

# Arnold/Annapolis Relay For Life



**ONE HOPE**

The word 'HOPE' is written in large, bold, blue capital letters. The letter 'O' is replaced by a white crescent moon with a small blue star above it. To the right of the 'HOPE' text is the 'RELAY FOR LIFE' logo, which includes the text 'RELAY FOR LIFE' and 'American Cancer Society' with a small red and white logo.

2012 Really Awesome  
& Incredibly Useful  
Fundraising Guide!!

# Arnold/Annapolis Relay for Life 2012

## “FUN”draising Guide

Each year, Relay for Life participants are given a fundraising goal and asked to raise at least \$150. In 2012, we have decided to up our game and ask everyone to raise \$212. This handbook is designed to provide you with ideas and hints for helping you and your Team exceed that goal.

In addition, your team is highly encouraged to raise at least \$2500. If you meet this goal, you will be rewarded with free food bracelets. If your team hits your stretch goal of \$3500, then we will give your entire team free food bracelets. Yep, this is just an added perk that you can only get at the Arnold/Annapolis Relay for Life. More details to follow!

The activities in this booklet are divided up into Fundraising before the event and Fundraising during the event. We have included create your own activities, activities for school/youth teams, office fundraisers and more. Basically, there is something to help every Relayer be a dynamic fundraiser.

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 collection donations for the Relay, answered, “The Monday after last year’s event ended.”

Every organization and community is different. It’s important to choose activities that will work best for you, your community, meet your corporate guidelines and are consistent with the American Cancer Society’s policies and procedures.

One important factor to keep in mind is to inform everyone on research, education, advocacy and service 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.

We must always remember that while Relay is a really cool and very fun night, we are all together to find a cure. We can’t find a cure without your fundraising support. After all, 350 lives are saved EVERYDAY by the money raised with Relay for Life.

And the last point-- **HAVE FUN!!**



## Fundraising Quotes...



**“Fundraising is the gentle art of teaching  
the joy of giving.”**

-Hank Rosso

**“Donors don’t give to institutions.  
They invest in ideas and people in  
whom they believe.”**

-G.T. Smith

**“No one has ever become poor by giving.”**

-Anne Frank

**"An effort made for the happiness of others lifts  
us above ourselves."**

- Mrs. Lydia Maria Child

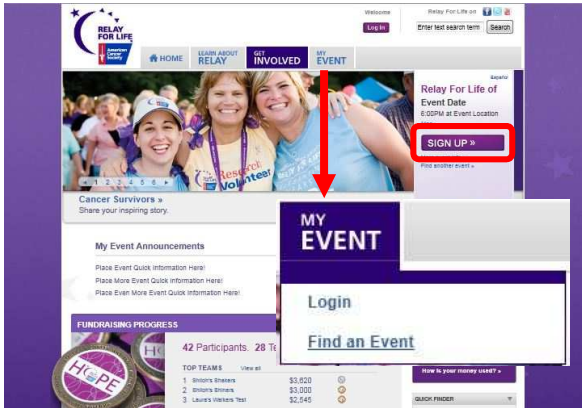
## Sign Up. Set Up. Start Fundraising.

### Welcome! Let's get started!

Follow the step-by-step directions below to set up your Relay For Life Web page and get going.

### Step 1: Go to Your Event.

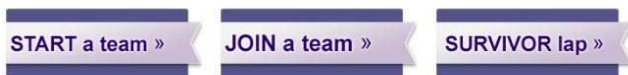
Go to: [relayforlife.org/Arnold](http://relayforlife.org/Arnold), then click 'Sign Up'.



### Step 2: Start your team.

Click "Start a team" and enter your team name and fundraising goal, or click "Join a team" to locate and join your preferred team.

Returning participant? Please *Log In* before you sign up for this year's event.



Note: the Survivor Lap option above will **not** allow you to start or join a team. Click one of the other options, then choose "Survivor" during your registration process.

### Step 3: Choose your Participation type.

Choose your participation type by whether you want to pay with your credit card or at your local office with cash or check.

**SELECT A PAYMENT OPTION**

**Pay Registration by Credit Card** \$10.00

I will pay my registration fee by credit card now.

**Pay Registration by Cash or Check**

I will pay my registration fee by cash or check later.

**Survivor (No Fee)**

I am a survivor who is not a team captain or team member, but I would like to walk in the Survivor lap.

### Step 4: Continue registration.

Log in if you participated in Relay last year, or designate yourself as a new user. Enter your username and password from last year before beginning the registration process to ensure that all of your information from last year will carry over to this year's Web site.

**ARE YOU A NEW OR RETURNING PARTICIPANT?**

Have you registered online for an American Cancer Society special event (Relay For Life, Making Strides, Determination, etc) in the past? If the answer is yes, be sure to select Returning Participant to reclaim your information including your address book and other personal information. Don't worry if you've forgotten your log in information, we'll remind you.

New Participant (I HAVE NOT previously registered online for an American Cancer Society event.)

Returning Participant (I HAVE previously registered online for an American Cancer Society event.)

Previous Step **Next Step** Cancel

### 5: Complete registration.

Complete the registration process by following the instructions on each page.

**PLEASE COMPLETE THE REGISTRATION FORM BELOW**

Contact Information  
\* = Required Fields

\*Name:  Title  First  Middle  Last  Suffix

\*Email:

\*Street 1:

Street 2:

\*City/State/ZIP:  City  State  ZIP

\*Country:  United States

Phone Number:

Please email me event-related information so I can participate successfully.  
Email Format:

Remember me. [Read our Privacy Policy](#)

I would like to be emailed when a gift is made on my behalf.

### Review Your Registration Information

You have 1 registration. The current total cost is \$0.00

Contact Information	Item Information	Fee
Test Test street city, PA 99999 test@test.com <a href="#">Edit</a>	Participation Type: Participant Registration - Cash or Check \$0.00 Additional Donation \$0.00	\$0.00
<b>Total:</b>		<b>\$0.00</b>

**Complete Registration** Cancel

**Celebrate. Remember. Fight Back.®**

## Step 6: Personalize your Web page.

- Click 'My Personal Page' at the top of the page.
- Click in the page title box to personalize your title.
- Under Body Text, type in why you are participating. Make it personal!
- Click the 'Upload Photo or Video' tab to upload a personal Photo (must be .jpg and smaller than 200 kb), or add a YouTube video.
- Click the "Save" button when done.

EDIT PERSONAL PAGE View My Page >

EDIT PAGE | UPLOAD PHOTO OR VIDEO | MY SETTINGS

Personal Page URL: ( Create/Edit Short URL | View )  
http://main.acevents.org/site/TR/RelayForLife/RelayForLife/REFLY12National?px=3144023&pg=personal&f\_id=35451

This page is Public

Title  
Welcome To My Page!

Body

Font family | Font size

**B** *I* U | ABC | [List Icons]

**My Reason to Relay**

I am participating in the American Cancer Society's Relay For Life because I want to make a meaningful difference in the fight against cancer.

Almost everyone has been touched by cancer, either through their own personal battle or through someone they love.

Every day, the American Cancer Society is helping us stay well by preventing cancer or finding it at its earliest, most treatable stages. They assist families in finding the best resources to help their friend or loved one deal with a diagnosis and their journey to get well. The American Cancer Society is also rallying communities (like ours!) through events like Relay For Life, to fight back and find cures for this disease.

