season, it is important that the whole Logistics Subcommittee work together on a comprehensive Logistics plan for the year including ideas around each of these topics. Make sure that all of your Logistics Sub-Committee partners know exactly which parts of the Master Plan are their responsibilities, and that they read the corresponding details for each of these topics in the rest of this handbook:

- Choosing the best possible Relay location, including weighing the pros and cons of each facility and working with the Event Chair to choose the site and date that will work best for the Relay.
- Securing necessary Logistical Items, including which items are needed and which businesses/organizations in the community might be able to loan or donate them.
- Planning for other logistical pieces, like parking, signage, waste management and eco-friendly event solutions. See the following paragraphs in this section for more details and ideas.
- Determining a Security and Risk Management Strategy, including plans for keeping participants and fundraising dollars safe and secure throughout the Relay event.
- Designing the Site Layout, including car and foot traffic flow, tent placement, and placing important committee and activity areas.
- Gathering Necessary Supplies, including what you want available on-site at the Relay. Consider on-site supplies, communication and transportation.
- Managing the Relay On-site, including your plans and techniques for set up, tear down, and problem-solving at the Relay.

Other Logistics to Consider

- Parking Plan and Loading/Unloading Zones – how will you accommodate all of your Relay participants as they unload their campsite supplies and pack up in the morning? Who will make sure that participants do not park in illegal places? Who will ensure that the loading/unloading zone is regularly cleared for others to use? Will you designate special parking spots for cancer survivors? Is there a place for teams to park RVs? Decide your parking plans now, and make sure they are incorporated into the Site Layout plan and the Volunteer Management plan and the On-Site Management plan.
- Signage – Is your facility easy to find? If not, consider placing directional signs on the major roads leading to the parking lot to assist your Relay participants. In addition, consider how your participants will know where to park and place clear signage around the parking lot. Also work with the Hospitality Sub-Committee to
make sure there are lots of signs and volunteers helping participants find all the important parts of the Relay, including registration, the money collection table, team campsites, the survivor reception, restrooms, the stage, etc.

- Waste Management – make sure that you have a solid plan for dealing with all of the trash that a large event creates, and enough volunteers to empty trash cans throughout the night. Also consider “greening-up” your Relay by trying some of the Eco-Friendly Relay ideas on the next page.

**Ideas for Going Green**

As the Logistics Sub-Committee, you have the unique opportunity to help your Relay become Eco-Friendly. Here are just a few small ways you can reduce, reuse and recycle to help your event be a good steward of our natural resources. Also, we would love to hear about your creative ideas for “greening up” your Relay! If you have a creative idea, please join the “Green Up Relay” discussion thread on www.relayforlife.org and share it with other volunteers from around the nation!

- Provide Recycling bins at your event and work with your local trash utility to arrange a pick-up of the recyclables when the Relay is complete. Relayers throw away so many recyclable items at the event, including plastic bottles, aluminum cans, and lots of paper, so this is a really easy way to green up your Relay.
- Reuse or recycle Luminaria bags. Many Relays simply throw away hundreds of Luminaria bags at the end of the Relay, but there are many options for reducing this waste.
  - First, consider announcing a special “Luminaria Collection Lap” in the morning, where teams can pick up their decorated Luminaria to save as keepsakes or maybe even use again next year.
  - Second, after teams have collected the bags they want to keep, select the best looking bags still remaining to use as decorations for next year’s Kickoff and Team Captain meetings...beautifully decorated Luminaria are FABULOUS table centerpieces for Relay meetings!
  - Lastly, be sure to keep the rest of the Luminaria separate from the trash and recycle them...always treating them with the respect they deserve.
- Encourage teams and participants to carpool to and from Relay meetings and the Relay event as much as possible. Not only does this help reduce the amount of gas used and pollution created, but with rising gas prices it also reduces the amount of money they are spending on transportation.
- Use recycled and “green” supplies as much as possible. When asking for donations for your Relay, consider asking for napkins, toilet paper, trash bags and other supplies made out of recycled materials. Also consider asking local organic grocery stores to donate eco-friendly food choices.
- Avoid handing out bottled beverages, if possible. Consider securing donations of water dispensers to place around the track with biodegradable cups instead of handing out hundreds of bottles of water (many local water delivery companies may be interested in loaning the dispensers and providing the water as an in-kind sponsorship donation). In addition, consider having a vendor bring a soda fountain machine to the Relay and donate soda drinks instead of canned soda, and large coolers of tea/lemonade and thermoses of coffee and other hot beverages instead of providing individually packaged servings. And, better yet, let your teams know
that you are “greening up” your Relay, and encourage every participant to bring their own bottles, cups and mugs to refill at the water dispenser stations, soda fountain, and thermoses... this will greatly reduce the amount of trash at your Relay event and keep all those individual beverage containers out of the landfills!

