Relay For Life Event Chair Guidebook
American Cancer Society Eastern Division
RelayForLife.org
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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**
- **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. Nationally, 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, Columbia University 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.
• 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: Event Chair

The Event Chair directs the efforts of the Relay For Life committee, overseeing committee recruitment, committee progress, and committee tasks and timelines. Term limit is usually two years.

Responsibilities:
- Identify, recruit and retain Relay For Life leadership committee members.
- Review Event Chair Guidebook.
- Attend Eastern Division Relay For Life Leadership Conference and Regional Mini-Conference.
- Determine goals for the event, including sponsorship and number of teams needed to reach monetary goal.
- Work with Logistics Chair and staff partner to establish event date and times.
- Lead and facilitate Relay For Life Planning Committee meetings.
- Guide the Relay For Life committee in accomplishing goals and objectives.
- Monitor progress of sub-committees to ensure tasks are completed.
- Support Team Development Sub-Committee in planning the Relay For Life Kick Off.
- Act as event spokesperson where needed.
- Write correspondence, including event thank you notes, with staff partner as needed.
- Help with team recruitment, sponsorship, and other big decisions where needed.
- At conclusion of event, be responsible for all thank you letters related to your committee’s activities.
- Hold wrap-up meeting for Relay For Life leadership committee following the event.

Qualifications:
- Commitment to the American Cancer Society’s mission.
- Knowledge of the local community.
- Strong leadership and communication skills.
- Respect and understand the roles of volunteers and staff in the Volunteer/Staff Partnership.
- Strong time management skills helpful.

Support Provided:
- Receive training from American Cancer Society staff partner.
- Event Chair Guidebook complete with expectations, instructions, and resources.
- Virtual Resources: RelayForLife.org >> Committee Toolkit button is on left side.

Staff and Volunteer Partners:
- Collaborate with your staff partner and Relay For Life subcommittee chairs.
- Establish and maintain networking relationships with other organizations and community leaders as applicable to Relay For Life.
**Partnership Agreement**

**Sample Relay For Life Committee Member/Event Chair Partnership Discussion**

Relay For Life Committee Member: ____________________________

Event Chair: ____________________________

Staff Partner: ____________________________

Date: ____________________________

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

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

**Committee Member**

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

____________________________________________________________________________________________________

____________________________________________________________________________________________________


*My vision for the Relay For Life of _______________________ is:*

____________________________________________________________________________________________________

____________________________________________________________________________________________________

**Our goal for the Relay For Life of _______________________ is to:**

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

I understand my role to be:

____________________________________________________________________________________________________

____________________________________________________________________________________________________

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

1) 
2) 
3) 
4) 
5) 

We have discussed the following:

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

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

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

I like to be recognized the following ways:

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

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

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

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

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

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

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

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

Committee Member Commitment: ____________________________

(Signature)

Event Chair

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

My vision for the Relay For Life of _______________________ is:
Our goal for the Relay For Life of ______________________ is to:

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

I understand my role to be:

I understand the key responsibilities of the Event Chair position to include:
1) 
2) 
3) 
4) 
5) 

My qualities that I feel will best complement 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)
  - 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…Recruit a Co-Chair

Relay For Life is designed to be a volunteer-driven event, where volunteers in the community own the Relay and are empowered to make decisions and make the event happen. In this structure, the role of Event Chair holds a lot of responsibility, and it is beneficial to have a partner to share the responsibilities. It is especially useful to have Co-Chairs when recruiting Sub-Committee Chairs because two people know more potential volunteers than one alone! Having Co-Chairs also helps the event stability from year to year because ideally one Chair is stepping down while the other is moving into their second year and bringing in a new Co-Chair, keeping a smooth succession from year to year.

Where to Look for Help

- Good leaders typically like to be involved in many projects, so don’t hesitate to ask someone just because they are already volunteering for something else. You never know if they might be looking for a new challenge and say yes!
- Try your best to keep a positive attitude, even when you hear “no”. Remember that your unspoken attitude and energy affects how people react to you. All recruiters and salespeople hear “no” often…stay persistent and keep asking new people and you will eventually hear “yes”.
- You’re not alone in your search for a Co-Chair…your Society staff partner should also be helping you search in the community for a suitable Co-Chair, so work together to find the right person.
- Remember that you are looking for a fellow visionary… someone who sees the big picture and can communicate it well to others and naturally motivate others to be a part of making it happen. Who are the charismatic visionaries in your community who would be a great fit?

Splitting the Event Chair Role

There are several different ways that Co-Chairs can work together successfully. The most important thing is that both Co-Chairs establish a plan for splitting the Chair responsibilities and communicate that plan to the staff partner and the rest of the Relay committee.

One way to split the role is to each take responsibility for half of the Sub-Committees, one concentrating on the Growth aspects of the Relay and the other concentrating on the Production aspects of the Relay. The Growth aspects are Team Development, Survivorship, Sponsorship, Online, Advocacy, Mission Delivery and Youth Involvement. The Production Aspects are Registration and Accounting, Logistics, Entertainment and Activities, Publicity, Luminaria, and Food & Beverage. Keep in mind that helping with Team Recruitment is a responsibility for the whole Relay committee.

Some events have the returning Chair from last year in a leadership role and the new Co-Chair in a supportive role, learning how to take the lead for next year. Other Relays split their roles based on the individual strengths and talents of the Co-Chairs, choosing which aspects they excel in and splitting the responsibilities that way. Or there could be other creative ways of splitting the responsibilities. The important thing is that you have a
discussion about what each Chair will be responsible for and split the responsibilities in a way that seems fair to both Co-Chairs.

Step 3 – Recruit Your Committee

The Importance of Recruiting a Committee

A strong committee of local volunteers from your community is essential to a successful Relay For Life event. The growth of a Relay For Life event is almost directly proportionate to the growth of the committee. A healthy, growing committee of committed volunteers makes for a healthy, growing Relay.

Also, a Relay committee that represents each sector of your community will make for a Relay that incorporates all sectors of your community. Expanding your Relay For Life committee to include Sub-Committees for each area is the way to expand your committee and grow your Relay. It also lessens the load on any one volunteer and makes the Relay experience more fun. So, work hard to recruit your Sub-Committee Chairs from different community sectors and encourage them to find Sub-Committee partners to help with their roles.

Recruiting Your Committee

As a volunteer leader, one of your primary roles is to recruit the best volunteers from your community and lead them through the Relay season. When looking for committee members, first brainstorm people you know who would be good in each role. Start with a list of all the positions you are trying to fill and think of the top 3-5 characteristics that would make a good volunteer in each position. Then think about the people you know, even acquaintances, that might meet those characteristics. Then schedule an appointment, tell them why you think they would be great in a certain position, ask them to join your efforts to fight cancer by serving on the committee, and follow up with any recommendations they might have for others you should ask to join the committee as well.

Make sure you consider people in different sectors of the community, like different geographic areas, different cultural backgrounds, different employment sectors, etc. Also be sure to consider asking people with job skills that compliment a committee position, even if you don’t know them very well. Maybe the assistant editor of the local newspaper might be a good candidate for Publicity Chair…make sure to offer them the opportunity. You never know when someone has been touched by cancer and is waiting for the chance to fight back!

Also consider asking at a local university, community college, or high school for students interested in some practical experience for their resume. There may be a college student majoring in non-profit management that would love to get involved, or a high school student involved with DECA who wants to practice sales and marketing skills. They may also love to have the community service experience for job, college, or scholarship.
applications. Young people may be less experienced working in a committee environment, but with the right leadership and direction they can be fantastic committee members! When young people are truly committed they typically throw all of their energy behind their passion, so their energy and creativity can be a huge asset to your committee.

Remember, keep a positive attitude as you are approaching potential committee members because your energy affects the way people will respond to you. Some people will tell you no…that is normal! Don’t get discouraged, just keep on asking and you will find enough people in your community to fill your committee chair positions. Then share your experience and positive energy with your committee chairs as they try to recruit sub-committee partners for their areas or recruit teams, survivors or sponsors for the Relay.

**Sub-Committee Steps to Success**

All Sub-Committee Chairs have some steps in common toward Relay success. These steps include:

- **Recognize Your Commitment** – understand your role on the Relay committee and commit to fulfilling it.
- **Gather Your Resources** – learn about and use the training and support resources that are available.
- **Recruit Your Partners** – find and recruit partners to help with their Sub-Committee role.
- **Wrap Up** – Take care of final post-Relay tasks and tie up all loose ends after the event.

The following lists provide some details on the other specific steps that each of your Sub-Committee Chairs should be working on throughout the Relay season. Each Sub-Committee is covered in detail in their guidebook, and all of the guidebooks are provided electronically on each Relay For Life event web site for your reference. Visit your event’s home page, then click on “View the latest information about this event”, then in the Information Menu on the right, select “Committee Information.”

**GROWTH SUB-COMMITTEES**

These sub-committees focus on the aspects of the Relay that help it grow year after year.

<table>
<thead>
<tr>
<th>Team Development</th>
<th>(three people are needed on this Sub-Committee at the very least)</th>
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<tbody>
<tr>
<td><strong>Establish a Team Development Plan</strong> – evaluate the Relay, set goals, decide on strategies to meet those goals, and make other plans around recruiting and retaining teams.</td>
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<tr>
<td><strong>Plan a Team Blitz Week</strong> – utilize the Team Blitz Guidebook to plan a blitz that works for your community or campus</td>
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<tr>
<td><strong>Educate and Enlist the Relay Committee</strong> – make sure that the whole committee understands how they can help with Team Recruitment and Working the Track.</td>
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</table>
- **Determine Team Systems** – work with other Sub-Committees to finalize the systems that affect teams, like registration, accounting, Luminaria, t-shirt distribution, campsite selection and layout, etc.
- **Host Your Relay Kickoff** – Lead the Kickoff planning with the cooperation of the Event Chair and the entire committee. Be sure to utilize the KickOff Guidebook.
- **Recruit New Teams** – Gather and research warm leads and cold leads and contact them to schedule recruitment presentations and appointments and get new teams to register for the Relay.
- **Retain Teams** – Contact teams from past years and invite them to return. Also begin a strategy for treating teams right this year so they want to come back next year.
- **Communicate with Teams Year Round** – Keep teams informed through regular communication (mentors, newsletter, e-mails, phone calls, meetings, etc).
- **Run Team Captain Meetings** – Lead the Team Captain meeting planning and presentation, with input from the entire Relay committee. Promote Team Fundraising Club, Relay All Stars, and Million Click Challenge initiatives.
- **Mentor, Coach and Develop Teams** – Focus on fundraising by coaching and training teams to do it well. Also set up a team mentor system where experienced Team Captains build relationships with new Captains.
- **Track Team Progress** – Work with the Registration and Accounting committee to keep good records of how teams are doing with the registration and fundraising totals.
- **Recognize Teams** – Use many different techniques to notice, recognize, and appreciate the unique contributions of each team.

**Survivorship Sub-Committee**

- **Determine a Plan for Engaging Survivors and Caregivers** – evaluate the Relay, set goals, decide on strategies to meet those goals, and make other plans around recruiting and retaining survivors.
- **Recruit Survivors and Caregivers** – come up with recruitment ideas using community contacts and publicity while overcoming special challenges with survivor recruitment.
- **Register Survivors and Caregivers** – collect and submit scannable registration forms from each survivor in order to maintain the quality of the data from year to year. Be sure to capture the date of diagnosis, as this allows the American Cancer Society’s Patient & Family Services staff to follow up with appropriate information.
- **Engage Survivors in Year-round activities** – plan other activities during the year for survivors and make sure they are aware of other Society volunteer opportunities.
• **Honor Survivors and Caregivers** – work with other sub-committees to honor survivors at the Relay through special ceremonies, activities, entertainment, food, giveaways, etc.

• **Plan the Opening Ceremony** – work with the Event Chair to plan the Opening Ceremony; the Survivorship Sub-Committee should focus on celebrating survivors and caregivers as well as the opening lap.

• **Determine Logistical Needs for Relay** – work with Logistics Sub-Committee to determine all logistical event details for the survivor recognition area, as well as planning other details.

• **Manage Survivor Registration** – Manage day-of details for survivors as they register and are recognized at the Relay.

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**Sponsorship Sub-Committee**

• **Set Your Sponsorship Goal** – evaluate the Relay budget and needs, set sponsorship goals, decide on strategies to meet those goals, and make other plans around sponsorship and underwriting.

• **Set Price and Benefits** – follow Eastern Division RFLBU guidelines for setting sponsorship levels and benefits. Then set your price levels based on community size and event size.

• **Make the Ask** – contact sponsor prospects and ask them to sponsor the Relay event at some level.

• **Sponsorship, Underwriting and Advertising** – make sure that you are following American Cancer Society and IRS guidelines around these topics. For example, do not offer “ads” or an “ad journal” – instead you must use the term “recognition journal”.

• **Sponsorship Timeline and Task List** – follow the suggested timeline to make sure you are approaching companies at the right time of the year.

• **Sponsorship Sub-Committee Management** – manage your sub-committee in an organized way.

• **Cultivating Business Relationships** – consider the desires and needs of your sponsors and work to meet them. Also recognize and thank the sponsors appropriately.

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**Online Sub-Committee**

• **Customize and Activate the Website** – make your website specific to your community and make it available to the general public.

• **Add Additional Features** – upgrade your website with neat extras like adding sponsor logos, adding local companies to your rank box, and adding a link for ordering Luminaria.

• **Edit and Schedule Emails** – edit and schedule your Coaching Emails, Auto-responders and Messages for potential participants and registered participants.

• **Train the Committee, Team Captains and Participants** – use training tools to make sure every committee member, Team Captain, and team member knows how to register, access information, and fundraise on your website.

• **Promote Programs & Initiatives** – use the web site and coaching emails to promote and encourage participation in Team Fundraising Club, Relay All Stars, and the Million Click Challenge.
• **Update Site Information Regularly** – keep your website up-to-date and interesting for people to view again and again by adding local updated information.

• **Provide Basic Customer Support** – answer basic questions, fix registration errors, and provide basic website support for your event participants.

• **Run Reports** – access the data from your website to generate up-to-date reports on things like registration, fundraising, t-shirt sizes, and more.

• **Recognize Top Performers** – notice, recognize, and appreciate the efforts of your top online fundraisers whether they are Team Captains or simply team members. Also recognize participants with other good online statistics like 100% team registration online, most e-mails sent, etc.

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**Advocacy Sub-Committee**

• **Establish an Advocacy Plan** - evaluate the Relay, set goals, decide on strategies to meet those goals, and make other plans around Relay Advocacy efforts.

• **Educate Yourself and Your Sub-Committee About Advocacy** – make sure you understand how Advocacy fits into the American Cancer Society’s mission and what the Society’s Advocacy efforts entail.

• **Communicate Legislative Priorities** – learn about the federal priorities and the specific legislative priorities in your state and congressional district, and then communicate those priorities to the Relay participants to take action.

• **Invite & Host Lawmakers** – reach out to local lawmakers and invite them to be a part your local Relay (while following strict IRS guidelines regarding political participation in non-profit activities).

• **Recruit ACS CAN members** – use meetings and the Relay to find participants who are passionate about fighting cancer through legislative action, and encourage them to join ACS CAN (our sister organization which is not a 501(c)(3) and has more political freedom).

• **Implement Picture A Cure** – run Picture A Cure at your Relay to allow participants to share their stories with their local lawmakers so that lawmakers see the faces and stories of their local constituents when making decisions regarding cancer issues. *(or other ACS CAN-endorsed activity, as appropriate)*

• **Determine Logistical needs** – work with the Logistics Sub-Committee to determine logistics needs for your day of Relay activities.

• **Manage Day of Event Activities** – coordinate all of the details for your day of Relay Advocacy activities.

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**Mission Delivery/ Fight Back Sub-Committee**

• **Educate Yourself & Your Subcommittee on the Society’s Mission** – learn about the details of the American Cancer Society’s mission and the programs that we have available for members of your community.

• **Create & Communicate Your Plan** – decide which Mission Delivery projects to incorporate into your Relay For Life and how you want to implement them.

• **Pre-Relay Mission Delivery Plan** – determine how to incorporate your chosen Mission Delivery projects into pre-Relay meetings, communication, and activities.

• **Day of Event Activities** – coordinate the day of Relay Mission Delivery activities that coincide with the projects you chose to implement for your Relay.
PRODUCTION SUB-COMMITTEES
These sub-committees focus on the aspects of the Relay that give it a great production value.

**Registration and Accounting Sub-Committee**
- **Establish a Plan for Registration, Accounting and Data Collection** - evaluate the Relay, set goals, decide on strategies to meet those goals, and make other plans around Relay registration and accounting.
- **Communicate Your Plan** – make sure the entire committee has a basic understanding of the registration and accounting process so they can answer questions correctly. Also make sure Team Captains understand the processes and follow them.
- **Collect, Track and Report on Registration Data** – collect scannable forms or online registrations, track the registration data, and regularly report back to the Event Chair and committee on progress.
- **Process and Submit Registration Forms** – once scannable forms and youth waivers are collected, batch them and turn them in to your staff partner regularly.
- **Collect, Track and Report on Relay Fundraising Dollars** – collect fundraising dollars and enter them into your tracking system to keep accurate totals of team and individual fundraising totals, sponsorship amounts, etc.
- **Process and Submit Relay Fundraising Dollars** – immediately batch and process cash and checks on site, taking cash to the bank and shipping checks through FedEx as soon as it is collected.
- **Determine Logistical Needs** – work with the Logistics Chair to determine logistical needs for the Relay like registration tables and chairs and a secure site for money processing at the Relay.
- **Organize T-shirt Ordering and Distribution** – pull the t-shirt size report and submit the sizes to your staff partner to order t-shirts. Then work with the Team Development Sub-committee sort and distribute t-shirts (usually through Bank Night).
- **Plan and Run Bank Night** – plan and run Bank Night, working with the Team Development Sub-Committee. Make sure all teams turn in all remaining registration forms and all fundraising dollars, while also allowing Team Development and other Sub-Committees to distribute important information at different stations.
- **Manage On-Site Registration and Accounting** – recruit enough day-of volunteers to man the registration table and the turn-in area for on-site fundraising. Then make sure all money is taken to the secure location for on-site counting and processing.

**Logistics Sub-Committee**
- **Secure Site and Make Facility Arrangements** – work with the Event Chair(s) and staff partner to make all necessary facility arrangements, including details on safety, permission to use amenities, access to water and power, clean up agreements, etc.
• **Secure Logistical Items Needed for the Event** – work to contact local vendors to borrow all tables, chairs, tents, electronic equipment, lighting, and other logistical items if possible, or rent them if the Relay budget allows.

• **Determine Security and Risk Management Plan** – determine a security plan, including the safety of the participants and the security of the funds turned in on site. Also determine an emergency plan and communicate it to the Event Chair and the entire committee – be sure to include a rain contingency plan.

• **Design Site Layout** – decide how the tents and grass areas will be laid out on site, including registration, Luminaria, survivor recognition, entertainment and activities, food, team campsites, and other special areas. Also determine vehicle and foot traffic flow patterns and parking recommendations.

• **Recruit and Manage Day-of Volunteers** – recruit volunteers for set up, clean up, security, and traffic control to help on the day of Relay. Also gather day-of volunteer needs from all Sub-Committees (registration, Luminaria, entertainment and activities, food, etc) and work with the Sub-Committees to find short-term volunteers for their areas, and remind them to keep their volunteers busy while they have them. Keep in mind that sometimes asking team members is a great place to find extra help.

• **Gather Supplies** – prepare your Relay tool box with everything you could possibly need before the Relay begins. Better to be safe than sorry!

• **Run “The Show” at Relay** – act as the first point of contact regarding event issues at the Relay, and work to solve all logistical issues and problems while keeping the Event Chair and the staff partner in the loop.

