Relay For Life
Fundraising Tips

For use in connection with California Relay For Life events.
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RELAY FOR LIFE INFORMATION

Committee Contact Information: _________________
Team Name: ________________________________
Bank Night Date: ___________  Time: __________
Location: ___________________________________
Team Goal: $ __________   Event Date: __________
Welcome!

Thank you for participating in the American Cancer Society Relay For Life. As a team captain or a team member, you are a valuable part of the journey toward finding a cure for cancer. Your dedication, hard work, and passion shine through all of your fundraising work. You are a hero!

WHAT IS RELAY FOR LIFE?

Relay For Life is the American Cancer Society’s signature event and the largest community fundraiser in the world. 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.

Relay For Life is a unique event, offering communities the opportunity to participate in the fight against cancer. It’s an overnight event where teams of 8 to 15 people camp out and take turns walking around a track. Each team is asked to have a representative on the track at all times during the event.
Relay For Life is a community gathering in which anyone and everyone can participate. Teams form from businesses, clubs, families, friends, hospitals, schools, and service and religious organizations. These individuals all share a common purpose – their support of the American Cancer Society’s mission.

**THINK POSITIVE, YOU CAN DO IT**

Each year, Relay For Life participants are asked to raise at least $100. This handbook is designed to provide you with ideas and hints for helping you and your Relay team exceed that goal.

In the following pages, you will find fundraising ideas that have been proven successful in connection with Relay For Life events throughout California. The activities are divided into two categories: Fundraising Before the Event and Fundraising at the Event.

Every organization and community is different. It’s important to choose activities that will work best for your community, meet your corporate guidelines, and are consistent with the American Cancer Society’s policies and procedures.
Try doing several different activities, some from each category. Remember to promote each one as a benefit for the American Cancer Society.

**REMEMBER...**

There is no magic formula for fundraising. Keep an open mind. Try new things. Try old things that worked well. Get started early. One volunteer, when asked when she started collecting donations for the Relay, answered, “The Monday after last year’s Relay ended.”

One important factor to keep in mind is to inform everyone on the research, education, advocacy, and services of the American Cancer Society. If the people you ask for a donation know how their money will be used in the fight against cancer, they are more likely to give. And the last point...

**HAVE FUN!**
Selecting a Team Theme

An essential component of Relay For Life is team involvement before and during the event. Your team should adopt a theme, a name, a cancer-related message, and decorate accordingly. Most Relay events have a friendly competition among teams for best campsite, theme, educational message, etc. The possibilities are endless!

CIVIC GROUPS
Fighting the Flames of Cancer; Cops Against Cancer; Scouting for a Cure; Officers Cuffing Cancer

CONSTRUCTION
Constructing a Cure; Engineering a Cure for Cancer

COWBOY / WESTERN
Rope’n a Cure for Cancer; Corral Cancer; Cowpokes for a Cure; The Chuck Wagon Express; Roundin’ Up a Cure

MISSION DELIVERY
Ragin’ Antioxidants; Walking for Wellness; Sunscreen Police; Rubbing Out Skin Cancer; Kick the Habit; Teens Against Tobacco
OUTDOORS
Climbing for a Cure; Safari for a Cure; Camping for a Cure; Weeding Out Cancer

SPORTS
Racing for a Cure; Knock Out Cancer; Putting for a Cure; Fishing for a Cure; Strike Out Cancer; Bowling for a Cure

SCHOOL
Erasing Cancer; Kids 4 a Cure; Scholars for Cancer; Campus Crusade Against Cancer

TV / MOVIE
The Real Survivors; Mission: Possible; The Price is Right; M*A*S*H Out Cancer; The Pink Panthers; Rebels with a Cause

JUST FOR FUN
Let’s Lick Cancer; Life Savers; Washing Away Cancer; Cancer Stampers; Luau for Life; Alienate Cancer; Betting on a Cure; Squeezin’ Out a Cure; Make Cancer Walk the Plank; Love, Peace and War on Cancer
Fundraising Before the Event

Ask everyone you meet to become involved with Relay For Life. Be sure to carry a donation envelope wherever you go, so when you talk to people about Relay you can ask them to donate at that moment. Remember, if you don’t ask, the answer will always be “NO.” So just ask.

Here are some ideas for fundraising activities to do before your Relay event:

"A LITTLE CHANGE MAKES A LOT OF CENTS"

Bank and credit union teams post this message at the teller line: “Donate the cents from your deposit amount to the American Cancer Society's Relay For Life and help fight cancer. If your check total is for $185.67, your donation is 67 cents. We might find the cure for cancer right in your pocket!”

BAKE FOR A CURE'S SAKE

Hold a bake sale at work. Ask for baked goods to be wrapped attractively so they can be given as gifts. Encourage breakfast items, as well as pies and cookies.
BABYSITTER SERVICE
Babysit for people, letting them know that your earnings will be donated to the American Cancer Society.

CAR WASHES
A team car wash is usually held at a local gas station where people can get their cars washed and have the opportunity to make a suggested donation to the American Cancer Society. To reduce risk, be sure to use good car washing products.

CASUAL DAYS
Employees can dress casually on certain days for the opportunity to make a suggested donation.

CUT-A-THON
Raise money and get beautiful! Have a cut-a-thon at a local beauty salon. Suggested donations can be posted for various services offered.

DESSERT DAY
Congregants are asked to bake or make a dessert. After services, they sell the desserts to fellow congregants for a suggested donation to the American Cancer Society.
GIFT WRAP SERVICE
During the holidays, teams can set up at the local mall or in a particular store. Get the paper, ribbon and other supplies donated and wrap gifts for a suggested donation.

KARAOKE
Tune-up your singing voices and pick a public place, outside a grocery store or mall, and collect donations.

LOTTA BOTTLES / CANS
Each team member runs a bottle or can drive in their area. Go door-to-door and collect bottles/cans from your neighbors and friends to be redeemed at a recycling center. Create a flyer to give to donors about Relay with your phone number inviting them to join in the fun and cause!

MATCHING GIFTS
Many companies match charitable gifts made by their employees. Check with your employer. (See "Matching Gifts" in the "Taking Relay to the Workplace" section on page 25.)
OPEN PARTIES / PRIVATE PARTIES
Some teams have found it productive to have a community-wide or private dinner. These may include a progressive dinner, tapas party, or any other themed event. While these take more coordination and preparation, they can be big fundraisers. Attendees are asked to make a donation to the American Cancer Society.

PENNY WARS
Compete against another Relay team or between departments in your workplace to see who can collect the most pennies for Relay. All silver and paper money in the penny jars count AGAINST the total number of pennies, so each team tries to sabotage each other's jars with bills and large coins. Award a prize to the team with the most pennies after a month.

PHOTO CONTEST
Hold a "stumper" photo contest. Ask employees to bring a baby or childhood photo of themselves that they believe no one can identify. People make guesses for a suggested donation. Award a prize to the winner.
LETTER WRITING
Dedicate your personal effort to someone who has won a battle with cancer, someone who is battling cancer, or someone who has lost their battle with cancer. Include their stories in a letter along with a self-addressed, stamped envelope. Consider mailing it to your friends, relatives, coworkers, business associates, doctor, dentist, insurance agents, hairdresser, and congregants.

Sample Fundraising Letter:

Dear ________________,

On [date of Relay] I will be joining hundreds of other people participating in the American Cancer Society Relay For Life of [community name].

Relay For Life is the American Cancer Society’s national signature event where teams honor cancer survivors and remember those who died from the disease. Team members take turns walking/running around a track in the hope that cancer will one day be eliminated.
The goal of Relay is to raise awareness about cancer-related issues while raising money to help fight the disease through research, education, advocacy and services.

If it hasn’t already, cancer will affect you or someone you know. Will you help me take up the fight by making a tax-deductible donation to the American Cancer Society?

In addition, I would like to invite you to attend the Luminaria Ceremony, which will take place at [time] on [date]. Luminaria will be lit to honor cancer survivors and to remember those who have lost the battle with cancer.

Thank you in advance for your support! Please make your check payable to the American Cancer Society and deliver it to me within ten days. If you have questions, or would like to be a part of this exciting event, call me at [phone number].

**Remember, send letters or emails to EVERYONE who has ever sent you something! For emails, blind copy (bcc) people so they don’t know who else is receiving your note.**
POT LUCK LUNCHES AT THE WORKPLACE
Name a weekday "Relay For Life Pot Luck Day". Team members take turns providing salads, drinks, desserts, etc. Offer items to employees for a suggested donation.

QUARTERS FOR A CURE
A perfect activity for schools. Collect empty film canisters and distribute them to students. They, in turn, collect quarters in these canisters and turn them in at a scheduled bank day at the school.

RELAY ONLINE
Relay Online allows teams and participants to set up personal web pages and send emails to raise funds via credit card. Relay Online is only available through an application process and not all events are suited to use this tool. If you are not sure that your event is participating in Relay Online, then check with your staff partner.

RESTAURANTS TO THE RESCUE
Ask a local restaurant or café to contribute a portion of their sales proceeds. It could be for a certain menu item or ask the owner if a special Relay item can be on
the menu. Create a sign letting patrons know if they purchase this "special" the owner will donate a portion of the proceeds to the American Cancer Society. This arrangement requires a co-venture agreement. Contact your Relay staff partner for assistance.

SUPER BOWL PARTY
Organize a Super Bowl Party and ask everyone for a donation when they arrive. You can also do this with other sporting events.

TABLE TENTS
Ask a restaurant if you can put table tents on their tables asking patrons to contribute to the American Cancer Society.

TEAM SPONSORS
Service clubs, organizations, and businesses are often team sponsors. Many organizations have a specified dollar amount they are required to invest in the community each year. Before approaching a potential sponsor, consult with your Relay staff partner regarding sponsorship guidelines.
WEAR IT DAY
Pick a day for team members to wear last year's T-shirt and solicit donations from co-workers, friends, relatives, doctors, dentists, hairdressers... anyone they see that day!

WIN A DAY OFF
Have your boss establish a workplace fundraising goal. If the goal is met, hold a drawing awarding the winning employee a day off. Try to convince your employer to match all of the donations received.

YARD DISPLAYS
Place plastic pink flamingos, wooden cows, or a toilet painted purple and covered with glow-in-the-dark moons and stars in the front yard of unsuspecting donors. Request a donation to remove them, an additional donation for the homeowners to pick whose yard they are placed in next, and another donation as insurance that they don't wind up back in their yard. Please exercise good judgement when engaging in this activity.
Fundraising at the Event

Fundraising at a Relay For Life event is a great opportunity for teams to raise additional money. Doing some team fundraising at your campsite helps to make your Relay fun and entertaining! You’re encouraged to do fundraising at Relay For Life, but it shouldn’t take the place of fundraising efforts before the event.

We are required to pay sales tax on sales of all hot food (except hot drinks), soda, and all tangible goods. For these situations, there is a special green “Taxable Sales Income Envelope.” Please see your Relay staff partner for envelopes and more details on this important process.

Here are some ideas for fundraising activities to do at your Relay event:

Auctions
Conduct a silent auction. Donated auction items can include sporting event tickets, weekend getaways, and gift baskets. Tangible auction items are subject to sales tax. Use the "Taxable Sales Income Envelope" for the proceeds of these sales.
**BALLOON POP**
Team members collect prizes as well as donate their own goods or services as prizes. Before filling each balloon, put a note inside with the name of the prize. People receive a balloon for a suggested donation, then pop it to find out what they win.

**BUTTS IN A JAR**
Collect and count discarded cigarette butts before the event and put them in a large jar with an anti-tobacco message attached. At Relay, people can guess how many “Butts in a Jar” for a suggested donation. Award a prize to the winner. Now it’s an educational activity, and a fundraiser!

**CARICATURES**
Offer caricatures at your campsite for a suggested donation. It’s sure to be a hit!

**CAKEWALK**
Have each team bring a cake to the opening ceremonies at the Relay. Schedule the cakewalk at the peak time of Relay when several hundred people will be in attendance. Suggest a donation to participate.
Place numbered squares around the center of the track or on the stage, and have people follow the numbers. When the music stops, so do the people (like musical chairs). A number is drawn and the person on that space will win a cake!