Please join my team or make a donation to help the American Cancer Society create a world with less cancer and more birthdays. Together, we can help make sure that cancer never steals another year of anyone's life!

Save | Preview

The Preview will open in a new window but will not save your changes.

## Step 7: Set up your address book.

To add names & emails into your address book:

- Click the appropriate link in the 'Other Actions' box at the bottom of the 'Email' page.
  - You can choose to 'Import' contacts from a file, or from an external email client by clicking on your preferred email client and following the online steps for uploading;
  - Or you can enter addresses manually.
- addresses from AOL, Outlook, Gmail, and more.

You can import contacts directly from an email service below:

OR you can upload a .csv file exported from another email client:

File-based import for ... [Tell me more.](#)

(Hotmail, Apple, Outlook, AOL, etc.)

## Step 8: Send emails to friends and family.

Click 'Email' at the top of the page to enter your messaging center.

- If you need some help, you can choose a type of email to start with from the 'Suggested Message Templates' list.
- If you set up an address book, click 'choose from your contact list' and check the names you would like to appear in the "TO" field of the screen.
- If you did not set up an address book, you may type address in the address block (these addresses will be added to your address book for future use).
- Customize the message with the reason you are involved, or create your own message.
- You can review previous messages in the 'Sent Messages' tab.

MY MESSAGING CENTER

COMPOSE A MESSAGE | DRAFTS | SENT MESSAGES

Send | Save as draft | Preview | Save as template

To:

Enter your friends name, email address, or choose from your contacts list

Subject:

Hide templates

Suggested Message Templates

Ask For Donation | Help Me Reach \$100 | Thank a Donor | Insert Your Own Message Here - Blank message

Invite a Survivor or Caregiver to Relay

include personalized greeting (what's hot?)

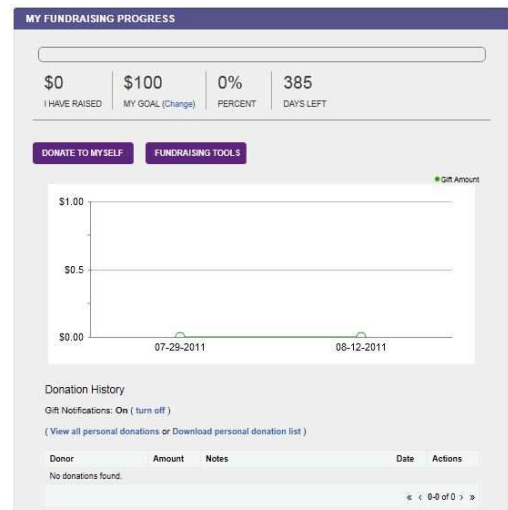
Font family | Font size

**B** *I* U | ABC | [List Icons]

## Step 9: Keep track of your Progress.

Click 'My Progress' at the top of the page to see (or edit) your personal goal, your donations received, and totals dollars raised.

By clicking the links in the center of the page, you can even make a donation to yourself, or see some of the other great fundraising tools available for you as well.



Visit [RelayForLife.org](http://RelayForLife.org).

If you have any questions or concerns, please contact your local staff partner or call the American Cancer Society at 1.800.277.2345.

# Successful Fundraising!



## Gramza's Tips For Becoming A Successful Fundraiser

- 1- **ASK EVERYONE!!** Did you know the #1 reason that people do not donate is that they simply weren't asked??? Ask everyone, ask often, ask again. Cancer doesn't discriminate so why should you when asking for someone to support you and your cause.
  - 2- **GUILT REALLY WORKS!!** Ok, it might sound crass but it's true! If we can spend \$5.50 every day for coffee, then we can certainly donate \$5.00 to buy a raffle ticket or donate \$10.00 to help find a cure for cancer.
  - 3- **STATISTICS WORK!!** Sometimes people need to see the black and white of things. 1 in 3 people will get cancer in their lifetime and 1 person dies EVERY MINUTE from cancer. 90 lives are saved EVERYDAY because of Relay for Life. Give people hard facts when asking them for a donation.
  - 4- **TELL PEOPLE THE TRUTH!!** Don't just say, I'm doing a walk for cancer, will you give me money. Give them a reason as to why they should donate to YOU! Tell people your personal reasons to why you became involved in the event. Use names and titles as part of your descriptions. My Aunt Jane is currently in treatment, my best friend Suzy is a two time survivor, my father died from cancer. People will donate because they care ABOUT YOU!!
  - 5- **USE PICTURES!!** Go online to the website and copy a few pictures of the event so people have a visual of what really happens at relay for life. If someone doesn't know about Relay, they should see something so they understand that Relay is about celebrating our survivors, remembers those who have been touched and fighting back against this disease. Relay combines cancer awareness, education and FUN all in one.
- This also works for your personal website. Is your website currently showing the stock photo?? If so, then change it to your family member who lost their fight or your friend who is currently is treatment. MAKE IT PERSONAL!!
- 6- **KNOW WHERE THE MONEY GOES!!** People want to know that their \$\$\$ are actually being used for something important not paying salaries. Relay for Life is run by volunteers. Approx 93 cents on every dollar go right back into YOUR community funding critical research and supporting programs that help our cancer warriors and survivors.
  - 7- **DON'T WAIT!!** If you are putting off asking for money...do it NOW! Time is flying by and our event will be here before you know it. Are you going to be one of those Relayers with a big old "0" next to your fundraising accomplishments.
  - 8- **ADVERTISE!!** Wear your Relay gear or at least purple. People will see that you are dedicated to the cause because you are wearing/advertising what you stand for!



# How To Raise \$212 in 2012

## Raising \$212 is simple.

- Ask 21 people do donate \$10 each. Start by asking 7 friends, 7 co-workers and 7 family members.
- Host a "\$12 on the 12<sup>th</sup>" fundraiser leading up to Relay. Ask 12 people in your inner circle to commit to saving lives in 2012 by making a \$12 donation to you on the 12<sup>th</sup> of the month. Do this over the course of 2 months and you'll have exceeded \$212!
- Instead of eating lunch out this year, brown bag it at least once a week and donate what you would have spent at a restaurant to your individual fundraising efforts.
- Sell 21 luminaria bags to individuals who want to honor or memorialize their loved ones that have been touched by cancer.
- Turn on your coffee pot at home and forgo your daily Starbucks fix for the next 8 weeks. Your coffee fund will add up to \$212 and become your saving lives fund in no time!
- Visit 4 business locations and challenge them to sell at least 50 Relay feet for \$1 each. Consider asking your hair salon, doctor's office, dry cleaner, pharmacy, pet groomer or local grocery or convenience store.
- Let a local business show the community they support the fight against cancer by becoming a \$100 event sponsor. Pair this with a small personal donation to yourself, and you're at \$212!
- Send Valentine's to your loved ones with a special message enclosed, "Will you be my valentine and help me save lives?" Don't forget to include the link to your personal fundraising page. You can try this with social media as well by making your Facebook status say "If you heart me, please help me save lives by making a donation to Relay For Life."
- Offer babysitting services to friends and family you know with children. At the going rate of \$10 an hour, you can easily rack up \$212 over the course of the next few months!
- Host a cupcake or baked goods sale in your office once a month. Decorate them with the number 212, and when asked what the numbers represent you can share your fundraising goal.
- Join forces with your team members and plan several group fundraising endeavors. Hosting just 4 fundraisers that yield \$500 each throughout the year will result in over \$212 each for a team of 8.



# ABC's of Fundraising

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Relay For Life participants seek donations rather than pledges from friends, family and associates. All fundraising is done prior to Relay For Life, eliminating the hassle of collecting pledges after the event. Set a goal. Each team member's minimum goal is \$100 plus registration fee. There are a ton of great fundraising ideas both for the individual and the team to help you meet your goals. Be creative, have fun and ask everyone you know or meet to help support your effort.

## RELAY FOR LIFE ENCYCLOPEDIA OF FUNDRAISING TIPS

### A

**Art Sales** – This one is perfect for a kids team. Have students produce great works of art and have a show. Parents and friends buy back their budding artists' masterpieces.

**Ask everyone you meet** – Even if you have sent out letters, be sure to carry a donation collection envelope with you so that when you talk to people about Relay, you can ask them to donate right then. Take the donation collection envelope with you to meetings. When you carry a donation collection envelope with you, indicate your own contribution at the top. Make sure the top few donations on form are significant. Other people are apt to follow suit; conversely, if you start with a \$2 contribution, others may follow suit with \$2. Don't prejudice whether people will give. Let them say no or ignore your letter rather than not ask.

#### Auctions of All Kinds –

- Auction off a prime parking space at work.
- Auction off a half or whole day off from work.
- Auction a picnic lunch.
- Auction desserts, homemade dinners, local art work or other creative and fun items.

### B

**A "No-Bake Sale"** – Coworkers pay so they don't have to bake goodies.

**Book Sale** – Dust those bookshelves and have a book sale.

**"Boss for the Day"** – Allow people to bid on being boss for a day – high bid wins.

**Bake Sales** – Hold a Friday bake sale so employees have treats for the weekend. Ask for items to be wrapped attractively so they could be given as gifts.

**"Brown Bag Lunch Day"** – Everyone brings their lunch and donates the money they would have spent for lunch to the Relay For Life fund.

### C

**Carpool** – for fun and profit.

**Clean up** – with a neighborhood car wash.

**Car Window Washes** – Teams can wash car windows at fast food restaurant drive through windows.

**Challenges** – Challenge another team to raise more than you. Some radio stations may gladly put your challenge on the radio.

**Challenge by the Boss/Principal** – Get the boss to agree that if every team member raises their minimum of \$100 that he'll dress up like a pig, shave his beard, sit in the dunking booth, or get a pie in the face, etc.

**Change Jar** – Keep a change jar in high traffic areas. All change is donated to your team fundraising totals.

#### Cook Offs

**Christmas Trees/Wreath** – Ask a local retailer to donate \$1 for every tree and wreath sold.

**Cake Drawing Every Hour** – Here is a fun and tasty on-site fundraising idea. Team members bake different cakes, exchange tickets for a donation and then raffle off the cakes each hour of the Relay.

### D

**Dime-A-Dance (at event)** – Provide music at your campsite. Have other people pay to dance with your team members.

**Host a theme dance or party** – Sock hop, beach party, disco, square dance, dance for senior citizens, etc.

**Dedicate** – Your personal effort to someone who has won a battle with cancer, or to someone who is battling cancer, or to someone who has lost their battle – or all three. Include that in a letter along with a self-addressed envelope.

**Dress Down Day** – Ask every employee to contribute to your Relay team, and in return they will be allowed to "dress down" on a specified day at work.

**Dinner** – Hold a dinner. Have your team do a theme dinner. Get a hall donated and have each member of your team prepare part of the meal. Sell tickets and get some entertainment donated.

### E

**Envelopes at Restaurant Tables** – Teams generate donations by placing a Relay For Life envelope at every table, stating "Please Support Our Relay For Life Team and the American Cancer Society." Waitresses check envelopes after each seating.

### F

**Flowers and Plants** – Sell corsages, your donations will blossom. Sell your extra house plants or bouquets from your garden.

### G

**Gift Wrapping** – During the holidays, teams can set up at the local mall or in a particular store. Mother's Day is another ideal time for teams to offer a gift wrapping booth.

**Garage Sales** – Ask your team members to clean out their attics, garages and basements and bring items in for a team wide sale.



## H

**“Hot Dog for Cancer”** – Principal at an elementary school agrees that if ALL the teachers raise \$100 each, he/she would dress up like a hot dog and let the students squirt ketchup, mayonnaise, mustard, and relish on him/her.

**Human Jukebox** – Set up a decorated cardboard box with someone that sings selected songs outside of a supermarket (after receiving permission) and ask for a donation for each song that is requested.

**Handyman for a Day** – Shovel snow, rake leaves or mow your neighbors lawn and donate your “fee” to your Relay For Life.

## I

**Ice Cream Social** – Teams can raise funds by collecting donations for delicious ice cream delights. Get creative and decorate your location as an old fashioned ice cream parlor and soda fountain. Set up tables with a variety of board games for patrons. Play oldies on a jukebox and charge for song requests.

## J

**Jail & Bail** – An old American Cancer Society fundraiser. For a donation, employees can be arrested and for an additional donation can post their own bail OR employees have a bounty placed on their head, are arrested, and are not set free until the entire bounty is raised (\$100+ per inmate).

## K

**Kiss The Pig** – Select three to five well-known and well-liked employees. Have the employees choose the individual they would like to see kiss the pig by purchasing a jelly bean(s) for 50 cents each. The jelly bean(s) will be placed in a jar for that individual. The individual with the most beans will have to Kiss The Pig.

## L

**Lawn Service** – While you are mowing your lawn, mow someone else’s too.

## M

**Matching Funds** – Ask your CEO/President to match the total raised by your team or to be the leading honor for your team. (In order for it to count toward incentives, you must turn in written confirmation prior to the event.)

## N

**Name Bead Bonanza** – Take orders for personalized bracelets, keychains, necklaces, etc. for a donation.

## O

**October Festival** – Celebrate autumn and the fall bounty by raising funds for Relay. Have pumpkins, straw bales, dried corn stalks, colorful gourds and bright flowers for your decor. For the main attractions you may want to consider the following activities: a dance, pumpkin carving contest, apple bobbing, face painting, petting zoo, pony rides, bake sale, and a scarecrow decorating contest. Charge an admission fee and sell other goods and services at your festival.

## P

**Pancake Breakfast**

**Percentage of Sales** – Designate a percentage of one day’s sales or proceeds and let the public know so they will buy more.

**Pet Service** – Love pets? Walk someone’s dog.

**Pies** – Find which fruit is in season, make and sell your delicious pies.

**Pot Luck Lunches at the Workplace**

– Name every Wednesday “Relay For Life Pot Luck Day.” Team members take turns preparing foods, salads, desserts, etc. and offer to employees at the workplace at a set price or donation.

**Publicity** – Publicize your team’s participation in the company newsletter.

## Q

**Quilts** – Sell quilt squares made by the employees themselves. The squares can be sold in honor and in memory of people with cancer, squares 4” x 4” for \$5, 8” x 8” for \$15, and 12” x 12” for \$25.