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### Activities and Entertainment Sub-Committee

- **Establish a Plan** – evaluate the Relay, set goals, decide on strategies to meet those goals, and make other plans around Relay entertainment and activities.

- **Recruit Entertainment Acts** – find entertainers from your community who are willing to donate their time for a good cause. Get creative and consider all types of entertainment, for all ages!

- **Organize Activities** – plan fun activities and contests during the Relay for participants of all ages to enjoy (i.e., talent contests, silent auctions, games, theme laps, etc). Also encourage teams to host activities at their campsites.

- **Support Relay Ceremonies** – assist in planning the Opening Ceremony with the Event Chair & Survivor Chair; the Closing Ceremony with the Event Chair & the Mission Chair; and the Luminaria Ceremony with the Event Chair & Luminaria Chair.

- **Determine Logistical Needs** – work with the Logistics Chair to determine needs (like a stage, sound system, tables, tents, etc) and work together to secure them.

- **Secure Awards and Prizes** – solicit prize donations from the community and order Relay awards through the staff partner as necessary for all activities and awards. Work with the Team Development Sub-Committee to determine award needs.

- **Create a Relay Program** – put together a Relay schedule to hand out to participants at the Relay detailing all the activities and events going on through the night. Also consider adding sponsor recognition, a site map, a team list, and other Sub-Committee information as you can.
• **On-Site Management** – manage the entertainment, activities, and ceremonies at the Relay, making sure speakers are clear, announcements are made, transitions are smooth, and people have fun. Also clean up after all activities.

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**Publicity Sub-Committee**

- **Pursue Media Sponsorship** – find a media outlet who will be willing to donate ads during the Relay season, and determine your ad schedule based on the number of donated ads.
- **Garner Community Support** – make connections with influential members of the community to gain their support of the Relay. This includes city and county officials, business leaders, school district leaders, and other influential community members.
- **Assist with Event Newsletter** – work with Relay Online Chair to customize an email campaign for your participants with updates on how your event is progressing and ways the American Cancer Society is fighting cancer.
- **Paint the Town Purple** – use a targeted poster and flyer campaign concentrated in a small area of town (like Main Street or South Side) to maximize the impact of seeing purple on every corner, in every business window.
- **Pitch Story Ideas and Request Coverage** – build a relationship with local media outlets to pitch story ideas about local survivors and request coverage of Relay activities (like the Kickoff, big fundraisers and the actual Relay) by submitting press releases and following up afterwards.
- **Represent Relay at Local Events and Meetings** – attend local festivals, fairs, and sporting events with a booth or handing out flyers to raise public awareness of the Relay. Also raise awareness through speaking at service club meetings or other public meetings.
- **Pursue Other Creative Publicity** – get creative with other publicity ideas…try asking a pizzeria to place Relay flyers on their pizza boxes, or decorate a “Relay truck” to drive around town, or other creative ideas for tasteful “publicity stunts”.
- **Manage Media Relations at the Relay** – be ready to meet the media representatives who come to Relay, answer any questions they have, and get them what they need to produce a great story. Have a spokesperson already available (maybe a well-spoken cancer survivor with an amazing story) and have ideas for great photo opportunities already prepared that you can quickly pull together.

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**Luminaria Sub-Committee**

- **Establish a Plan** – evaluate the Relay, set goals, decide on strategies to meet those goals, and make other plans around Luminaria sales, logistics, and ceremony.
- **Promote Luminaria Sales** – understand the difference between Luminaria sales and team fundraising, and promote Luminaria sales in public, at the event, pre-orders through teams, and even sales online.
- **Determine Luminaria Logistics** – secure Luminaria supplies (bags, sand, candles, etc) and day-of-event volunteers to fill and set up the Luminaria. Also work with the Logistics Sub-Committee to determine site layout for Luminaria filling, and any tables, chairs, or tents needed.
• **Plan Luminaria Ceremony** – work with the Entertainment and Activities Sub-Committee to plan the Luminaria Ceremony. Make it emotionally powerful, but keep it about 30 minutes to maximize the impact.

• **Collect and Organize Luminaria Orders** – organize your system for tracking Luminaria orders and names, and keep accurate records of Luminaria names and who ordered them for promoting Luminaria sales for next year.

• **Prepare Luminaria Bags** – use your system to prepare all pre-ordered bags with names for around the track before the Relay.

• **On-Site Management** – organize and oversee on-site Luminaria sales, the filling area, Luminaria setup around the track, lighting at sunset, fire safety, the Luminaria Ceremony, and clean-up at the end of the Relay, using day-of volunteers as needed.

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**Hospitality Sub-Committee**

• **Assess Needs and Create a Plan** – evaluate the Relay, set goals, decide on strategies to meet those goals, and make other plans around food and beverage for the Relay season.

• **Supply Food and Beverage to Relay Meetings** – supply snacks for all Relay meetings, including committee meetings, the Kickoff, Team Captain meetings, and the Team Captain Wrap Up party.

• **Learn About Restrictions** – at the Relay site and all meeting sites, find out if there are food and beverage restrictions or laws before securing donations. Check with the Town Clerk or Mayor’s Office about any health codes, permits, etc.

• **Secure Food Donations** – work to approach local restaurants and supermarkets to secure food and beverage donations for Relay meetings and for the Relay event. Consider how many meals or snacks you want to serve at the Relay, including dinner, dessert, midnight snack, breakfast, etc.

• **Determine On-Site Distribution Plan** – work with Logistics Sub-Committee to determine food distribution layout at the Relay and work together to secure tables, chairs, and tents as needed. Also recruit day-of volunteers to help set up, distribute, and clean up food. And don’t forget about small details like plates, napkins, serving utensils, etc.

• **Prepare for the Relay** – gather all supplies the week before the Relay, finalize food delivery or pick up schedule, and confirm all day-of volunteers.

• **Distribute the food at the Relay** – organize and manage day-of volunteers to deliver or pick up food, set up the food, distribute it as needed, watch and manage food amounts, and clean up after each meal.

• **Set Up & Tear Down at Relay** – work with Logistics Sub-Committee to set up and take down tables, chairs, and tents as needed.

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**Volunteer Recruitment Sub-Committee**

• **Recruit Youth Leaders to Help** – learn about the unique ways to search for and recruit youth leaders for your Sub-Committee.

• **Make Your Relay Plan** – evaluate the Relay, create a schedule of volunteer needs, and make other plans around Volunteer Recruitment for the Relay.
• **Approach Local Service Organizations** – plan, schedule, and carry out your approach to recruit from local service organizations.

• **Get Teams Involved** – attend Team Captain Meetings and post sign up sheets asking team captains to volunteer members of their team to help out.

• **Get Ready for Relay** – follow up with all volunteers after they are recruited regarding communication, arrival time/departure time for their volunteer shift, what to expect (i.e., lifting boxes, sitting at Registration, placing Luminaria around the track, etc.), as well as where to check in when they arrive at Relay.

