

AMERICAN CANCER SOCIETY RELAY FOR LIFE



Fundraising Tips



Celebrate. Remember. Fight Back.®

AMERICAN CANCER SOCIETY RELAY FOR LIFE

■ Event Name: _____

■ Team Development Chairperson's Name: _____

■ Team Name: _____

■ Team Captain's Name: _____

Phone: _____

Email: _____

■ American Cancer Society Office: _____

Address: _____

Phone: _____

Celebrate. Remember. Fight Back.®

Celebrate the lives of people who have battled cancer. The strength of survivors inspires others to continue their fight.

Remember loved ones lost to the disease. At Relay, people who have walked alongside others 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. Thank you for making a commitment to save lives and create a world with less cancer and more birthdays.

For more information about the American Cancer Society Relay For Life, or to connect with other Relayers from around the nation, please visit RelayForLife.org.

American Cancer Society Relay For Life



Thank you for your participation in the American Cancer Society Relay For Life. Your participation as a team captain or team member makes you 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, and we thank you! We hope this handbook will give you new ideas and helpful hints as you get ready for this year's Relay For Life.

For additional fundraising tips, please visit RelayForLife.org.

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Keys to Success – Fundraising for Team Captains



Overview

The guidelines and recommendations shared within this handbook are opportunities to better equip teams with the tools and ideas they need to succeed.

The Role of a Team Captain

Build a team.

- Recruit people for the team whether they are friends, family members, coworkers, fellow churchgoers, members of a sports team, etc.
- Be sure to include someone who has been directly touched by cancer either personally or through someone they love.
- Be sure to emphasize that Relay is an opportunity to fight back against cancer.
- Seek people with different backgrounds to widen the circle of donors and connections.

Develop a vision or plan for the team.

- Promote cohesiveness among the team.
- Set financial goals for the team.
- Make goals challenging but realistic.
- Try to set your team's goal higher than the previous year's outcome.

- Work with individuals to set their own personal fundraising goals – ideally above the \$100 minimum.
- Set the tone. Serve as an example to your fellow teammates by demonstrating:
 - Your passion for Relay and your commitment to the cause. Share stories about how you or your company became interested in saving lives from cancer.
 - Your desire for everyone to have fun
 - Ways to make team meetings fun. Use the time to socialize and work some Relay business into the activities.
 - Creativity in developing a team theme with T-shirts or costumes (e.g., Field of Dreams – “If we raise it, a cure will come.”)
- Try to spread your fundraising over the course of the year; this will allow you to steadily collect funds over time, rather than waiting for the last-minute rush.



Keys to Success – Fundraising for Team Captains *(continued)*



Equip the team to achieve its goals.

- Provide them with the resources and information they need.
- Outline what is expected of them as a team member.
- Give them background information on Relay and the Society.
- Include information on how their donations will help save lives and create a world with less cancer and more birthdays.
- Provide tips on how to raise funds, including the basics:
 - Ask everyone you know for a donation.
 - Make it personal.
 - Always say “please” and “thank you.”
 - Remember to follow up.
- Stay organized and track both individual and team progress. Keep the team happy. Fill in where needed; use people in their areas of talent and interest.

Communicate with the team regularly.

- In addition to holding team meetings, be sure to touch base via email and phone to:
 - Help them with fundraising ideas.
 - Keep them informed of the team’s progress.
 - Inspire them with stories about how the Society is saving lives from cancer.
- Hold wrap-up meetings after the event to debrief and discuss plans for next year.

Motivate and encourage team members.

Challenge them; foster a competitive spirit and a desire to be number one (the top team overall at your event, the highest participant

average, the top level in your fundraising club, the new team that raises the most money).

Thank team members throughout the process, not just when Relay is over.

Appreciation and Recognition

Consider ways in which you might recognize each person for his contributions. Here are some examples:

- Write personal thank-you notes.
- Recognize members for being the first to reach their fundraising goal, for being the first to turn in donations, or for conducting a successful email campaign online.
- Give each person a small gift to say thanks (e.g., a Relay keychain, a jar of candy, or an item for their desk with the Relay logo).
- Develop your own informal awards to honor team members (e.g., the “worn sneaker award” for the person who walked the longest at Relay).