**DANCE LESSONS**
Have dance lessons at your campsite for a suggested donation: swing, salsa, ballroom, disco, and more!

**FACE PAINTING**
Set up a booth at Relay and offer face painting for a suggested donation.

**FEED THE RELAYERS**
Get snack items (candy bars, popcorn, hot chocolate, etc.) donated, then offer them to fellow Relayers for a suggested donation.

**FOOD SALE**
Sell healthy treats and snacks, home baked cookies, sandwiches, popcorn... the sky is the limit!
GENERAL STORE
Have extra campsite supplies available for a suggested donation for people who did not come prepared or forgot something (toothbrushes/toothpaste, extra socks, toilet paper, flashlight, bug spray, sunscreen, baby wipes).

GLOW GEAR
When the sun goes down, sell stuff that glows in the dark.

HOLLYWOOD SNAPSHOT!
Get a cardboard cut-out of a famous person and have your picture taken for a suggested donation.

HOMEMADE QUILTS
If you know a quilter, ask them to make a quilt and then hold a silent auction or raffle to win it. This is often a big hit ... especially with Relay-themed quilts! (Please see raffle requirements on page 22.)

ITEMS FOR SALE
It’s popular for teams to sell items (anything from donated stuffed animals to home-made afghans) at the
Relay as a fundraiser. *(Use the "Taxable Sales Income Envelope" for the sales proceeds. See your Relay staff partner for details.)*

**JAIL & BAIL**
For a suggested donation, participants can have someone "arrested." For an additional suggested donation, the person who is arrested can post bail.

**MEXICAN CANTINA**
Decorate your campsite in theme, have non-alcoholic Margaritas, Relay tattoos, chips, and guacamole. Request a suggested donation to join the fiesta.

**MIDWAY GAMES**
Bring the fair atmosphere to Relay! Host games at your campsite that encourage fun competition. People can participate for a suggested donation.

**MISS RELAY PAGEANT**
Each contestant needs at least $100 in sponsorship money to compete for the chance to be “Miss Relay Ambassador” in their city and promote Relay For Life.
throughout the year. The Miss Relay contestants are judged on eveningwear, sportswear, and an on-stage interview testing each participant’s knowledge of the American Cancer Society and Relay For Life. The top three contestants are named, then compete in an on-stage interview about their commitment to the Society and Relay, and what they plan to do with the “year of service.” The pageant can be held one week prior to Relay, giving Relay publicity and allowing the committee to invite the community to participate.

POPSICLE SALE
Get a local grocery store to donate the popsicles/frozen treats and sell them at Relay for a suggested donation.

RAFFLES
Conduct a raffle. Donated raffle items can include small appliances, gift certificates, gift baskets, etc. Please contact your Relay staff partner prior to the event if you are planning a raffle. Your staff partner will provide appropriate guidelines for handling the raffle.
VIDEO SALE
How many times can you watch "Forrest Gump"? Sell those old movies at Relay! (*Use the "Taxable Sales Income" envelope for the sales proceeds. See your Relay staff partner for details.*)

WEDDING CHAPEL
Request a suggested donation to “marry” people or renew their vows. Have a wedding cake, wedding photos, and wedding bands. Each activity can require a suggested donation or be done as a package deal. Use a stand up cutout of a tux and wedding dress for heads to take a photo. All for fun! (*Please note: This is not a legally binding activity.*)
Thanking Your Team Members

- Thank your team members verbally throughout the process.

- Write personal thank you notes to each team member after the event is over.

- Develop your own informal awards to honor team members (e.g., the “worn sneaker award” for the person who walked the longest at Relay).

- Give each person a small gift to say thanks (e.g., a Relay key chain or an item for their desk with the Relay logo).

- Let your team members share in the glory of any formal awards received at Relay.

- Have a get-together after Relay to bring your team members together one last time to thank them for all their hard work and to get them committed for the next Relay event.
Taking Relay to the Workplace

Involving co-workers in your Relay For Life efforts is a great way to raise funds and build team spirit. Here are some of the ways to get your company involved:

MATCHING GIFTS
Make your donations go farther! Many companies will match charitable gifts made by their employees. Check with your company’s personnel department to find out if they have a matching gift program, then ask for matching gift forms for all of your team members. Review the requirements of your matching gift program carefully – each program has its own policies.

PROMOTE TEAM RECRUITMENT AND TEAM SPIRIT
Now that you’re a part of Relay For Life, spread the word at work! This event is great for building camaraderie at the office and some friendly inter-office rivalry. Consider challenging a department at work to sign up as a team and see who can raise the most dollars to fight cancer.
FUNDRAISING AT WORK
There are many opportunities to involve co-workers in Relay For Life, even if they aren’t able to participate in the event. Sponsor a “casual day” at work where co-workers make a suggested donation to participate. You can also provide breakfast or lunch at the office for a suggested donation that will support Relay For Life.
Corporate Team Opportunities

The American Cancer Society offers a range of opportunities for businesses to join us in our mission to eliminate cancer as a major health problem. Known collectively as our Workplace Solutions, these programs are easy to implement and offer a multitude of various benefits to participating companies. The American Cancer Society has trained Corporate Relations specialists who can assist you in making one or many of these programs a reality at your company. For more information, call 1.800.ACS.2345 today, or visit us online at www.acsworkplacesolutions.com.

Following is just a sampling of the programs that the American Cancer Society can offer to your company.

ACTIVE FOR LIFE
A flexible 10-week workplace physical activity program that helps employees become active on a regular and consistent basis. It’s fun, healthy, and a great team-building exercise.
FIGHTCANCER.ORG
A one-stop source to help employees improve their health and prevent cancer. This Web-based solution can help employees calculate body mass index, calorie needs, and target heart rate to determine whether or not they are leading healthy lifestyles.

MATCHING GIFTS
Many companies offer matching gift programs to encourage employees to contribute to charitable organizations. Matching employee contributions to the American Cancer Society will foster morale and respect within the company while helping fight the battle against cancer.

PAYROLL DEDUCTION
Employees are given the opportunity, through a company campaign, to donate a portion of their income to charities by deducting a set amount from their paycheck. American Cancer Society will support the campaign with materials, information, and recognition.
QUITLINE®
A telephone-based program that has helped thousands of people double their chances to quit smoking for good. The program provides confidential and supportive exchange to smokers to help them focus on reasons to quit smoking, plus self-help materials such as nicotine replacement therapy patches.
Important Information

GENERAL GUIDELINES FOR CHECKS
All checks written as donations to any Relay For Life team fundraising activity should be made payable to "American Cancer Society." Please be sure to schedule regular meetings with your team to give team members an opportunity to turn in donations they have collected.

Any contribution of $10 or more (check made payable to the American Cancer Society) will be receipted through our nationwide donor acknowledgment program. The check must include complete information about the donor (including address) in order for the gift to be receipted.

PUBLIC EVENTS INVOLVING ALCOHOL
Alcohol is never allowed at a Relay For Life event. "Celebrity Bartender" events are not permitted, since it can be inferred that we are encouraging alcohol consumption (the more alcohol sold, the more money we raise). Instead, make it a "Celebrity Waiter" event,
where tips (or a percentage of sales) go towards the Relay team. Alcohol may be (responsibly) consumed at team activities held in private homes.

**PROMOTIONAL LITERATURE**
All promotional literature for Relay For Life team activities must identify the sponsoring team and state that all proceeds from this activity will go to support the American Cancer Society.

**SALES TAX**
We are required to pay sales tax on sales of all hot food (except hot drinks), sodas and all tangible goods. For these situations, there is a special green “Taxable Sales Income Envelope.” *Please see your Relay staff partner for envelopes and more details on this important process.*

**HIGH-RISK ACTIVITIES**
Potentially dangerous activities such as skydiving, fireworks, hot air balloon rides, motorcycle poker runs/bus trips are not permitted due to the unacceptable level of risk. Please consult with your staff partner if you are not sure whether an activity is permissible.
The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service.

No matter who you are, we can help. Contact us anytime, day or night, for information and support.