• **It's Relay Time!** – be visible and available to answer volunteers’ questions; be sure all volunteers check in at the appropriate time and call any no-shows.

• **Say, “Thank You!“** – be sure to send thank you notes to every volunteer who helped out.
Step 5 – Lead Your Committee

Leading Your Committee

In addition to recruiting your committee, it is your role as the Event Chair(s) to lead your committee. This means that you prepare committee-meeting agendas, lead the meetings, communicate with committee members outside of meetings, track progress and hold committee members accountable for their goals and strategies, and recognize the achievements of the group. Take ownership of being a leader by scrutinizing your own leadership style and learning to work with different types of people in different situations. Delegate tasks and allow your committee members take ownership of their individual focus areas. Use your Society staff partner as a support in this role, but do not rely on them to lead your committee for you. You were recruited into this position because you have proven leadership abilities and potential…this is your chance to fulfill them for a great cause!

Creating a Positive Team Dynamic within Your Committee

Spend some time with your committee as a whole group early in the Relay season so they can begin to get to know each other and how they might work together. Some members of your committee will probably already know each other well, while others may not know anyone on the committee. Taking time to build a positive team dynamic through social interaction will help your Relay as you move through the planning season. One way to do this is using the Committee Retreat concept, where your committee gets together for a half day early in the season and spends time getting to know each other, setting Relay goals, and getting any additional training they may need in their roles.

An electronic Committee Retreat planning and facilitator guide is available on The Link – http://www.societylink.org (see details in the Tools, Samples & Examples section of this guidebook).

Training and Preparing Your Committee

The American Cancer Society provides several training opportunities for Relay For Life volunteers, including the fall Eastern Division Relay For Life Leadership Conference for Event Chairs, and local Relay For Life Mini-Conferences for all Sub-Committee Chairs in the fall or winter as well. Take advantage of these training opportunities by having your committee members recruited in time to attend your local Mini-Conference, and encourage each of them to make time to attend. If you have committee members join the committee after these trainings are complete, work with your staff partner to come up with a plan to go over the guidebook information with the new volunteers and make sure they feel comfortable with their role.

Another way to train and prepare your committee is by using a Committee Retreat, as mentioned above. The Committee Retreat is a longer session with your entire committee,
which allows you to get to know each other as a group, set goals, learn about the American Cancer Society, and receive additional training for their individual committee positions. Work with your staff partner to decide whether to hold a committee retreat for your committee.

**Delegating Tasks to Your Committee**

**Save Your Time for the Critical Pieces of the Relay**

As Event Chair, do not let yourself get drawn into doing a lot of little things and making little decisions for the Relay. Practice your delegation skills from the last chapter and allow your committee members to shine in their roles. Save your time to help your committee members with the truly critical aspects of planning the Relay (see pages 22 – 30 of this guidebook for a list). Keep in mind that you are not responsible for the critical items…each of these items falls to a Sub-Committee and the Sub-Committee should be making decisions and moving forward with these items. Your role is to communicate regularly regarding these critical items, make sure they are moving forward, and provide the help and support as needed to make these happen.

**Do Not Try to do the Relay All By Yourself**

Event Chairs that try to make every decision end up overworked and burned out, and they can frustrate and alienate their volunteer committee as well. Trust the people that you recruited to be on your committee. If you truly established your expectations of one another during your Partnership Agreement conversation, then trust that they will come through for you and allow them to fulfill their role on the committee. Also, if things come up during the season that fall into one of their committee focus areas, delegate that task instead of taking all the little things on yourself. As an Event Chair, you have enough to keep track of with the critical aspects of the Relay and problem solving where needed…don’t take on unnecessary tasks that can be delegated to willing members of your committee. If you find that your committee members are not able to take on more tasks, then you may need to concentrate on recruiting some additional committee members, or encouraging them to recruit their own Sub-Committees.

When you delegate correctly, not only does it keep you from getting burned out, but it also stimulates your committee members to high achievement and frees up your time to concentrate on the critical issues and problems that come up during the Relay season. Delegating well requires a delicate balance between giving your committee members enough space to maximize their talents and complete the task, while still monitoring the task closely enough to make sure the task is completed correctly. It requires that you make time to monitor progress, offer support, and communicate with the person who is completing the task. Practice delegating within your Relay regularly, and you will get better at it!

**Prepare to Delegate Effectively**

Prepare to delegate effectively by considering each of these topics before delegating a task to a committee member, and then explaining your conclusions to your committee.
member on why they are the right person to complete the task, what the goal of the task is, and how you will track progress and offer support. Consider:

1. The specifics of the task or job to be delegated.
2. The experience, knowledge and skills of the individual as they apply to the delegated task.
3. How this person works best (including what he or she wants from his or her job, how he or she views the work, and so on.)
4. The current workload of this person.
5. The project’s timelines/deadlines, including:
   a) How much time is there available to do the job?
   b) Is there time to redo the job if it’s not done properly the first time?
   c) What are the consequences of not completing the job on time?
6. Resources for this person as he/she works to complete the task.
7. Your expectations or goals for the project or task(s), including:
   a) How important is it that the results are of the highest possible quality?
   b) Is an “adequate” result good enough?
   c) Would a failure be crucial?
   d) How much would failure impact other things?
8. The role you play as the person who is delegating in ensuring the project’s success, through ongoing monitoring, support, coaching, the providing of resources, and so on.
9. Appropriate mechanisms for controlling the project: For example, precisely when should you set checkpoints and report-backs to make sure that things are going smoothly?

This list and several ideas in this delegation section are from the “Successful Delegation: How, When and Why” article on www.mindtools.com, and this article is only one of the hundreds of great leadership tools and professional development resources available on that website. Go check it out!

Motivating and Supporting Your Committee

There are many ways to help motivate your committee members, and each person is different and will respond to different motivation, support, and recognition techniques. When leading your committee, it is important that you consider the personalities of your committee members and think about ways to motivate and appreciate each individual on your committee. Here are some suggestions:

- Spend time talking with your committee members. Build a relationship with them. Find out about their family and what is going on in their life, as well as their connection to cancer and what makes them want to volunteer to fight cancer. Feeling like part of a community is a big part of motivation for many people, and building a friendship with your committee members will help keep them connected to you and motivated to do their Relay tasks.
- Remind your committee how they are fighting cancer through their work. If you are able to attend the Leadership Conference, you will learn many examples of
how the Society is fighting cancer through the money raised by Relay. You can also ask your local staff partner for some great examples of things the American Cancer Society is doing to fight cancer, and use these tidbits to remind your committee members how they are making a difference with the hard work they put in throughout the Relay season. Be sure to utilize the points of pride listed on pages 5 – 7 of this guidebook, too. The American Cancer Society truly is a great organization that is doing amazing things to fight cancer...make sure your committee members know how they are making a difference in supporting the cancer research, education, advocacy, and patient services of the American Cancer Society.

- Experiment with different recognition styles. Everyone likes to be recognized in different ways. Different people really appreciate written notes, spoken words, public recognition, small gifts or thoughtful tokens, hugs, handshakes, offers to help with projects, or invitations to spend time with you outside of Relay. The people you are leading will have a different recognition preference than you do. Consider trying different things with different people to see what they respond best to. Feeling recognized and appreciated is a huge factor in staying motivated.

- Expect high results from your committee members. It has been shown in psychological studies that your expectations of other people can influence or motivate their performance. By setting and communicating high performance expectations, you can motivate better performance out of the people you are leading. This “Pygmalion Effect” was first studied in classrooms where students that teachers expected to do well typically did, and students who were expected to under-perform also lived up to expectations. There is power in your energy, attitude, and your expectations of others...keep your attitude and energy positive and your expectations high, and you will help motivate others to meet your expectations.

**Communicating Outside of Meetings**

This is an important part of leading your committee. Be sure to communicate regularly to the whole group outside of meetings (e-mail works great for this) and also to communicate regularly one on one outside of meetings. This one on one communication will allow you to track progress on tasks for each committee member and also give you a chance to build a personal relationship and keep that committee member motivated to keep moving forward in their Relay responsibilities. If you do not communicate with committee members outside of meetings, you run the risk of having some members slip through the cracks. You may think they are working on specific things, but in reality they come to meetings, give a wishy-washy report and never actually accomplish their tasks. You could also run the risk of losing valuable committee members because they don’t feel important to the group. So, take the time to contact each committee member one-on-one outside of meetings, preferably through phone calls or face to face interaction.
Running Committee Meetings

Your Relay planning committee meetings (sometimes referred to as Relay Leadership meetings, especially if you have a well developed Sub-Committee structure) are extremely important to the success of your Relay For Life event. As an Event Chair, if you lead focused, organized, effective, and fun committee meetings you will set the tone for the entire Relay For Life event. Here are some things to think about when preparing for your committee meetings:

Purpose

Committee meetings should be focused, fun, and meaningful. They provide time for the Chairs of each sub-committee to refine the plan for your Relay. Make sure that you define a specific purpose for each meeting and gear the conversation toward that purpose. You can do that by preparing an agenda ahead of time and sticking to it as much as possible. Your committee members will appreciate your leadership in creating a productive and purposeful meeting. As a reminder, committee meetings are not a place for group decision making, which can be time consuming. Committee meetings should be a time where Sub-Committees report on progress and share information that pertains to the whole group. Decisions on different Relay items should be made by the Sub-Committees outside of the committee meetings.

Be sure to check out Committee Meetings in a Box, located on The Link web site (see Tools, Samples & Examples section for more information).

Who Attends

Relay For Life planning committee meetings are usually co-facilitated by the Event Co-Chairs. A representative from each Sub-Committee (usually the Sub-Committee Chair) attends and gives a report on the progress of that Sub-Committee. The staff partner supports the Event Chair in agenda planning before the meeting and answering questions after the meeting, but may not always present at committee meetings, and definitely should not lead committee meetings.

When to Hold Meetings

Depending on the age and size of your event, some committees meet year round, while others may start meeting 10 months before your event date. We recommend monthly meetings until approximately two months prior to your event and then more frequent meetings as your event approaches. Find a time and day of the week that works best for your committee members.

Meeting Location

Local schools, libraries, hospitals, or community centers typically work well for committee meetings. There may also be a conference room available in a business that supports the Relay, or a back room of a restaurant, or other creative options. Your location should be
centrally located, easy to access, large enough to accommodate your whole committee, and quiet enough to allow discussion (general restaurant seating does not typically work well).

The location should also be inviting and welcoming for new members. It is not a best practice to hold committee meetings in a member’s home. While this may seem like a cozy idea for some, it may be intimidating and uncomfortable for new members. Also, meetings in a home tend to become more social, and therefore run longer – which discourages members with busy schedules from attending.

**Recognize Committee Members**

All volunteers like to be noticed and appreciated for their unique contributions, especially within a Relay For Life committee. Because Relay For Life is a volunteer-driven event, it is imperative that all volunteers feel recognized and appreciated. When this occurs, it will improve their satisfaction levels with their volunteer experiences, improve their productivity as committee members, and improve the chance that they want remain an American Cancer Society volunteers in the future. There are many organizations out there who need volunteers…recognition is one way that we can keep our amazing volunteers engaged with Relay For Life and the American Cancer Society. It is also simply the right thing to do, since these volunteer roles take a lot of dedication and we are truly grateful for their amazing efforts.

As an Event Chair, it is important that you personally notice and recognize the individual contributions of each of your committee members, and encourage them to recognize their Sub-Committee partners and the Team Captains. There are many ways to effectively recognize volunteers…experiment with different ways to see what is most effective for each person.

**10 Recognition Ideas to Try**

1. Deliver positive feedback in an open and publicized way. If not made public, recognition loses much of its impact and defeats much of the purpose for which it provided.

2. Do not however, think that public recognition will substitute for private, everyday, personal thank you’s and respect. What happens 365 days a year has much more impact than what happens at an annual recognition function.

3. Timing is crucial. Recognize contribution throughout a project. Reward contribution close to the time an achievement is realized. Time delays weaken the impact of most awards. An immediate ‘thank you’ or ‘great job’ is much more important than a proclamation six months later.

4. Reward the behavior you want to see. If you are looking for an action to be repeated (e.g., bringing in a new team), reward that action.

5. Deliver recognition in a personal and honest manner. Small, personal indications of
appreciation tend to be perceived as more sincere than formal pronouncements.

6. Educate your volunteers. Send them to training – how about Relay University? Invest in them, they will come away motivated, trained, and inspired.

7. Recognize recognition. Recognize your committee members who are, in turn, recognizing your team captains, volunteers, and members of the community who get involved with Relay.

8. Use positive gossip. When someone says something good about a volunteer, tell that volunteer about it. It almost seems to get more reinforcement value second hand.

9. Be open to feedback yourself. If your team knows that they can come to you with questions and concerns, and you will help address them, they feel valued and empowered.

