AMERICAN CANCER SOCIETY RELAY FOR LIFE

Celebrate. Remember. Fight Back.

Award Application - 2012

TERRY ZAHN AWARD FOR EXCELLENCE IN COMMUNICATIONS

Recognition of Excellence in Relay For Life Marketing / Communications / Publicity

Background:

Terry Zahn was a member of the Relay For Life Executive Team and a member of the Relay For Life National Marketing Task Force. In November 1999, Terry Zahn was inducted into the Relay Hall of Fame for his efforts in assisting Relay at local, divisional and national levels. He produced both National Relay For Life recruiting videos and was responsible through those tools for recruiting more Relay For Life teams than any other person in the history of Relay. Terry also was involved with the Relay in Virginia Beach, Virginia. He developed the promotions campaign for the South Hampton Roads Virginia Beach Relay and secured a media partnership with WVEC-TV. Professionally, Terry was a longtime TV anchor and reporter, nationally recognized as one of the best in the business.

Sadly, Terry died in January of 2000, from a reoccurrence of multiple myeloma, a form of bone cancer very difficult to eradicate. It is in his memory that this award is given.

Description: The Terry Zahn Award is designed to recognize the top three events demonstrating a "best practice" in Relay marketing, communications, and publicity.

To qualify: All events that follow the national American Cancer Society Relay For Life standards are eligible to apply. The RFL Marketing Task Force will be looking for results in implementing a fully integrated marketing / communications / publicity program based on the following:

- Statement of marketing/communications goals, strategies, and plan of action
- Using a before, during, and after Relay marketing/communications approach
- Supporting the Relay For Life strategic development areas: leadership, survivorship, fundraising, event, team
- Description / examples of marketing/communications tools developed and used, including a media campaign
- Establishment of relationships with media and other key constituents, and description of how those relationships developed
- Overall results of marketing/communications plan
- Estimated value of earned media and pro bono advertising, if available

To Apply: **Submissions should be forwarded via CD-ROM or DVD to Jamie.Mitchell@cancer.org by August 15, 2012**. Please do not send binders. Scanned copies or electronic examples of selected news coverage are recommended. Please choose representative examples of coverage. A copy of all press clippings is not required.

Winners will be announced in October. Awards are presented at a time determined by each local office.

For questions, please contact Jamie.Mitchell@cancer.org

Visit www.RelayForLife.org/Awards for more information.

Thank you!

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Name of Relay For Life Event(s):

Date of Event:

Division:

State:

County:

County Population:

Lead Volunteer:
Phone Number:
Email Address:

Lead Staff:
Phone Number:
Email Address:

Please address each of the following categories and clearly identify each category in the write-up. Be concise and use headings and subheadings where applicable:

1) ***Statement of marketing goals, strategies, and plan of action***

2) ***Using a before, during, and after Relay marketing approach***

3) ***Supporting the strategic development areas:***

   a) ***Leadership***

   b) ***Survivorship***

   c) ***Fundraising***

   d) ***Event***

   e) ***Team***

4) ***Displayed use of current ACS RFL logo and branding efforts***

5) ***Description / examples of marketing tools developed and used, this includes a media campaign***

6) ***Establishment of relationships with media and other key constituents***

7) ***Overall results of marketing plan***

Additional Comments/Photos: