



American Cancer Society Relay For Life Team Fundraiser Planning Guide

Has your Relay For Life team decided to have a fundraiser, but you don't know where to start? This document will guide you through the essential steps of planning and implementing your fundraiser.

Types of Fundraisers

With the help of your team members, determine what type of fundraiser you are interested in having. Think about the skills and resources of the individuals on your team. Also, keep in mind the four types of fundraising: individual, team, online, and on-site.

- **Individual fundraising:** Ask ten friends, co-workers, neighbors, or family to contribute \$10 each to your fundraising efforts.
- **Team fundraising:** As a team, host a golf tournament, car wash, bake sale, or spaghetti dinner.
- **Online fundraising:** Do you have friends and family who live out of state or who prefer to donate by credit card? Send them an email from your personal Relay fundraising page.
- **On-site fundraising:** Are there services or goods you and your team can provide at the event in exchange for a donation, such as massages, handmade jewelry, or homemade treats?

Goal-setting and Planning

Deciding which type of fundraiser you want to have is the first step. Next, you'll want to set a goal for how much money you would like to raise. When setting your goal, don't forget to take expenses into account.

For example, let's say you plan to host a neighborhood movie night and would like to raise \$300. You estimate your expenses are going to be \$50, which will cover popcorn, soda, candy, and the movie rental. Try working with local businesses to get the rental and concessions donated.

You'll want to break down the goal to determine how many people will need to attend in order to raise \$300. For example, if you charge \$10 a person to attend, and the in-kind donations come through, then you only need 30 people to attend to reach your \$300 goal.

And don't forget about the Nationwide Team Fundraising Club program. When setting your team goal, aim for a Team Fundraising Club level. For more information about the Team Fundraising Club program, visit RelayForLife.org/fundraisingclubs.

Logistics and Details

Now that you know what you're doing and have a goal, you'll want to think about the logistics and details of the fundraiser itself.

- What time of year would be best for your particular fundraiser?
- Which day of the week and what time?
- Do you have the location secured?
- Is there adequate parking?
- Is there enough seating for everyone?
- Are decorations and/or signage needed?
- Make a plan to get the word out about your fundraiser. Think about the audience that you're trying to reach and the best ways to engage them.

Once you have a list of all your logistical needs, determine which team member(s) will be responsible for what and when each task needs to be completed. Remember, this is a team fundraiser, so it should be a team effort! Be sure to review the Fundraising Guidelines section of the Team Captain Guidebook.

Wrap-up

Congratulations, your fundraiser was a huge success! Now what?

- **Thank-yous:** Make sure you acknowledge and thank everyone who attended, contributed to, and helped with your fundraiser, especially your team.
- **Evaluation:** Meet with your team to review the great things that happened and to look at any challenges you experienced. If you decide to hold a similar fundraiser in the future, you'll know where to make some changes.

Now it's your turn! Use the Team Fundraiser Planning Worksheet to plan your Relay For Life team fundraiser!