10. Never underestimate the importance of their family. Write a note to the family members of a volunteer thanking them for their support of the volunteer, acknowledging the good work their family member has done. Motivation principle: Encouragement (and discouragement) from family members is huge.
**Step 6 – Establish a Plan**

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

Be sure to include:
- Committee recruitment goals
- Completion of all Partnership Agreements with Sub-Committee Chairs
- Communicating goals to all committee members (accountability, tracking, etc.)
- Training and preparing the Sub-Committee Chairs
- Focus on Team Recruitment & Team Retention
- Assist with sponsorship asks
- Planning the Kick Off
- Finalizing the site layout and risk management plan – including rain plan
- Planning Bank Night
- Working the Track at Relay For Life
- Planning wrap up activities

**Your Action Plan**

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Step 7 – On-site Management

Day-of-Relay Responsibilities

At the Relay, an Event Chair should primarily concentrate on Working the Track whenever possible. An Event Chair should also be available to help solve problems as needed by the committee. An Event Chair should not be working at the registration table, counting money, putting up tents, setting up Luminaria, directing traffic, or doing other Relay tasks.

On-site Problem Solving

By the time the Relay rolls around, your committee members should have all of their details ironed out and ready to go. Talk with all of them one-on-one the week before the Relay to make sure they are prepared to cover all of the aspects of the Relay that fall into their committee focus areas. The day of Relay is a really important time for each Event Chair to remember the spider analogy and stay centered. With all the event details around you, it will be very tempting to run around and try to organize the tent setup (which is the Logistics Sub-Committee) or the Luminaria distribution (which is the Luminaria Sub-Committee) or the registration area, etc. Resist the temptation to “find” little things to do and stay ready to address holes or weaknesses in your committee web as they arise.

Your role is to remain available at all times so that your committee knows where you are and how to contact you so they can bring big issues to your attention. This might mean that you agree to be on the west side of the track between 4-6pm talking with participants and available by walkie-talkie, or other similar solution.

Empower your committee members to solve little problems on their own. If you run out of ice, the Logistics Chair should know they can just go buy some more and turn in the receipts without involving you. But if the emcee doesn’t show up, the Entertainment and Activities Chair might come to you to problem-solve by stepping in their place. Prioritize problems and continue delegating where possible to give yourself time to concentrate on your other role at the Relay: Working the Track.

Dealing with Weather, Emergencies, and Crises

Sometimes there are unfortunate events at any event with a lot of people. Someone might get injured, or there may be a weather warning, or other unforeseen event. In any of these situations, the Logistics Chair may be the first point of contact, but you as the Event Chair need to be notified immediately and your staff partner should be contacted immediately as well. Your Logistics Sub-Committee should have worked out an emergency plan prior to the Relay...make sure your entire committee understands their plan and knows what to do in case of a crisis or emergency, especially in the case of inclement weather, which happens often.

With weather issues, remember that Relays all over the nation happen rain or shine, but
having an alternate weather plan is prudent. It is also good to work with your Team Development committee to have a communication plan to get important information out to teams and participants quickly at the event. Work with the Logistics Chair and your staff partner to follow your emergency plans and communicate effectively to all necessary parties. When planning ahead for issues at the Relay, consider these questions:

- **How will the problem reach your attention?** Will someone from the Logistics Subcommittee be “on-call”, walking the site with an eye open for issues? Will the committee have a communication plan (using cell phones or walkie-talkies)? Will there be a table for participants to report problems they see? Be sure that the Team Development Chair communicates 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, if you need a break? If you have Co-Chairs, will you take different shifts? Will the Logistics Chair act as the first point of contact? 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.

  - The American Cancer Society has a Crisis Communication Plan for any unforeseen negative events that constitute a crisis at one of our Relay For Life events. A “crisis” is any unexpected or unanticipated event or series of events that focus negative public attention on the Society, its programs or its volunteers and staff. A crisis is any situation that could imminently threaten the organization’s credibility, its operations, or programs. Whether such a crisis involves an administrative matter, an incident at an event, or even a rumor, the news media will play a critical role in defining the public’s response. During a crisis situation no employee or volunteer may communicate or provide information to the media or other constituents without prior consent from the designated Society spokesperson.

  - If there is a crisis at your Relay, contact your staff partner immediately, and remind them to activate the Crisis Communication Plan by calling their supervisor and their regional Communications & Marketing representative as soon as possible.

  - Be sure to communicate with your staff partner if any negative situation comes up at the Relay, even if it is not a “crisis”, so that they can help resolve the situation.

Consider these real-life examples of problems your committee could face at your Relay. Plan how you would respond to these situations as a group, or other creative problems you can think of.

- A participant brings a crying 5-year old to the registration table because she is separated from her mother.
- A participant sprains their ankle during an ultimate Frisbee game.
- The jumpy-castle attendant is not paying attention and a couple 12-year olds are jumping wildly in with the small children and could hurt someone.
- A team member has brought alcohol to the Relay even though it is not allowed...
and has been drinking all evening. This person is beginning to get belligerent and out of control.

- A Relay participant collapses on the track after the Opening Ceremony.
- The National Weather Service issues a Tornado Warning during your Relay.
- A committee member is accused of stealing money from the Relay. (NOTE: This situation would constitute a “crisis” as it focuses negative public attention on the Society and could imminently threaten the Society’s credibility, operations, or programs. Contact your staff partner immediately to activate the Crisis Communications Plan for your Region).

**Working the Track**

You are a face for the Relay and should be Working the Track talking with Team Captains, survivors, and participants as much as possible throughout the night. You can single-handedly increase the satisfaction level of a participant by approaching them, having a conversation, thanking them for their participation, and offering ways to get more involved next year. This is the very best time to get teams to recommit for next year and begin finding new volunteers for your committee and sub-committees, while they are experiencing all the positive emotions of the event. Don’t miss this opportunity by being drawn into small event details.

*In a recent National study, 80% of Relay survivors said that they would form a team or join the committee if they were asked. So make sure they get asked!*

**Schedule and Priority List**

The whole Relay Committee should be involved in Working the Track at different times throughout the Relay. This will multiply your committee presence at the Relay and increase the chances of thanking everyone who participates. The Team Development Sub-Committee should work together to determine a schedule and priority list. You can then encourage everyone on the large Relay committee to sign up for slots during the Relay at one of your last committee meetings. If there are specific people you have in mind for a specific position on the committee (perhaps there is a great Team Captain who would be fabulous as a Team Recruitment Sub-Committee member next year) then assign a specific committee member to approach that person.

The Team Development committee will plan on assigning people from the Relay committee to cover each of these areas (assign people to areas that make sense, like the Survivorship Sub-Committee to help with Survivors and the Sponsorship Sub-Committee to help with Sponsors).

The Event Chair should mingle and talk to as many participants as possible.

- Team Captains (especially your Top 5 fundraising Team Captains)
- Team Members (especially your Top 5 fundraising individuals)
- Survivors
- Representatives from Sponsors
- Special Guests (city officials, media representatives, etc)
Three Aspects to Each Work the Track Conversation

1) **Give a Sincere Thank You** – thank that participant for something they are specifically offering the Relay. This could be a special in-kind sponsorship, a great creative energy with their campsite decorations, having ten teammates up at 3am, their fantastic fundraising, participating in the Survivor activities, or simply being present. Try to be as specific and genuine as possible when thanking each person you speak with.