**Quarter Canister Campaign** – Old film canisters hold \$7 worth of quarters.

Challenge co-workers or students to fill as many canisters as possible. Have a reward for the team that collects the most canisters filled with quarters!

## R

**Romance** – Cater a romantic dinner for two, highest donation wins the dinner.

## S

**“Stay at Home Tea”** – On Valentine’s Day donate \$1 for the pleasure of having your cup of tea at home.

**Smile Day Give Away** – Each time you catch someone at your office smiling, they donate a designated amount to your team. Give the smiling donor a smiley face sticker or button to wear.

## T

**Turkey Drawing** – Offer a dollar to win your Thanksgiving/Holiday turkey.

## U

**Unique Boutique** – Collect or make unique one-of-a kind items for raising funds via a silent or live auction.

## V

**Video Sale** – How many times can you watch Forrest Gump?

**Vacation Day** – If you are on a team with your co-workers, ask your boss if they can offer a bonus day off for the team member that raises the most money.

## W

**Wine Tasting** – As with any other fundraiser - but especially with this one - the wine must be donated and all liquor liability laws must be followed.

## X

**X-Mas Tidings** – Make fresh evergreen wreaths and yule logs to sell adorned with festive holiday bows, berries and pinecones.

## Y

**Yard Sale** – Hold the ultimate Yard Sale.

## Z

**Zzzzz** – Sleep when the Relay ends.

# The Power of Purple!!



Did you know that Relay for Life is the most recognizable grass roots fundraiser in the world??

Relay has gone GLOBAL with events in:

- Jamaica
- Australia
- United Kingdom
- and more

How many times have you gone into a store and stood next to someone who had a fabulous handbag and you couldn't help but make a comment about it? The same principle works for Relay!

People recognize Relay for Life and YOU are the best advertisement that we have!

-Wear your previous years event t-shirt or any relay gear as often as possible. It will cause people to ask you about it.

-Keep a simple info sheet about the event and/or your team and invite everyone you meet to attend. Invite them to stop by your campsite. Who knows...it just might bring you extra donations and a new team next year!

-Bumper stickers, ribbons and more on your car really show people how much you care about the cause that you participate in.

After all, Relay is truly a year round fundraising event that peaks with a major celebration for 14 hours!!

# Recycling Saves The Planet & Helps You Fundraise!!



## Idea # 1 Water Bottles

Slap a label on your water bottles

Don't throw me away!

**I am worth \$100**

Fill me up with dimes and you will have raised \$100  
Toward your fundraising goal! Please turn your dimes into  
dollars before handing in your donation!

[RelayForLife.org/Arnold](http://RelayForLife.org/Arnold)



**Note**—These labels can be picked up on our supply table & can easily be reprinted from your home!

## Idea # 2 Prescription Bottles

**Slap A Label On Your Pill/Vitamin Bottles**

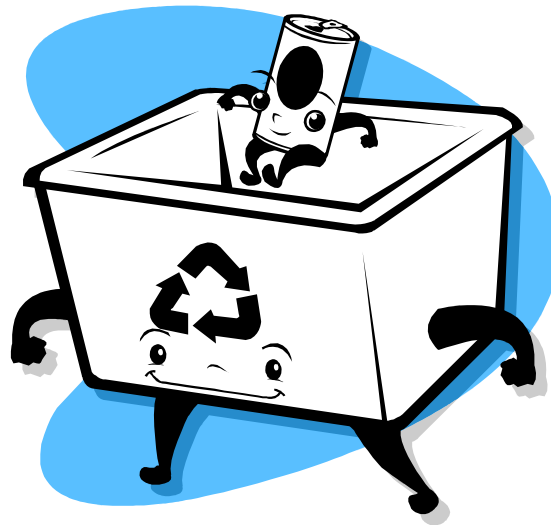
**"Cure your ailments, Cure Cancer!  
Donating money to Relay helps your feel BETTER!!"**

Create a team challenge to fill an empty pill bottle with change.

- Quarters in an average size bottle totaled \$12.00.
- The size just below that holds approximately \$9.00
- Large vitamin bottles, seasoning containers, etc make easy coin collectors



# Recycling: It Makes Sense & Dollars Too!!



**Here are some great drives & collection ideas to earn you and your team extra money:**

Aluminum Can Drive

Glass Bottle Drives

Plastic Containers

Recyclable Paper

Cell Phones

Precious (and not-so-precious) Metals

Inkjet Cartridges

Coupon Collections

## I'm Getting Us One Step Closer To Finding A Cure....

Sell these "Feet" danglers in your office, school, area business etc. Ask people for a suggested donation of at least \$1.00 and write their name and or their reason to Relay.

Come up with a cute/quirky slogan to entice people such as:

- I'm getting us one step closer to finding a cure
- There is no finish line until we find a cure
- Walk one mile in my shoes and help save lives
- I'm walking until the sun comes up to find a cure

Feet can be picked up on our supply table. Help us save money by only taking what you plan on using. Feel free to color copy them as well to prevent waste.



No. 16126

Name\* \_\_\_\_\_  
Address\* \_\_\_\_\_  
Phone\* \_\_\_\_\_  
E-mail \_\_\_\_\_  
(Note: by submitting your email address you agree to become a member of MileOne's online community.)  
Seller's Name\* \_\_\_\_\_  
Relay site\* \_\_\_\_\_  
\*required information

RFL 15403

No. 16126

**WIN A 2013 MAZDA CX5 CROSSOVER**

Alternate Cash Prize \$15,000  
FROM  
**MILEONE AUTOMOTIVE**

Drawing on Friday, June 22, 2012  
at the Relay For Life of Perry Hall ~ Huber's Farm - Baltimore, MD  
**All Proceeds Benefit the American Cancer Society**

Raffle ticket purchases are not tax deductible as a charitable contribution. The winner is required by law to pay to American Cancer Society both Federal and State Income tax withholding before the prize can be awarded. The federal withholding tax rate will be applied to the Fair Market Value of the car or to the cash prize if selected. The State withholding rate depends on the winner's legal residence. Employees of the American Cancer Society, immediate family of American Cancer Society Staff, Relay For Life Chairs, Relay For Life Committee Members, and MileOne Automotive and its subsidiaries are not eligible to win. Winner must be at least 18 years old. The raffle winner has 30 days from the date of the raffle to claim their prize and complete all paperwork associated with the process. After 30 days a new winner will be chosen under the same conditions.

**Ticket Cost: \$5.00**

**Winner need not be present to win**

www.cancer.org

## A Car For A Cure??

Yep, that's right! We have raffle tickets for you and your team to sell. For a \$5.00 donation, people will have a chance to win a BRAND NEW car!

This is a simple way for you to earn a ton of money.  
Who wouldn't want to win a brand new car (or the cash equivalent)  
in order to help find a cure for cancer??

### Important Notes:

- Winner must be at least 18 years old
- Donation is not tax deductible
- Proceeds go towards your Team fundraising totals
- All ticket stubs need to go in your donation envelope with the raffle ticket money
- All unsold tickets must be returned to the American Cancer Society

# I'm Itching To Find A Cure.....

How about scratching a few circles to get us closer to finding a cure for cancer. Your donation makes a difference!!!

daughter in law son in law niece nephew teacher  
aunt great uncle neighbor mentor co-worker  
father sister aunt uncle step mother step father  
godfather daughter *my reason to Relay* nephew  
best friend great aunt great uncle neighbor men  
mother brother father sister aunt uncle step m

## SCRATCH 'N' GIVE

**Play to give** – simply scratch out one or more spots and donate that amount! The more you scratch the more you give while helping the American Cancer Society save more lives. When the card is clear we will be \$100 closer to a cure!

**Each spot's value is \$1, \$5, or \$10.**

*Good luck!*



# Some Quick & Simple Fundraisers You Can Do On Your Own:



## Business Based At-Home Fundraisers:

- Joe Corbi Pizza
- Yankee Candle
- Pampered Chef
- Avon
- Silapada
- Cookie Lee Jewelry

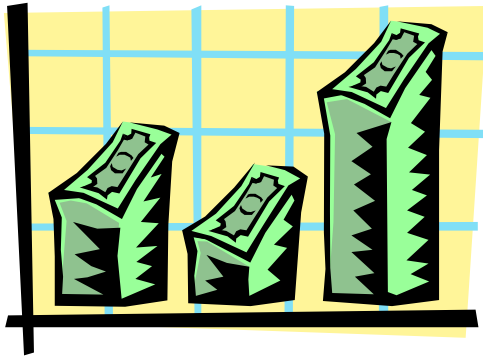
## Good Ole Fashioned Fundraisers

- Car wash
- Yard sale/Craft sale
- Bake sale
- Hot dog sale
- Wear your jeans to work day
- Spaghetti dinners
- Dog walking

**YES!! There is still PLENTY of time to do these fundraisers :-)**



# **Team Fundraisers-- Reaching \$1,000 PLUS!!!!**



- Take Pictures with Santa (or Easter Bunny, etc.): Take donations for the pictures –
  - One team in Topeka, KS raised \$1K
- Freddy Flamingo
  - For \$25 the Relay team will put a flock of pink flamingo lawn ornaments on the yard of a person you choose (this works at sorority and fraternity houses). That person will then have three options:
    - 1.) The opportunity to “flock” someone else (\$25 – however, don’t flock the person who flocked you!)
    - 2.) Get them removed as soon as possible \$15, or
    - 3.) Enjoy the flamingos for 2 days (at no cost).

At that time the team will come and remove them. Flocking insurance is available for those who do not wish to be flocked!

  - Flocking is a great way to say “happy birthday” or “congratulations” or for no reason at all
- Variations of Freddy Flamingo concept
  - Tired of cancer – use tires
  - “You’ve been grinchd” – place grinch with purple relay outfit in yards around the holidays.
  - Flush cancer away – purple toilet with a sign, “I want to help “Flush Cancer””
  - Scare away cancer - scarecrows
- Dinners – Hold a dance and a spaghetti dinner to raise money for Relay. Include Karaoke too! Or make it a pancake breakfast on Sunday morning and invite local children’s choir to entertain your guests.
- “Dinner is Done”
  - Team prepares casseroles in aluminum pans with foil lids
  - Casseroles are pre-sold and pick up is at a nearby school. Storing casseroles in school freezers is easier
  - Varieties – meat, veggie, desserts, fruit, Mexican, Italian, etc
  - \$10 each
- Combo Lunch Fundraiser WITH bake/craft sale held at Corporate Office of about 150 employees has raised \$1,500 for one of our Corporate Teams. They charged \$10 per plate. Company of Relay team donated the lunch to the effort and all employees were asked to contribute bake and craft sale items to the cause. So there was virtually no cost to the fundraiser.
- Washer Tournament
  - Round robin format.
  - \$20 per team, limit to first 60 teams
- Salon Tip-a-Thon
  - Salons conducted an ongoing Tip-A-Thon from mid March through the end of July. Stylists from the salon each decorated their station with Relay info. A tip jar decorated Relay-style,

was placed at each station. Stylists talked with each client (captive audience) about Relay and the importance of the cause. They asked clients to leave a donation in the jar.

- One Salon in Oregon raised \$20,000
- Freezin' for a Reason
  - Teams hold a four person scramble, in cold weather, where each team member gets one golf club to share and they play 18 holes with one club. Entry fees are what the region's market will bear.
- Date Auction
- Pumping Gas For a Cure: Ask a local gas station to support your team by allowing you to pump gas at their self-serve pumps. Collect tips from customers. Wear your Relay For Life T-shirt and place large signs at the pumps and at the roadside.
- Radio Requests: Work with a local radio station and have them have an hour or more in which listeners pay for requests – what is paid benefits the Relay For Life.
- Live Radio Auction: Work with a local radio station and have them conduct a live auction on the radio for goods/services.
- Obtain a permits to solicit donations on the street corners (permits are required)
  - Raised between \$1K to \$3K in one stop.
- Boys as Babes Softball Tournament
  - Central MO team raised \$2500 last year...are expecting \$4000 this year!
  - Teams of males dress up like women and use purses instead of baseball gloves.
  - Teams pay an entry fee and all concession stand income goes back to RFL team
  - Tournament fans pay entry fee to watch the games
- Bowling Tournament
  - Each participant is asked to donate \$25....or you can give them a pledge sheet and they can get pledges from family and fiends.
  - Team raised \$1200 one year
- Concession Stands at little league games or local college games
  - Columbia, MO team has concession stand at M.U. home football games
- Jail and Bail: Arrest students who have to raise money before they get paroled
- Party with a Purpose: Invite close friends to dinner or brunch and ask for a donation. Ask guests to match their donation to the amount they spend last Saturday night. Dinner and a movie? \$60. Cocktails and dancing? \$30. Pizza and a video? \$20.
- Letters to Vendors—Ask vendors who call on your workplace or parent's workplace to donate
- Parents Night Out/Christmas Shopping for Parents—Charge parents for babysitting
- Talent Show—Charge admission for a “No Talent Show”
- Murder Mystery Dinners
- Home Tours
- Sports team pledges—get someone to pledge per point that their favorite sports team scores
- Mother Daughter Banquets
- Fashion Show
- Pumping Gas for tips
- Taking care of Pets—Charge to take care of someone's pet while they are away
- Hang people's Christmas Lights—Charge for hanging them and taking down
- Wrapping—Set up a Christmas package wrapping station at a mall for donations
- Personal shopper—Charge to do shopping/errands for someone
- Skate-a-thon—Host a special night at a skating rink for Relay
- Art Sales—Have preschool and elementary students produce great art and have a show. Parents and friends buy back their budding artists' masterpieces.
- Block Party—Have a neighborhood block party...sell food and charge admission
- Book Sale—Dust those bookshelves and have a book sale