### Your Action Plan

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Step 4 – Facilities, Supplies & Risk Management

Secure Your Site & Make Facility Arrangements

Secure Your Site

Look at different site options and choose the one that works best for your Relay. Together with your Event Chair and ACS staff partner, make sure all necessary paperwork is completed to secure the site, including any site applications or contracts. We try very hard to have all Relay facilities donated to the event, but in rare cases some Relays have to rent their site, so work with your staff partner on this issue if necessary.

Research Restrictions

Inquire about noise ordinances, health department food restrictions, youth curfews, overnight event requirements, or other city or county restrictions, and request any necessary exception permits early. Also look into any restrictions specific to the facility (like no tents on the field or Astroturf, no candles allowed, no sand on the track, no access to certain areas, etc). If you do not receive an exception to a restriction, brainstorm options to work around it and be sure to communicate the restriction clearly to your committee and to your teams. Also work with your staff partner to secure a Certificate of Insurance for your Relay.

Solidify the Site Agreement

Do a preliminary walk-through (with the Security and Risk Management Sub-Committee Partner) to get to know the site and which questions to ask the facility managers. Work with the facility manager to agree on the following items and preferably get the agreement in writing.

- Whether water and electricity are available, how much is available, and where to access them.
- Which things the facility managers will do for your event (i.e., turn off sprinklers, mow the grass, unlock the gate, provide storage, provide on-site security, etc).
- Which built-in amenities can be used by your Relay (i.e., snack bar, PA system, restrooms, locker room showers, scoreboard, stadium lights, sand pit, bleachers, covered picnic areas, etc).
- Whether you can borrow moveable items from the facility (i.e., tables, chairs, trash cans, hurdles for traffic control, other equipment, etc).
- Will there be someone on-site or on-call with keys in case of problems? (to unlock the bathrooms, get extra toilet paper from storage, unlock electricity boxes, other unforeseen problem, etc).
- Other special requests like any restrictions on port-o-let placement, places for RVs to park, etc.

Determine an Inclement Weather Plan

Relayers all across the country walk and Relay rain or shine, so we almost never cancel Relays! But sometimes the weather is bad enough that it is not safe to be outside with
lightning, tornado warnings, etc. In cases like that, consider if there is an alternate indoor site you can arrange as a backup (i.e., maybe the school would let you use their gym in case of bad weather). Work with your Event Chair and staff partner to determine the need to make weather related changes to the Relay, and also be sure to determine a communication plan in advance to alert all participants of any last minute changes.

**Secure Logistical Items**

**Make a List of all Necessary Items**

Securing logistical items is very important part of making the Relay event actually happen and becoming seamless to the Relay teams and participants. Every event finds different logistical solutions that work well for their site, and every event does things in slightly different ways. Use the following lists to decide which items are necessary for your event, and which you can do without. Work to borrow all logistical items or get them donated for your event. In certain cases depending on many factors, there may be some room in your event budget for renting certain items. Be sure to work with your Event Chair and staff partner on figuring out if you have any room in the budget for logistical items that are hard to get donated in your community, or brainstorm a creative alternate solution for that logistical item.

**Infrastructure Items**

You should try to meet all of your logistical needs by borrowing items or getting them donated to your event. Make sure you make a decision yes or no regarding every item on this list. Some items your Relay may choose not to use (like a stage if you would rather have a flat entertainment area under a tent, or Port-o-lets if there are on-site restrooms, etc), but it is very important to the success of your Relay to consider each item carefully and develop a plan or alternate solution to each. Here is a list of infrastructure items to consider for your event:

- **Tents** — you should at least have places for survivors and volunteers to be in covered areas out of the hot summer sun or rain. Also make sure you get enough pop tents for all of your committee area needs.
- **Tables & Chairs** — you can borrow these from your facility, or consider borrowing them from a local church rather than trying to rent them. Find out how many you need by working with other sub-committees (i.e., will there be seating in front of the stage, will you need tables and chairs for the survivor tent, will you have an activity area that needs tables and chairs, do you need tables to distribute the food, how many tables will be needed for other things like registration, silent auction, etc). Also be sure to work out transportation of the tables and chairs to and from the Relay.
- **Stage**, if needed — In some Relays, the entertainment sub-committee secures the stage. In others, the logistics sub-committee secures the stage. Work together to make sure someone secures a stage or flat entertainment area. (some towns may have a “Showmobile” – a portable stage – that you might be able to borrow or rent)
• **Port-o-lets**, if needed — Make sure you have enough restrooms for the whole event. Plan that all attendees will use the port-o-lets at least once during the event, and participants who stay overnight will use them three times. Rental companies have formulas to help you figure out how many restrooms you will need. (a safe estimate is 1 port-o-let per 25-50 people)

• **Trash Solutions** — Be sure to have sufficient **trash cans** around the site, especially near food stations, (consider the disposable cardboard trash cans which clean up easily). Also secure access to a **dumpster** as well as volunteers to dump trash when it gets full periodically throughout the Relay and replace with fresh bags. Also consider placing recycle bins for cans and bottles on site and organizing other eco-friendly solutions.
  o **TIP**: Line trash cans with several trash bags; when one is full, simply pull it out of the can, and the fresh bag is already in place for the next round.

• **A Safe and Secure Accounting Site** — work with the Accounting sub-committee to secure a secure accounting site for cash counting and batching for bank runs. It should be indoors where the door can be closed and locked when necessary, or in a 4-sided tent with security present at all times.

• **A Way to Mark Team Campsite Boundaries** — consider spray painting, chalking, or staking the edges of team campsites. Also consider if you want to number them or name them by team.

• **Other Sub-committee Needs** — work with the other sub-committees to help them secure all logistical items for the Relay. For instance, consider wheelchairs for survivors, lighters and other supplies for Luminaria, etc.

**Electrical and Motorized Items**

Again, try to borrow these items or get them donated for your Relay. Here is a list of electrical and motorized items to consider for your event:

• **Quality Sound System** — this includes microphones, speakers, mixer, etc. Work with the Activities & Entertainment sub-committee to make sure whatever system you work together to find will meet the needs of any bands/music for the event, and also allow an emcee to make announcements that the teams can hear. If the teams can’t hear announcements, your event will suffer.
  o **NOTE**: Indoor sound systems are usually not sufficient for an outdoor event. Often the people immediately in front of the speakers can hear everything, but the sound is lost on everyone else. Try to find a DJ or sound company that has worked with outdoor venues before.

• **Sound System Operator** — make sure you have someone on-site that knows how to set up, run, and take down the sound system. This person can also help with any problems that come up.