Help people share in the glory of any formal awards received at Relay, whether it’s:

- Top fundraising team award
- Spirit award
- Fundraising clubs/levels
- Bull’s-eye award (for all teams that make their goal)

Remember to recognize your own contributions, and keep in mind that each dollar raised brings us that much closer to winning the battle against cancer.

Keys to Success – Fundraising for Team Captains *(continued)*



10 Easy Ways to Raise \$100

1. Donate \$20 yourself and ask four friends for \$20 each.

2. Ask 20 friends to donate \$5 each.

3. Ask 10 friends to donate \$10 each.

4. Send a letter to family and friends explaining what Relay is and ask for a donation.

Suggestion: Always ask for more than you expect. Example: If you want \$25, ask for \$50. Be sure to include a due date to send a donation.

5. Hold a can and bottle drive.

6. Arrange a dress-down day at work. Anyone dressing down will have to pay. Be sure you have a sign that says, "Please excuse our appearance today. We are dressing down to benefit the American Cancer Society Relay For Life." You could charge anywhere from \$1 to \$5 per person to dress down. You could arrange these dress-down days on a weekly

or monthly basis.

7. Take a walk around your neighborhood. Knock on doors and ask your neighbors for their support.

8. Arrange with the principal of a local school for baseball cap day. Usually caps are not allowed; however, for \$1, once a month a student could wear a baseball cap in class. Be sure to have a sign ready that says, "Caps for a Cure – you will see students today sporting baseball caps as a fundraiser to benefit the American Cancer Society Relay For Life."

9. Send a letter from your pet to family and friends. You might also want to send this to your veterinarian.

10. Collect donations by displaying cut-out suns and moons that are available through your American Cancer Society staff partner. These can be in honor or in memory of loved ones.





Letters

Keys to Success – Letter Writing

Most successful teams use a combined approach of individual and team fundraising. One best practice with respect to individual fundraising is letter writing.

- Write personal letters to your family, friends, and coworkers and let them know how cancer has impacted your life. Share your feelings and the stories of people you know who have survived the battle, have lost the battle, or are still fighting the battle against cancer.
- Make it easy for people to donate; consider including a self-addressed envelope (stamped or not) in the envelope when you mail the letter.
- Share sample letters with your team members to help them get started.

Fast Fundraising – How to Raise Lots of Money with a Letter-writing Campaign

Here's a way to raise a lot of money in a short amount of time. Several weeks before your Relay, set aside a few hours to send letters to everyone on your holiday card list.

- **Compose a one-page letter.** Write your own as if you are sending it to a close friend.
- **Balance fact with feeling.** Include what Relay is (fact); why you are involved and what it means to you (feeling); where and when your Relay is and where the money goes (facts). Describe the Luminaria Ceremony and how to purchase a luminaria (feeling); remind them to seek a company gift-match if offered (fact); and, on the back

of the letter or at the bottom of your email, re-create a luminaria sign-up form (time-saving tip).

- **Early on, decide what to ask.** Don't limit your donors, but ask for a specific range. Ask for, "\$10, \$20, \$50 or whatever your budget will allow."
- **Give a 10-day deadline for response.** People respond when there is a sense of urgency. Tell them to write the check to the American Cancer Society and send it to your address.
- **Copy the letters,** and before stuffing them into envelopes, use colored ink to write the person's name on top and a quick line, "Hope you can support me." Sign it to add the personal touch.
- **Mail the letters.** Yes, you will be out-of-pocket the postage and copying costs, but they are minor compared to the return and, of course, the cause.

Now, sit back and watch the checks roll in. And they will. One final thing: Send a brief handwritten thank-you note to everyone who responds immediately upon receiving the check. So, in that spirit, good luck and on behalf of all the people who will benefit from your cancer-fighting efforts ... thank you!

Letters *(continued)*



Sample Letter 1

Canine Fundraising Letter (Adopt as you see fit; Letters from babies also work well!)

Dear friend,

Greetings, salutations, and a wag of my tail from XYZ town! I am writing to you today because I know that my master needs my help. As you probably know, Robert has always managed to get himself in some real jams. Well, this is no exception. In my three short years with him, he has managed to come up with some doozies. Do you know what he has done this time? He has promised to raise at least \$100 in sponsorship for the upcoming American Cancer Society Relay For Life®. He has teamed up with a bunch of other crazies who have agreed to take turns walking laps for 24 hours on May 15 and 16. Surely you realize that he can hardly raise sand – much less \$100. That is why I borrowed his keys and drove over to his office last night to type those – this letter (excuse me, but it is rather difficult to type with my big paws. My claws keep getting in the way).



I would appreciate it (and so would he) if you could help him out in any way possible with his fundraising. He is dedicating his efforts in honor of his wife (and my “Momma”), Debra. Your tax-deductible gift made payable to the American Cancer Society would get him out of this jam. If you are able to help, please use the return envelope provided before May 10. Thanks! I knew I could count on you! (We dogs are great judges of character!) Well, I gotta go now. It’s time for me to go bark at something. Take care.

Sincerely,

Beauregard Jackson Sherman, Esquire



P.S. – I have enclosed a fact sheet about the event in case you want to know more about it.

Letters *(continued)*



Sample Letter 2

“Life is not measured by the number of breaths we take ... but by the moments that take our breath away.”

THE AMERICAN CANCER SOCIETY RELAY FOR LIFE WILL TAKE YOUR BREATH AWAY!

Relay is an overnight team event filled with fun, food, and friendship, where you are surrounded by people of all ages joined together to celebrate cancer survivors and caregivers, remember people they have lost, and fight back against a disease that has taken too much!



Dear family and friends,

Summer is just around the corner, and it is almost time for the American Cancer Society 2nd annual Relay For Life of XYZ. You may remember hearing from me last year, as I became passionately involved in this event to honor my Mom's memory by raising money and awareness to help make a difference in the fight against cancer. Thanks to all of your generous support, I am very proud to announce that Team Irene was the top fundraising noncorporate team in 2007, raising \$4,763!

I have already begun forming my 2009 team, and we will be participating in the overnight walk/campout at this summer's Relay For Life. My fundraising goal for this year's Relay is even greater, and I really need your help to meet this challenge. But my challenge is nothing in comparison to the challenge that so many children and adults have to face 24 hours a day once diagnosed with cancer. I feel blessed to be part of such an important cause. This year Team Irene is dedicated not only to my mom, but also in honor of or in memory of all of our mothers – the women of valor whose legacies pave the way for our children and grandchildren and help guide each of us through life's journey.

Please help support my efforts for Team Irene again this year with a tax-deductible contribution to the American Cancer Society. You may send your check directly to me, and please let me know if you'd like to be a part of the 2009 Relay For Life walk on Saturday, July 11, at Birmingham High School in Van Nuys. If you would like to dedicate a luminaria to be placed around the track in honor of or in memory of a family member or friend, please fill out the enclosed form and send it to me along with your \$10 donation for each luminaria. Luminaria may also be purchased at the Relay. My mother's amazing courage and strength during her life and her battle with cancer give me hope and inspiration to help save lives from this horrific disease. Together, we can celebrate, remember, and fight back.

Warm regards and many thanks,

Your Signature

Online Fundraising



Online Fundraising

Online fundraising is another way to ask those you know for their support of Relay For Life. Once the team captain has set your team up online and shared instructions for logging on to your team's Web site, it's up to each team member to use this fabulous tool.

Here are some tips for online fundraising success:

- 1) After you register online as a team member, be sure to customize your personal Web page with your story and a great photo.
- 2) Send an email to everyone in your address book. This is the most important step because you'll only get a response if you ask.

Many people respond to an electronic request much more quickly than if they have to write a check. It's fast, it's easy, and it helps save lives from cancer.

- 3) Watch your fundraising thermometer rise!
- 4) Be sure to say thank you to those who donate online.
- 5) Always send a follow-up note to let each person know how their gift helped in the overall success of your fundraising efforts, your team's fundraising success, and the event's fundraising total.

You can learn more about online fundraising and get signed up at RelayForLife.org.



Team Fundraising



Keys to Team Fundraising Success

The most successful teams use a combined approach of individual and team fundraising. Top teams utilize varied techniques to raise their funds. Below are some tips and ideas.

- Understand your target audience members and try to identify something that might be of value or interest to them.
- Publicize the fundraiser heavily – the more people who are aware, the greater the likelihood of success. Use the online tool to promote your team fundraiser to other teams.
- Undertake the fundraiser with great enthusiasm – it's contagious.
- Pursue fundraising activities on a year-round, ongoing basis.

The type of fundraiser you choose is only limited by your creativity and drive; here are some examples:

- **Auction (Silent or Live):** Hold the event at your business, in your neighborhood, or at a church/synagogue. Ask for contributions of unique items such as homemade toys or art, a hand-knitted sweater, breakfast or dinner at someone's home, or a weekend at someone's lake house. Display the items (or their description) prior to the event. Hold the auction over lunch or at a convenient time, or even hold it online!
- **Bake for Cure's Sake:** Hold a Friday bake sale at work so employees will have treats for the weekend. Ask for baked goods to be wrapped attractively so they can be given as gifts. Encourage breakfast items as well as sweets such as bars and cookies.
- **Car Wash:** Get your team together for a local car wash. This works great for high school teams.
- **Freddie the Flamingo:** An 8-year-old boy put Freddie Flamingos in people's yards with a note around Freddie's neck asking for a donation for Relay For Life. In the morning, he collected the birds and donations. He raised more than \$6,000!
- **Restaurants to the Rescue:** Ask a local restaurant or cafe to contribute a portion of its proceeds for a day. It could be for a certain menu item, or ask the owner if a special Relay item can be the daily special. Create a sign letting patrons know if they purchase this special, the owner will donate half the money to the American Cancer Society.
- **Fetch and Favor Fee:** Place a sign-up sheet outside your office, the teacher's lounge, or even your own kitchen. Approach business owners with an offer to run errands such as fetching coffee, lunches, prescriptions, supplies, etc. Create a price list to match the errand and let them know their dollars go toward saving lives from cancer.
- **Poker Plays Pay:** Invite 10 people over for a round of charity poker. Send invitations explaining your Relay For Life participation and request that everyone brings \$25-\$40 of mad money. If you can recruit a few friends to help you, try this on a larger scale and hold it in your church basement or local school. Provide refreshments.

Team Fundraising *(continued)*



- **Wishing You Well:** Set up a “wishing well” at your local school, business, church, or store with a sign explaining that all proceeds go toward Relay For Life and a cure for cancer. Maybe the store or your employer would do a matching gift? You could even have this at your tent site at the Relay.
- **Lotta Bottles:** Each team member runs a bottle drive in his area. Go door-to-door and collect bottles from your neighbors and friends. Create a Relay flier to give to the donors with your phone number inviting them to join in the fun and the cause. Maybe your local store will match the money you make.
- **Seek Contributions for:**
 - The shirt off your back. Donors pay a fee to write their names on the back of the shirt that gets worn for 24 hours.
 - Food – any kind, any way, anywhere
 - Art, both professional and student (Parents will donate money for their budding artist’s work.)
 - Balloons. Ask for a \$2 donation per balloon. Make bouquets to be delivered by volunteers.
 - Candles, flowers, or jewelry
 - Haircuts. Have local salons sponsor a cut-a-thon with proceeds going to Relay.
 - Yard, porch, or garage sales
- **Odds and Ends**
 - Kiss a pig. Put a picture of two or three managers or teachers on a cutout of a pig, and have students/employees vote. The one who receives the most votes has to kiss a pig in front of everyone.
 - Auction off a prime parking spot for a week.
 - Recycle.
 - Skunk them. One hospital group put a stuffed skunk on a coworker’s desk. They needed to give a donation to be “deskunked” (make the skunk go away).
 - Ugly bartender contest. Get the bartenders in town to agree to be in your contest. For \$1 a vote, the winner wins some type of award and becomes an honorary “server” of your team.
 - Vending machine. Designate the profits from one of your vending machines to the Society. If the company that provides the machine knows what’s going on, they may give you a lower price on the supplies or donate a certain amount.
- **Pizza Box Promotion:** A local pizza franchise has agreed to tape Relay luminaria and Survivors Lap forms on all of their pizza boxes. Finally – something good sticking to the top of the lid!

On-site Fundraising



At Relay, teams can raise money at their campsite. The idea is to create a game or activity or have something donated and then have your team members promote your on-site activity to raise more money for your team. Be creative; use your team theme. At some Relay events, these on-site activities are included in the program book, so share your ideas at a team meeting.

- **On-site Fundraising Ideas:**

- **Who:** Teams at Relay For Life events
- **How much:** \$1 and over!
 - Challenge each team to have a fundraiser at its site.
 - Promote fundraisers in your Relay newsletter and local newspaper. Also promote your fundraisers on your Relay's online site.
 - Promote them at team captain meetings.
- **Ask for a donation in exchange for:**
 - Food and drinks – and have a tip jar
 - Face painting
 - Relay For Life dog tags
 - Playing board games (A great activity late at night!)
 - Massages
 - Glow necklaces
 - Baked goods
 - Participation in a silent auction
 - Hawaiian leis or Mardi Gras beads
 - Caricatures
 - Puppet show
 - Fudge shop

- Moons and stars – hang them on a display and all around
- Softball toss
- Kisses – have a nice-looking male and female with a tray of chocolate candy kisses

Mr. Relay – “Beauty in the eye of the beholder”

The Mr. Relay competition rules allow all male contestants 15 minutes to rummage through boxes of clothing and accessories supplied by a local thrift store or Discovery Shop in an attempt – “attempt” being the operative word – to beautify themselves.

The contestants line up on stage when the process is completed. Judge them on their choice of female name, poise, modeling ability, confidence, and their answers to the interviewer's questions. The pageant contestants then work the crowd to collect donations in their purses. The donations are “votes,” and the contestant who collects the most money has the honor of being named Mr. Relay.

The winner is crowned and awarded a sash, a trophy, and the grand prize (whatever you are able to get donated).

Multi-team Fundraising



Fundraising with Food:

■ **Celebrity Pie Auction:** Ask a radio station to donate six hours of airtime for a radio auction in which listeners can call in and bid on two pies baked by local residents. Proceeds benefit the American Cancer Society Relay For Life. During the broadcast, ask DJs to interview local cancer survivors and celebrities who have been touched by cancer to help raise awareness of the Society and its programs.

■ **Cakewalk:** Ask each team to provide one homemade cake before the opening ceremonies. Ask Relay participants for a \$5 minimum donation to enter the cakewalk. Place numbered squares around the venue, and run the activity like a game of musical chairs. When the music stops, a number is drawn and the person at the winning space will win the cake.

■ **Taste of Relay:** This is an opportunity for area restaurants and teams to get together and support the American Cancer Society Relay For Life. Ask restaurants to donate a sampling of one or two of their specialty dishes and a person to help serve. Participants and the public donate \$5

and partake during Relay. The planning committee is in charge of putting together the event, collecting the donations, and organizing the logistics.

■ **Luncheon Idea:** Have a bridge luncheon with all proceeds going to the Society. Ask for a \$15 donation per person. Also mail a luminaria envelope with the invitation. Attendees can bring in additional donations the day of the fundraiser. Encourage people to bring friends and RSVP for the number of people to expect.



Youth



Power Minute

Ask local schools to sponsor a “Power Minute.” Challenge the students and teachers to find some kind of container and donate whatever coins or dollars they can while a teacher or principal talks for 60 seconds about cancer and the mission of the American Cancer Society. Lahainaluna High School in Hawaii raised \$400 in one minute.

Pennies from Heaven

Did you know that one milk jug full of pennies weighs 35 pounds? And did you know that 30 pounds of pennies is equal to \$50? Have each class collect pennies to raise money for Relay For Life. Celebrate the final day with an ice cream party. Take pictures and present Relay organizers with a giant check from the school. (A one-liter water bottle holds \$90 in dimes.)

Relay Carnival at High School

Ask students to pay \$2 each to buy their way out of the last period of the day to attend a Relay carnival. Different teams and clubs from the school can run booths that include grilling hot dogs and hamburgers, basketball games, karaoke, teacher dunk tanks, teacher pie throws, obstacle courses, and more. Work with your community to raise sponsorship money, get donations of food and equipment, and lure parent volunteers.

Mini-Relay

Elementary school children may not be able to come to Relay For Life, so take Relay to them with a Mini-Relay Kit. Work with your event committee to learn more.

Quarters for a Cure

The “Quarters for a Cure” program in the schools consists of collecting empty film canisters and distributing them to the students. They, in turn, collect \$7 worth of quarters in these canisters and turn them in the night of the Relay.

Bowlathons

Bowlers get pledges for each pin that they knock down. Set a time period and sign up youth to raise money for their teams.

Bake Sale

Hold a bake sale at school, church, or other places in the community. Ask for donations of attractively wrapped baked goods to be given as gifts. Encourage breakfast items such as rolls and breads as well as sweets such as bars and cookies.

Cancer Control

Have a brown bag lunch and invite someone from the American Cancer Society to speak on cancer prevention. Ask people to donate what they’d normally spend on going out to lunch or charge a set fee.

Car Wash

Get your team together for a local car wash. This works great for high school teams.

Cigarette Vending Machine Demolition

Charge money for people to take a swing at a cigarette vending machine with a mallet (remove glass first).

Youth *(continued)*



Friends and Family

Dedicate your personal effort to someone who has won a battle with cancer, someone who is battling cancer, someone who has lost the battle, or all three. Write your dedication letter along with a self-addressed, stamped envelope, and consider mailing it to friends, family, your doctor, dentist, hairdresser, barber, church members, service club members, Christmas or Hanukkah card list, and whoever else you can think of.

Garage Sales

Ask friends and neighbors to donate items for your garage sale, or hold a team garage sale and have all team members bring items.

Kiss a Pig Contest and Other Fun Ideas

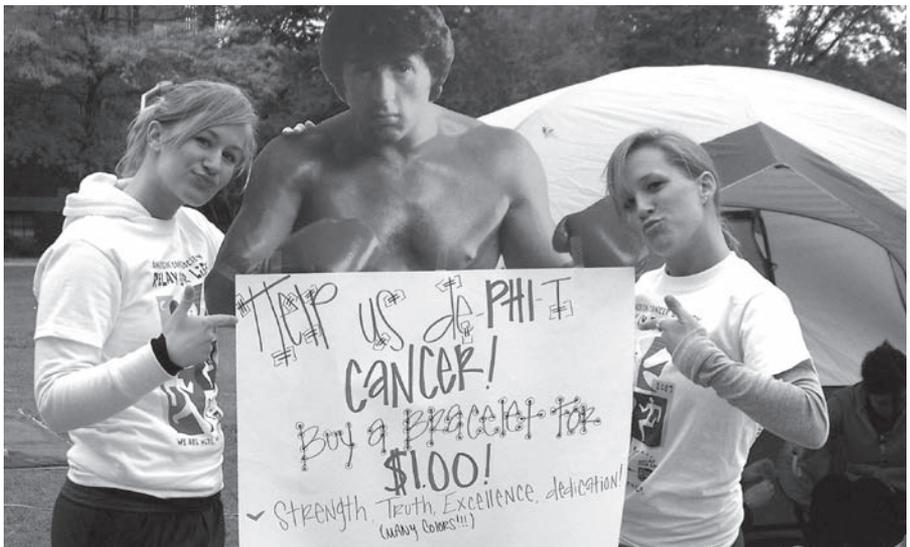
Ask a popular person in your school to do something fun if your team raises a certain amount of money. Be creative. Shave a beard or a head, dress up like a pig, kiss a pig, get dunked, or catch a pie in the face.

Penny Drive

Set up containers all over town, and leave signs telling passers-by to donate to the American Cancer Society.