2) **Ask for Feedback for the Relay Committee** – this feedback could be on any aspect of the Relay, and can be formal with an actual survey/evaluation or informal with simply collecting comments and taking notes. It is important that all comments are written down and brought to the committee wrap up meeting, so consider giving each committee member a clip board to take notes when they Work the Track.

3) **Ask How They Would Like to be Involved Next Year** – either recommitting to their current participation (as a Team Captain, Sponsor, Survivor-walker, etc), or interested in getting more involved next year (forming a new team, increasing their sponsorship, joining the Relay planning committee, etc). Also ask if they know anyone in the community who should be involved next year, to begin creating the Team Recruitment warm lead hit list for next year. Be sure to offer all options to each person because you never know who might be interested in getting more involved with the Relay. In fact, in a recent survey, 80% of Relay Survivors said that they would form a team or volunteer for the Relay if they were asked. At the Relay is a great place to make this ask!

**Following Up After the Relay**

Your Team Development committee should be collecting all the notes and forms from each committee member who Works the Track. The next crucial step is following up with anyone who recommits to the Relay at their current level, or gives you the name of someone to contact for next year, or anyone who is interested in getting more involved in the Relay next year. It’s also important to take all the feedback for the Relay committee to the committee wrap up meeting to help improve the Relay for next year.

Collecting all that great information is a waste of time if you don’t take it and follow up with all the people, so it is important for the committee to take the time to contact each person to solidify their commitment for next year and get them more involved in the Relay. Work with the Team Development Sub-Committee to make that information worthwhile.

**Working the Track Works!**

For example, by July of 2007 the Gulf Coast Region of the Great West Division had already recruited 83 new committee members and signed up 37% of their team goal for 2008 simply by Working the Track. They even used a cute slogan – “I fight for a cure and I just couldn’t wait – I signed up for 2008!” You could come up with your own slogan and give each person a sticker or button when they sign up at the Relay to make others want the special recognition too. Then you could have a whole Relay full of participants committed for 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!

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 **Leadership Development** folder

Select the **Committee Resources** sub-folder to find:
- RFL Committee Org Chart – a grid to help with the growth & production model
- Event Chair Complete Timeline – enter your Relay date in this spreadsheet and it automatically generates deadlines for each task

Select the **Event Chair Resources** sub-folder to find:
- 5Ps Committee Chair Report – sample report template for Sub-Committee Chairs to complete prior to each full-committee meeting
- Coaching Challenging People through Conflict Resolution – tips for conflict resolution with committee members
- Committee Meetings in a Box – a Relay season’s worth of sample committee meeting agendas!
- Meeting Management – a tip sheet for running effective meetings
- RFL Wrap Up in a Box – complete guidebook to planning and implementing a Relay Kick Off
- Team Building Activities for Committee Meetings – ideas for team building activities with committee members
- Top Trouble Spots for Relay – top trouble spots and ideas to overcome each

Select the **Leadership D Trainings** sub-folder to find:
- Committee Retreat Bootcamp sub-folder – planning guide and facilitator guide for a complete committee training
- RFL Project Management Guidebook – steps to managing the Relay from a Project Management perspective

Select **Recruitment Resources** sub-folder to find:
- A Day in Relayville – tips to spending a day in the community for recruitment
- ABCs of Volunteer Recruitment – tips for recruiting volunteers
- Before You Recruit – questions to consider before recruiting committee members
- Circle of Influence – an exercise to complete with committee members to help in recruiting more committee members and new teams
- Committee Recruitment Wheel – a visual aid to help with recruiting committee members and team captains from all aspects of the community
- Every Crowd Has a Silver Lining – networking tips
• Help Wanted Ad – sample help wanted ad to include in local papers, bulletins, etc.
• How to Tap Your Existing Network – more networking tips
• On Target: Volunteer Management – tips for keeping volunteer recruitment, involvement & retention ON TARGET
• Relay in 60 – volunteer recruitment activity – a full Relay experience in 60 minutes (great for recruitment)
• Relay Rally in a Box – guidebook to planning and implementing a Relay Rally for committee recruitment
• Relay Volunteer Recruitment Ideas – Relay volunteer recruitment ideas
• RFL Committee Opps by skills – brochure that lists skills and personality traits – then matches those with appropriate committee positions
• Talent Scout Ticket – encourage current committee members to be Talent Scouts for new prospects for the committee
• The Volunteer: a poem – a great poem to share!
• Volunteer Career Path – help Relay volunteers take the next step in their volunteer career path with these ideas
• Work the Track Guidebook – a complete guide to “working the track” at Relay For Life

Select the Succession Planning sub-folder to find:
• Committee Transition Plan – a plan for transitioning leadership
• Succession Plan: 3 Year Plan – a three-year plan to keep the committee fresh
• Succession Planning Reference Guide – a guide to succession planning with your committee
• Transitioning Leadership – why we transition leadership
Be An Award-Winning Relay!

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

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

Winners in each category are announced and presented to the winners at the Division Relay For Life Leadership Conference in the fall.
American Cancer Society Relay For Life
Nationwide Awards and Recognition Program

All American Relay Award *(application required)*
Awarded to communities that show growth, retention, Relay branding, diversity, and leadership in incorporating the 5Ds within the Relay event and throughout the year

Gordy Klatt Number One Net Income Award
Awarded to the number one nationwide fundraising community and youth fundraising event in the country based on net income from Lawson

Gordy Klatt Number One Per Capita Award
Awarded to the number one per capita county in the country based on net income from Lawson and county population* and awarded to the number one per capita youth event in the country based on net income from Lawson and enrollment population

Heart of Relay Award *(application required)*
Awarded to community, collegiate, and youth events that demonstrate successful practices and innovations in supporting the Society’s mission and 2015 goals in the areas of fighting back, advocacy, survivor/caregiver engagement, and youth involvement

International Heart of Relay Award: One World – One Hope *(application required)*
Awarded to international communities that demonstrate successful practices that support and impact the global fight against cancer in the areas of mission, survivorship, youth engagement, and advocacy.

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

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

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

Nationwide Number One Rookie Event Award
Awarded to the first year community event with the top net income in Lawson and to the first year youth event with the top net income in Lawson

Nationwide Number One Survivor Engagement Award
Awarded to the community event & the youth event with the highest number of registered survivors entered in Siebel

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

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

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

Nationwide Top Net Income Events
Awarded to the top 10 nationwide fundraising events and to the top five nationwide fundraising youth events in the country based on net income from Lawson

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

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

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

Terry Zahn Award *(application required)*
Awarded to the top three events and top three teams demonstrating excellence in a Relay event or team publicity

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