• **Lighting** — make sure you have enough light to make your event safe overnight. If you do not have stadium lights or other built-in lights to use, consider renting or borrowing large stand lights on generators to place around your site (construction companies or city governments often own several large lights of this kind – see if you can borrow a couple for your event).
  o In addition, consider if you need smaller lights for inside certain tents (such as the Survivor Tent, Registration Tent, Accounting Tent (if using), or an Activities Tent).
  o Also consider stage lighting and work with the Activities & Entertainment
Decorations, Signage, and Other Fun Stuff

- **Relay Banners and Decorative Items** — there are lots of Relay items available to order to decorate your site. In some cases you may have room in your budget to order some and use them year after year. In other cases, your local ACS office may have items that every Relay shares. Ask your Event Chair and staff partner which items are already available and if you have any room in the budget for additional items.

- **Mission/Cancer Fact Track Signs** — these are pre-made purple track signs with cancer fighting messages available to order, or your staff partner may already have a set that you can borrow from the local ACS office.

- **Directional Signs** — be sure to have directional signs up around your Relay for things like parking, registration, survivor’s tent, restrooms, etc, so participants know where to go. Your staff partner may have something you can use for directional signs, or you may need to create your own.

- **Other Decorations** — purple balloons & helium, tablecloths, centerpieces, banners, etc (as much as you can get donated!). Consider creating a balloon arch at the starting line or having one donated. Work with other sub-committees to make sure someone is planning decorations for all the main areas which people will see – like the main registration tent, the stage, the survivor tent, etc.

- **Sponsor Banners** — Also work with the sponsorship sub-committee to make sure all sponsor banners are hung up at the event.

**Determine Security and Risk Management Strategy**

The Importance of Security and Safety

Unplanned emergencies can ruin an event and have lasting repercussions on everyone involved. In order to keep your Relay For Life event fun, it is important to make sure that participants are safe, happy and want to come back next year. No one can ever plan for every emergency, but by being prepared and thinking ahead beforehand, you can help protect the Relay participants and the American Cancer Society against unforeseen hazards and problems by managing the risks associated with a large event like Relay. Here are some important steps to make sure your event safety and security is top notch!

**Conduct Site Walk-Through Visits**

Prior to the Relay event, you should try to walk through your event site at least four times to be sure and think ahead for all safety and security risks. Be creative and proactive when thinking of potential hazards...imagine childproofing the site for a toddler and consider solutions for each hazard carefully. Several of these walk-through visits can be done with other members of the logistics sub-committee to help in other aspects of the logistical planning.

Here is a breakdown of the logistical walk-through timeline:

- **First Walk-Through (approx 6-9 months out)**
As soon as you have your site secured, walk through and envision where things will be located on site and try to think ahead to any potential hazards that should be planned for (i.e., a low-lying part of ground that could be muddy and shouldn’t have tents on it, a tight area of the parking lot that should have a one-way traffic flow, etc).

Come up with a solution for each hazard, including working with the site manager for any necessary repairs, using signs and markers to identify hazards on the day of the event, and determining other creative solutions to avoid potential problems.

If you and the site manager agree on specific repairs to the site, try to solidify the agreement in writing and be sure to follow up with the site manager prior to the Relay to make sure they are completed.

- **Second Walk-Through (approx 1 month out)**
  - Try to do a safety and security walk-through at night. This will give you a much different perspective on potential safety hazards and any security needs since Relay is an overnight event.
  - Specifically pay attention to areas that need lighting to be safe for people walking and any other areas of the site that become dangerous at night. Determine a plan to solve any night time safety and security issues.

- **Third Walk-Through (approx 1 week out)**
  - After your site map has been decided, walk through the site again specifically double checking and measuring to make sure logistical items like tents, stages, lighting, etc can all fit in their assigned place and can be transported to and from their place safely. And double check to make sure there aren’t any areas that cannot have tents placed or people safely walking on them.
  - Make last minute changes to your site map as needed if potential problems are found. Also double check to see if there are any new hazards or if necessary repairs have been made.

- **Fourth Walk-Through (day of Relay)**
  - Either the night before or early on the day of the Relay, carefully walk through every part of the site and mark any hazards so that people know to avoid them.
  - This could include placing colored stakes in holes so people don’t sprain an ankle, using hurdles to keep people out of muddy areas, or posting signs to Watch Your Step on steep inclines or stairs, etc.
  - Remember to think about childproofing the site for a toddler and mark every hazard.

**On-Site Medical Support**

Consider recruiting a first responder to be on-site during your event. This could be a schedule of rotating nurses at a First Aid tent, a squad of EMTs who hang out at your event, an ambulance that parks in your lot for the evening while waiting to be dispatched on calls, or a team from a clinic or hospital that is willing to host the First Aid area and be the first responders on the scene with medical problems.

Recruit someone to handle first-aid problems at the Relay, and plan on calling 911 for any emergency medical issues. Be sure to monitor the parking lot and the loading/unloading
zone to keep it clear so that emergency vehicles would have close access in case of an emergency.

On-Site Security

Keep in mind two groups of people when thinking of event security: how to keep the Relay participants safe, and how to keep the money handlers safe.

- **Relay Participants** — Consider the security of the Relay participants.
  - Make sure you let local police know that you are having an overnight event...they may be willing to come do a couple walk-through visits or drive-bys during the night to maintain the safety of the participants.
  - Don’t be afraid to call the police if there is an issue with someone on site that is causing problems.
  - Also consider the security of participants under 18. If you have an event with a large youth participation, you may want to come up with a more detailed security plan (i.e., some events “close” the site after midnight so participants under 18 cannot come to or leave the Relay in the middle of the night, or use bracelet systems, or other creative methods).

- **Money Handlers** — Relay For Life is a very successful fundraising event, and we want to be sure that all of the money that is raised through Relay goes to fight cancer. Reduce the danger to cash handlers and the temptation to thieves by having a security plan to protect the people that are counting money at Relay.
  - Be sure to have a secure place to count and batch the money (either indoors or in a four-sided tent with security).
  - Consider having security around when the money is being accepted at the money collection table (Registration Tent), while it is transported from the money collection table to the secure counting site, while the money is being counted in the secure site, and while it is being transported to the bank drop box during the night.
  - The Accounting sub-committee may need to make two or three bank runs during the Relay. Work with them to determine their security needs and then recruit security volunteers (either official, like police officers, or unofficial, like a group of dedicated security volunteers) to help maintain the security of the money, and make sure that cash is never left alone with one person for their protection.

On-Site Problem Solving

Because we know that problems can and probably will come up at your Relay, you can be prepared by having an On-Site Problem Solving plan ahead of time. Think about each of these questions and come up with a solution that will work for your Relay:

- How will the problem reach your attention?
  - Will someone from the committee be “on-call”, walking the site with an eye open for issues?
  - Will there be a table for participants to report problems?
  - Will the committee have a communication plan (using cell phones or walkie-talkies)?
  - Be sure to communicate your plan to the Team Captains so they know how
to report problems proactively.

- How will you respond to the problem?
  - Who will be the person in charge of responding to the problem at different times of the night?
  - Does the committee know local emergency numbers?
  - How do you need to report problems to the American Cancer Society?
  - Decide these answers and make sure everyone knows what to expect when problems come up.
Step 5 – Design the Site Layout

Laying Out the Site Plan

Make sure you walk through the site as often as you need to get a good feeling for how much space is available and how the traffic should flow through the event. Every Relay is laid out differently based on the site size, shape, the track layout, restrictions and committee preferences. There is no right or wrong way to lay out a Relay, but consider these pieces when planning your site map.

General Layout Considerations

These items pertain to the general layout of the event, and they will influence your decisions on the placement of other tents and areas.

- Decide your general traffic flow of the event first, and always keep it in mind when making changes
- Choose where the entrance/exit to your event should be. Make sure they are clear and easy to navigate, especially a loading/unloading zone for emergency vehicles if necessary.
- Consider where electricity and water outlets are when placing tents and areas
- Consider where you want to place generators and lights around the site
- Consider where you want to place Port-o-lets (convenient, but not too close to campsites)
- Consider any available storage areas
- Consider parking layout (loading/unloading zone, special survivor VIP parking up close, etc)

Sub-Committee Tents

Almost every sub-committee will need a tent or area of the Relay for their focus. Consider this list of possible committee areas, and check with your fellow committee members to see what they will need for the Relay. Sometimes several areas can be combined into one tent.

- Registration Area (usually near the entrance)
- Information Booth/Lost and Found
- Money Collection Table (for teams to turn in cash at Relay, usually near or in the Registration Tent)
- Secure Accounting Area (to take all cash and checks for counting and batching for bank runs, usually inside a building or in a four-sided tent with extra security)
- Committee headquarters (a place for the committee to meet and for someone to be on-call for problems)
- Stage/Entertainment Area
- Survivor Reception Area(s) (some Relays have more than one place for activities and entertainment)
- “Starting Line” on the track for the Survivor Lap or for lap counting
- Food/Water stations (both for meal distribution and water around the track)
- First Aid/Medical Tent
- Mission Delivery/Fight Back Tent
- Advocacy Activities Area
- Sports/activity areas and children’s play areas
- Other areas as needed for your Relay

**Team Campsites**

This is a very important topic to many Relay Team Captains and team members. Be sure you understand how your Relay has assigned sites in the past and choose carefully if you decide to change the system.

- First decide which general area of the site will be designated for team campsites (i.e., the middle of the track, around the outside of the track, in a separate field next to the track, etc).
- Then separate that big area into a sufficient number of good-sized team campsites. Remember, many teams have multiple tents, so make them big enough with the space available.
  - **TIP**: Consider forming a “Tent City” with themed street names, complete with street signs. This is useful when dealing with a large number of teams and giving directions to specific sites.
- Next, work with the Team Development Sub-Committee to determine how you want to assign campsites (top teams from last year choose first, first teams who register get to choose first, teams with the most money turned in so far choose first, first teams through Bank Night choose first, the first teams to show up on the day of Relay get to choose their site first, etc).
- Also consider how you want to deal with “partner” teams, which are teams with more than 15 members that have split into two or more teams, but would like adjoining campsites.
- Decide whether to offer electricity to certain campsites (maybe those close to a generator if they bring their own extension cord). This can lead to some fun activities at Relay campsites, like Karaoke or video game tournaments.
- Then communicate the system of choosing sites clearly to the teams at Team Captain meetings. Make sure you are fair with whatever system you choose, and keep good track of team selections.
- Consider creating a Master Map (possibly color-coded) for the registration area at the Relay so volunteers can direct team members to the right site at the Relay.

**Create a Site Map**

Create a site map, either by hand or using software, to clearly mark where everything will be located at the Relay, including all three categories above. Definitely make sure that copies are distributed to committee members and Team Captains, and also consider submitting it to the Entertainment and Activities sub-committee to be included in the Relay program.
Step 6 – Gather Supplies

**Gather All of Your Supplies Ahead of Time**

Plan ahead and bring all supplies with you on the day of Relay. Here is a list of things to consider gathering and bringing with you to the event. Don’t forget to mark any personal items with your name so they are sure to be returned to you and keep a detailed list of borrowed items so they are returned to the correct place.