Penny Wars

Set up a challenge for each class to try and collect the most points (pennies). Points are given for pennies and negative points for other coins. Classes could sabotage their rivals by placing other coins (not pennies) in their jars. The class with the most positive points (pennies) wins a pizza party at the expense of the other classes.



Workplace



Bean Counters

Display a large jar full of jelly beans or pinto beans and accept donations from employees to guess the amount. All donations go toward your team fundraising.

Business Drawings

Consider collecting donations for the following perks and services:

- A member of management mowing your yard, shoveling your snow, etc.
- Trading jobs with the CEO for a day
- Dinner at the boss's home
- Free lunch with the boss
- Company logo apparel
- Parking place(s)
- A day off

Cancer Control

Have a brown bag lunch seminar and invite someone from the American Cancer Society to speak on cancer prevention. Ask employees to donate what they'd normally spend on going out to lunch or charge a set fee.

Car Wash

Get your team together for a local car wash. This works well in the company parking lots during lunch or after work. Also, your team could do a car wash on the weekend. A car wash is also great for youth teams.



Casual for Cancer or Denim Days

Ask your company CEO or president to let staff dress casual or wear denim for a \$5 or more donation.

Company Contribution

Solicit a specific donation from your organization above and beyond the amount raised by your team and use the credit for incentives for all team members.

Computer Message

Ask your company computer expert to have a message pop up on employees' screens asking for a donation. It won't go away until they give.

Golf Day

Organize a golf outing and have each person make a donation for your Relay team.

Workplace *(continued)*



Magical Mondays

Work out an arrangement with your employer to make flavorful hazelnut or French vanilla coffee in place of the regular coffee every Monday and request dollar donations from coworkers. (Supplying real creamer works well!) Include a sign that explains Relay For Life.

Matching Gifts

Matching gift programs are an effective way to double your fundraising efforts. Be sure to check with the human resources department to obtain matching gift forms if available.

Sports Tournaments

Set up challenge matches between individuals or departments for basketball, softball, football, or any sport. Ask for a donation as an entry fee and admission fee. Ask for contributions in exchange for refreshments at the event.

Taste of the Day

First, decide on a food theme (Creative Cookies, Best Barbecue Eats, Mexican Madness, etc.). All of the volunteers bring a dish and guests make a donation of \$5 for all you can eat, \$5 for a standard take-out container, or \$10 for both.

Video Sale

How many times can you watch *Forrest Gump*? Ask people to donate used videos and DVDs and sell them in exchange for a donation.

Votes

Select three to five well-known and well-liked employees (must be men) and have the employees cast their vote (\$1 donation) for the individual they would like to see dressed as a woman. Individuals with the most votes will spend an entire workday dressed like a woman.

Wine Tasting

Ask for donations of wine, but be sure all liquor liability laws are followed.

Weekly Challenge

This works great for a company with two or more teams. Each member of all the participating teams puts \$1 or \$2 into a kitty at the beginning of the week. The team that collects the most money during this week gets the money in the kitty.

Team Captains



One Last Note for Team Captains

- Call members of your team. Meet with them and challenge them.
- Borrow a Relay video and show it at your team meetings.
- Ask a speaker from the Relay organizing committee to participate in your team meeting.
- Set high goals.
- Compare amounts collected by team members.
- Have your team dedicate its Relay efforts to someone from their company – then let people know about it.
- Put up a sponsor sheet in your business for walk-ins.
- Ask your employer to sponsor your mailing costs.

REMEMBER

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

One important factor to keep in mind is to educate everyone about how the American Cancer Society is saving lives and creating a world with less cancer and more birthdays. If the people you are asking for a donation know that their money will be spent in the fight against cancer, then they will be more likely to give. And the last point – HAVE FUN!

DISCLAIMER: BEFORE HOLDING FUNDRAISERS, PLEASE CHECK WITH YOUR STAFF PERSON FOR ANY LOCAL LAWS OR OTHER RESTRICTIONS THAT MAY BE IN PLACE.





**THE OFFICIAL SPONSOR
OF BIRTHDAYS®**

We **save lives** and create more birthdays
by helping you stay well, helping you get well,
by finding cures, and by fighting back.

cancer.org | 1.800.227.2345