- Change—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 to the (name of the team) and help fight the war against cancer. If your check total is for \$185.67, your donation is just .67 cents. We might just find a cure right in your pocket.”
- A team on Kauai holds a multi-day softball tournament every year, raising over \$10,000. They have various "Divisions," such as seniors, men’s, etc. They also have food concessions.
- Theme dinners—Italian night. Include waiters, music, Chianti bottles w/ candles.
- Auction desserts during a dinner (or lunch), especially those made by - or in honor of - Survivors. Ensure your auctioneer is ready to aim high on the price and really milk it!!
- Add concessions to a talent show/performance type event, or sell flowers/gifts for the performers (goes over especially well when children are performing)
- Purple bows—Ask teams to sell purple bows (for a minimum donation). Blanket the entire community with bows. This is a great awareness campaign and fundraiser.
- Men at Midnight Bachelors
  - Offer the men participants the chance to be a Man at Midnight. Each “bachelor” completes a bio, plus brings a picture. These forms are collected at bank night and then are displayed the night of the Relay. Whoever buys the bachelor, treats them to dinner and a movie.
- How about a dorm tag sales?
- Father/Daughter Dance or Mother/Son Dance
- Mardi Gras Benefit-
  - Much like a benefit, the particular team that organized the event had a silent auction, quilt auction, sold tickets to the event, had a dress up contest, and provided food. They had a DJ and this event was sponsored by some local businesses. They raised nearly \$4000.
- Roping—Host a Roping contest where “cowboys” can rope calves. It’s a good idea to find an experienced Roping Event Coordinator to help. The committee members should secure donations of food, and giveaways. WOOHOO!!!!
- Mr. or Ms. Relay Pageant
- Halloween Benefit



# FUNDRAISING IDEAS FOR YOUTH

*Raising \$100 per team member is easy when you remember it is to fight cancer.*

**Add a Dollar to Sports Tickets:** Sports teams can add an optional dollar to the price of a game (football, basketball, etc.) or dance tickets. Each dollar goes to Relay For Life. If students donate two dollars, they receive a sticker as thanks and to show their generosity.

**Baby Sitting Services** (Fees to go to Relay!): High school students can make themselves available for babysitting. Advertising through the PTA, religious institutions, and community newsletters and noting that payment goes to Relay increase interest.

**Bake Sale:** Hold a bake sale at school, church or other places in the community. Ask for donations to be wrapped attractively so they could 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 town car wash. Works great for high school teams. Have a bake sale at the same time. Ask for donations, not a set fee, you will usually get more money.

**Cigarette Vending Machine Demolition:** Charge \$\$ for people to take a swing at it with a mallet (make sure to remove glass first).

**Dance for a Cure:** Proceeds of School dances go toward the Relay For Life contributions.

**Earn Dollars for a Prize:** Raise a minimum of \$100 to get name in drawing for giveaway. Make sure giveaway item is donated from local store.

**Fishing for a Cure:** Set up a booth that looks like a pond with poles, etc. with prizes floating in it and charge \$1.00 to fish for a prize.

**Flowergrams:** Sell Flowergrams the week before the actual day. Students pay \$1 to have a carnation or candy sent to someone with a message. The Relay Team provides papers where the sender writes his or her message and the recipient's name and staples the candy or attaches the carnation to the flowergram and delivers on the pre-set day.

**Flying Pig Project:** Place a piggy bank on someone's porch (when they're not looking) and to make the pig fly away, they will need to give the pig a donation.

**Friends and Family:** Dedicate your personal effort to someone who is a cancer survivor, someone who has cancer now, or to someone who has died from cancer -- or all three. Include that in a letter along with a self-addressed, stamped envelope and consider mailing it to: friends, family, neighbors, your doctor, dentist, hairdresser, barber, church members, service club members, Holiday card list, personal phone directory, etc.

**Garage Sales:** Ask friends and neighbors to donate items to your garage sale or hold a Team Garage Sale and have all team members bring items.

**Kiss A Pig Contest:** Ask the popular person in your school to do something fun if your team raises a certain amount of money. Be creative -- for example, shave a beard or a head, dress up like a pig, kiss a pig, dunking booth, pie in the face, etc.

**Penny Drive:** Set up containers all over town.

**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 other floors by placing other coins (not pennies) in their jars. The floor with the most positive points (pennies) wins a pizza party at the expense of the other classes. All the money in the jars is donated to the Relay.

**Windshield Washing:** Fast food restaurant teams can collect donations for washing windshields as cars pass through drive-up window.

# School Fundraising

Whether you're the head of your PTO/PTA, a teacher, a parent volunteer, or a student, the fastest way to a successful fundraiser for your elementary or high school is to involve kids, parents, and your community.

## **Involve the kids**

School fundraisers give you a chance to help young people understand the dynamics of raising funds as well as meet your fundraising goals. Moreover, participation helps build school pride in your students. Furthermore, kids like to succeed. If you're clear about your goals and their jobs, you'll easily put together a hard-working team.

Some fundraisers can be almost completely organized and conducted by high school students...

1. Dress-down day: If your school has a dress code or kids wear uniforms, have a day when students can wear casual clothes. Charge each student who wants to participate. Make certain that you ask permission of your principal first. Use the same strategies for and Ugly Tie Day or Crazy Hat Day
2. Band and choir concerts: Ask your school band or choir to donate their time by performing a benefit concert for your cause. Charge admission.
3. Bag groceries: Ask a local grocery store if you can bag people's groceries for donations. Be certain to put up a sign saying how the donation will be used.
4. Spelling bee: Look through some books or in the dictionary and come up with a list of words of increasing difficulty. Charge admission to the event.
5. Battle of the bands: Great for high schools. Every town has a couple of "garage" or "basement" bands that are waiting to debut! Bands can get pledges for the number of audience votes they receive. You can charge admission to a voting audience as well! The winning band receives a prize or trophy.
6. Games night: Organize an evening of board games. (e.g. Monopoly, Backgammon, Chess... use your imagination!) Entrants pay to play. Winners receive a prize.

## **Involve parents**

Parents can be a big help with school fundraising.

1. Help sell products by taking brochures and catalogs to their workplace.
2. Chaperone student events like car washes and benefit dances.
3. Contribute their "Secret Family Recipe" to the class cookbook.
4. Ask employers to match the amount the kids raise.
5. Ask permission to leave donation cans in their workplace.
6. Donate goods to bake sales, craft sales, garage sales, white elephant sales, etc.
7. Donate to pot luck dinners
8. Supervise events like spaghetti dinners, luncheons.

## **Involve the community**

Although not everyone in a community has children in school, there are many ways you can turn school spirit into community spirit!

1. Local businesses are often eager to show support for community schools and school activities in many ways.
  - o Monetary donations
  - o Space to host your bake or craft sale, hot dog stand, or car wash.

- Donations of big-ticket items for raffle prizes
  - Donations of small prizes for carnivals and door prizes.
2. Debate evening: Research a number of community or school related issues and invite various citizens to debate. Create a cover charge and/or take questions from the audience for a fee. (25 or 50 cents per question). The issues can be fun. For example, have your school principal argue that chewing gum during class enhances the learning process versus a student who argues against allowing gum chewing in class.
  3. Bingo: Host a bingo night in the school cafeteria.
  4. Progressive Dinners: Ask parents to cook specific foods, and then charge admission to a school dinner. Do this with ethnic recipes and make it international, each course priced a la carte. Alternatively, each course can be based on a subject (e.g. George Washington Cherry Pie for history, Hawaiian or Taco Pizza for Geography!) and served in the related room of your school.
  5. Put together a book of coupons donated by local business and sell them throughout the community.
  6. Host a pet show, flower show, etc. at your school. Charge entrants a fee.