**Logistical Items**

Consider bringing the following items to Relay:
- Tools (hammer, nails, screwdriver, pliers, tape measure, staple gun, etc.)
- Work gloves
- Different kinds of tape (duct, masking, packing, etc.)
- Zip ties and tent stakes
- Rope and bungee cords
- Pens, Pencils, Scissors, Rubber bands
- Flashlights, extra batteries
- Paper Towels and extra toilet paper
- Hand Sanitizer and disinfecting wipes
- Small First Aid Kit
- Garbage Bags
- Reflector tape/string/stakes/spray paint/chalk for marking campsites
- A ladder
- Other items you think might come in handy

**On-Site Transportation & Energy**

Consider bringing the following items to Relay:
- Be sure to have enough gasoline to power any generators all night long
- Extra batteries of all types
- Several extension cords and outdoor power strips (label with your name, using masking tape and a marker)
- Make sure golf carts or ATVs have enough charge/gas to run all night

**On-Site Communication**

Consider bringing the following items to Relay:
- Walkie-Talkies (with extra batteries)
- Cell Phones and a list of all committee numbers (as well as vendor and emergency numbers)
Step 7 – On-site Management

Follow a Day-Of-Event Logistics Schedule

Before the Relay arrives, determine a schedule of when things should happen on the day of Relay, and what things are most important.

- For instance, when should the set up volunteers arrive?
- When will the tables and chairs be delivered?
- Which items should be set up first?
- Who should put up directional signs, and when should they go up?
- If you are setting up tents, when should you start?
- If they are being delivered and set up, when should they arrive?
- When can the teams begin setting up their campsites?
- Are there parts of your event that will come down at sunset or midnight, like bounce houses?
- Who is going to turn on/off the lights and when?
- Who will be in charge of tearing down in the morning after Closing Ceremonies?
- When is the trash going to be dumped?
- Etc., etc., etc.

If you have a clear picture of what should happen at which times on the day of Relay, you will be able to manage it efficiently and problem solve as needed, prioritizing top items and organizing volunteers as needed. Make sure you communicate your expectations to the rest of the committee, the day-of volunteers, and the Relay participants.

Keep Day-Of-Event Volunteers Engaged

Don’t try to do everything yourself…keep your day-of volunteers engaged and busy. They volunteered because they want to help, so give them projects and keep them engaged in making the Relay happen as much as possible.

Enjoy Yourself & Run a Smooth Event

The Logistics Sub-Committee is the hub of the event on-site. They know where everything and everyone should be and what is needed to make it happen, and work closely with the Event Chair and other subcommittees to run the event. With detailed planning, the event will run smoothly, problems will be solved quickly, and Relay participants will have a fun, safe, seamless experience that makes them want to come back next year!
Step 8 – 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!

Return all Borrowed & Rented Items

Make sure that every borrowed or rented item gets returned to the appropriate person or place within two weeks of the Relay or sooner (keep a detailed list so you know what goes where and when it is due). This will help build good will for future years and keep relationships strong for borrowing items or getting discounts on rented items in the future.

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](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 Logistics sub-folder to find:

- **Event Walk Through** – your guide to a thorough site visit
- **Logistics Checklist & Assignment List** – a logistics checklist with a sheet to track who is responsible for each item
- **Logistics Questions** – questions to consider when choosing a new site, or re-evaluating an existing site
- **Logistics Site Proposal** – sample site proposal to customize and use when securing a new Relay site
- **RFL Event Checklist** – another sample logistics checklist
- **RFL Event Packing List** – customize this list before packing the trucks for your Relay
- **Top 12 Production Elements for Relay** – be sure the Logistics Sub-Committee reviews these 12 elements and the tips provided before finalizing logistical plans

Select the Risk Management sub-folder to find:

- **Rain Plan** – a guide to make a rain plan with the committee prior to the Relay; tips for communicating the rain plan
- **Relay Rules & Regulations** – distribute these rules at Bank Night and post them at Relay in the Registration Area
- **RFL Emergency Procedures Kit** – a packet of info to review prior to Relay, and have handy throughout Relay
- **RFL Risk Management Call** - a PowerPoint (with notes! Go to View >> Notes) to conduct a mini risk-management training with the sub-committee
- **Risk Management Best Practices** – from the Eastern Division Legal Department: an overview of what is allowed and not allowed at Relay For Life, per our insurance provider
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 and 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 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.
We save lives and create more birthdays by helping you stay well, helping you get well, by finding cures, and by fighting back.

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