## **More School Fundraising Ideas:**

### **Product Sales**

Frequently elementary and high school classes raise funds for trips and extra curricular activities by selling a product. Many companies specialize in working with schools, letting kids sell everything from candy bars to candles and Christmas Wreaths to Valentines cards.

The biggest problem with product sale fundraisers is safety. Discourage children from going door-to-door and encourage them to take orders only from friends, neighbors, and relatives even though prizes for the most sales may tempt them to go outside of their neighborhoods.

### **Grants**

Many philanthropic organizations, large corporations, and government agencies do have grants available for specific school projects and needs. Use the Internet to research these opportunities.

### **On-line Fundraising**

As PTOs, PTAs and other school organizations become more sophisticated, many develop their own websites that advertise their fundraisers and take donations. In constructing a fund-raising web site, be sure to be specific about your fundraiser.

1. The purpose of your fundraiser
2. The duration of your fundraiser
3. The goal you hope to achieve

In addition to taking donations, your fundraising web site can also sell products through the programs developed by one (or more) of the many on-line fundraising companies.

Taken from [fundraisingtips.com](http://fundraisingtips.com)

# College Fundraising Ideas

- Continue to send fundraising emails. **A quick analysis of the successful college Relays shows that each participant must send out at least seven fundraising emails.** Provide incentive for teams to send out fundraising emails and fundraising goals reached... a cut pass for a campus restaurant that typically has a long line, gift certificates for laundry or cleaning service, restaurants/bars, etc.
- Statue of Relay: Somewhere on campus - in the quad, in the cafeteria, in front of the Union. All you need is silver paint, a kiddie pool, and an attractive gentleman. Have him paint his entire body with silver paint (make sure it's washable!) and then paint the Relay logo on the chest. Stand in the kiddie pool and wait for people to throw their money into the fountain.
- The end of the semester is a great time for college students to hold a post Relay garage sale. Encourage students to spring clean and donate any unwanted items to the Relay Garage Sale when school gets out. After the sale, all unwanted items can be donated to Goodwill or the Salvation Army.
- Bring all cans and bottles from the event to a recycling center and donate the money generated from that (also works if your campus has a big end-of-year celebration party)
- Facebook/Myspace/or whatever you kids use these days: Send 20 Facebook messages asking for \$5 or \$10 a piece.
- Bar/Restaurant Night: Team members find local bars or restaurants willing to sponsor a night in which 50% of the money made that day goes to Relay. Volunteer your team members to help serve or bus the tables. Have team members/servers wear Relay gear and make sure to send an e-letter from Convio asking all registered participants to come support your efforts!
- Great idea around finals! Dinner is Done: Team prepares casseroles in aluminum pans with foil lids. Casseroles are pre sold and pick up is at a near. Advertise to Relay participants parents so they can purchase their student a meal.
- Offer incentives, specifically things like a cleaning or meal service, a gift certificate to a tavern for teams that make a post Relay goal.
- During finals week, encourage teams to hold study breaks sessions- this could include selling healthy snacks, coffee, tea, energy drinks, etc. Or have a fundraiser with a massage therapist to provide a 15 minute session to relax.
- Have a cook-out fundraiser at the end of the school year to celebrate completion of finals. Sell hamburgers/ hot dogs and hold a volleyball tournament outside once the weather is nice. \$5 - \$10 entry fee for each 5 person team to enter. Give away sunscreen packets and UV beads to promote Sun Safety.
- Host a Breast Cancer Buffet for a donation. Ask a breast cancer survivor to speak, honor breast cancer survivors and remember those who we lost to breast cancer by decorating the room with pink paper hearts that bear the names of those who have been touched by breast cancer. Have a performance from an a capella group, serve pink desserts, and have breast cancer facts and information available.
- Set up a pink pinwheel display on the campus green. People can buy pinwheels for \$1 and dedicate them to survivors or anyone they wanted. The pinwheels were then put in the ground.
- Have a table in a visible spot on campus and charge for manicures with UV nail polish. Have shot glasses filled with sunscreen as examples of how much you should use each time you apply.



# Restaurant Fundraising Tips

## Helpful hints for Restaurant fundraising:

1. Stop by or call your local establishment and ask for the manager/owner.
2. Tell them your name and explain why you are calling: “ I would like to set up a fundraiser for Arnold/Annapolis Relay for Life – American Cancer Society at your establishment – would you have any time available to discuss the possibility?”
  - a. If yes:
    - i. Set a date and a time.
    - ii. Ask what the percentage will be.
    - iii. How and when you will get paid – please be sure the checks are made out to: American Cancer Society. Have them send it to your address.
    - iv. What have others done to promote the event?
    - v. What type of participation do I need to do?
      1. Do I need to physically man a table?
      2. Will it be a percentage of sales (no direct participation – just word of mouth/flyers)?
      3. Do the participants need to have a flyer in hand?
      4. Do the participants need to mention the function (Arnold/Annapolis Relay for Life – American Cancer Society) or will it simply be a set timeframe that the consumer comes into the restaurant?
    - vi. If I have any further questions who will be my contact and will you/they be my contact the day/night of the event?
      1. Name:
      2. Phone number:
      3. Email:
    - vii. Be sure to give them your contact information (name, phone number, email, etc.) so they can get in touch with you as well
    - viii. Remember to say “THANK- YOU!!!”
  - b. If no:
    - i. Ask – do they know of any other participating restaurants that could assist you.
    - ii. Remember to say “THANK- YOU!!!”
3. Be sure to **Promote...Promote...Promote!!!!** Remember the more people you have attend your function – the more people purchase and the more food is sold which equals more donations for finding a cure. **“Win-Win”** for both you, the establishment holding the function and another way to kick cancer to the curb!
4. Once your event is over and be sure to send a **THANK-YOU** note (hand written, email or via snail mail) to the manager/owner of the establishment for allowing you to hold your fundraiser at their establishment.
5. Set up another fundraiser – you will be amazed at how easy it is!

Here is a list of some local restaurants that offer fundraising nights:

Adam's Ribs
Andrea's Bakery
Applebee's
Arby's
Bertucci's
Boston Market
Cheeburger Cheeburger
Cheesecake Factory
Chick-Fil-A
Chipotle
Five Guys
Green Turtle
Jeno's Steaks
Ledo's
Macaroni Grill
Maggie Moo's
McDonald's
Noodles & Company
Olive Garden
P.F. Changs
Panera Bread
Papa John's
Pizza Hut
Potbelly Sandwich Shop
Punk's Backyard Grill
Quizno's
Ram's Head Tavern
Red Robin
Squisito's
Wendy's
Woodfire Restaurant

# Church Fundraising

While church fundraisers can use just about any [fundraising ideas](#), they also have several avenues to explore that are more church-specific. Obviously, church fundraisers can promote their events and activities via church newsletters and bulletins. You can also ask for special pledges and donations from your membership. Although you shouldn't overlook these ideas, often your members may feel as if they contribute "enough" by their yearly pledges or weekly offerings, but there are some things you can do to sweeten the pot!

When writing a [donation letter](#) to members, be specific in outlining your goals and ideas for achieving them. In addition to asking for monetary donations, take advantage of the wide range of talents in most church congregations and canvass your membership for help. Remember that a contribution doesn't have to be monetary. Donations of time, talent, and "product" to your fundraising efforts are just as important to meeting your goals.

Check with your clergy or church administrative officials to find out about

- Any special talents within your congregation.
- Member owned or managed businesses that may donate special services or products to a fundraising event.
- Past fundraisers that have been successful within either your own church or your diocese.

Although donation letters to members are effective ways to raise funds, canvassing by telephone is more personal whether asking for monetary donations or other types of assistance with your fundraiser. Here are some tips for fundraising by telephone:

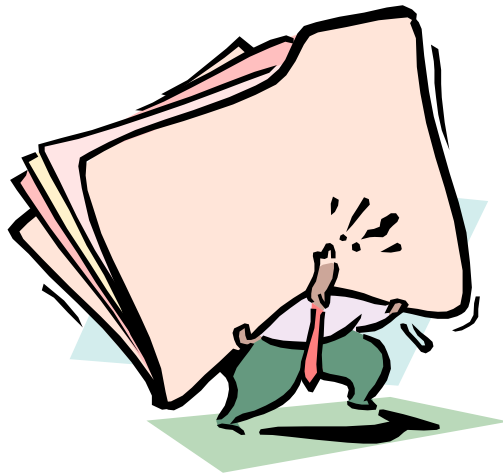
1. Each calling committee member should be furnished with a list of member names, addresses and phone numbers that include a space for a pledge amount, donation description, or a spot to write "No".
2. Write a short script to make calling easier for your calling committee. The script should include an introduction, a description of your fundraiser, a request for a monetary donation, and a request for any other type of donation you need. (i.e. baked goods for a bake sale, clothing for a garage sale, etc.) In addition, the script should include a thank-you— either for the donation pledge or just a "thanks for your time."
3. Use good telephone protocol. For instance: "My name is Ann Jones and I'm calling on behalf of St. Mary's church fundraiser for (insert the purpose of the fundraiser). Is this a good time for you? No? What would be a better time to call?"
4. If your member indicates a better time to call, your committee member should make a note of that time to follow up. If the call is successful, the committee member should have a definite procedure for collecting the donation.
5. A good idea when canvassing by phone is to form both a calling committee and a collections committee. Have callers pass on their information to collectors. In the case of donated goods like baked goods, callers should be able to tell the member where and when they can drop off their donation.
6. When collecting donations through the mail, be sure to ask that the donation be sent by check instead of by cash. Also, be sure to include a self-addressed stamped envelope with your mailing.

Here are a few of the many ways to interest the other members of your community in your church fundraising:

1. Put on a concert: If you have Barber Shoppers, Sweet Adelines, or a band in your congregation, ask them if they would hold a benefit at your church. You can also canvass your members for musical skills and organize a church band or orchestra. The concert can be either religious or secular music or a combination of both.
2. Church Bazaars are always popular ways to raise money. Combine a craft sale, a bake sale, and some carnival games into one big event! Sell raffle tickets for a donated or member-made prize.
3. Hold a white elephant sale or silent auction.
4. Bingo anyone? Or use an idea from [School Fundraisers](#) and host a board game night.
5. Sell a product, such as candy, candles or Christmas wreaths door to door or by catalog or brochure. Give a prize to the church member with the most sales.
6. Hire a guest speaker for a church luncheon.
7. Hold a church luncheon, spaghetti supper, pancake breakfast or ice cream social.
8. Create a church web site and sell a product or products on it. There are dozens of companies that offer fundraising products for sale.
9. Publish a member cookbook and sell it on your website and/or at your church bazaar, bake sale, or spaghetti supper.

As well as raising money for church projects, church fundraising is a great way to build community within your church and increase membership by showing that your church plays a vital and important role within your community.

Ideas taken from: [Fundraising Tips.com](#)



## **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 great 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. You can check online to see if your company matches by going to [www.cancer.org/matchinggifts](http://www.cancer.org/matchinggifts).

### **Promote Team Recruitment & 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.

### **Danglers (Feet & Birthday Cakes):**

These are an excellent fundraiser to use at your office. Decorate cubicles with feet/birthday cakes that your co-workers have purchased to support your efforts. Have them right messages of encouragement of the names or their loved ones.

## Relay For Life Team Fundraiser Planning Guide



Your American Cancer Society Relay For Life team has 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.

### Type of Fundraiser

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 around the table.

- Is one of your team members an excellent cook? How about a spaghetti dinner or workplace lunch?
- Are there services you and your team can offer in exchange for a donation such as babysitting, yard work, car washing, etc.?
- Do you live in a neighborhood where you could host a movie night, cookout or pool party?
- Or maybe you have the means to host a larger scale fundraising event such as a golf-tournament, cupcake contest or casino night?

### Goal-Setting and Planning

Deciding on what type of fundraiser 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, you are hosting a neighborhood movie night and would like to raise \$300. You estimated your expenses are going to be around \$50 which will cover popcorn, soda, candy and the new release movie rental. So in order to net \$300, you actually need to raise \$350.

You'll also want to break down the goal to determine how many people you will need to attend in order to raise that \$350. If the Goal is \$350 and you charge \$10 a person to attend, 35 people are needed in attendance to raise \$350. Once you subtract out your expenses, you will have reached your \$300 goal.

### Logistics and Details

Now that you know what you're doing and have a goal to aim for, 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? What time and day of the week?
- Do you have the location secured? Is there adequate parking?
- Is there enough seating for everyone? Do you need additional tables, electronics, etc.?
- Are decorations and/or signage needed?
- Where are the food and beverages coming from?

Once you have a list of all of your logistical needs, determine who on your team is going to be responsible for what and when it needs to be completed. Remember, this is a **team** fundraiser, so it should be a team effort!

### Advertising and Promotion

Getting the word out is key to the success of your fundraiser. Think about the audience you are trying to reach and the best avenues in which to reach them.

- If you want as many people from the public to come as possible, you may want to reach out to your local newspapers, television and radio stations, or look for local event calendars, which are often found online.
- If your fundraiser has a more targeted niche, such as a Relay garage sale, you may focus on hanging posters and flyers in your surrounding neighborhoods.
- Your Relay For Life website is another great place to promote your event.
- And don't forget the power of social media. Use facebook and twitter to let all of your friends and followers know about your upcoming fundraiser.

### Wrap-Up

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

- Thank You's – make sure you acknowledge and thank everyone that attended, contributed to and helped with your fundraiser, including your team. Let them know how much you appreciate their support and recognize any outstanding efforts.
- Evaluation – meet with your team to review the great things that happened and also look at any challenges you experienced. If you decided 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 very own Relay For Life team fundraiser!



# The Power of The Internet...



Spread the word on-line to have more people know about your fundraisers and raise more money!!

## Here are four **SIMPLE** ways to advertise:

- ✓ Use our event website to post your fundraisers  
[www.Relayforlife.org/arnold](http://www.Relayforlife.org/arnold) Select the “Our Team Fundraisers page
  
- ✓ Use OUR facebook pages to post your fundraisers:  
Arnold/Annapolis Relay for Life  
2012 Arnold/Annapolis Relay for Life
  
- ✓ Use YOUR facebook page and make your fundraiser part of your daily status.
  
- ✓ Create a tag line/signature line on your email



# Fundraising Strategies

So, now you have read [Fundraising Ideas](#) and your head is full of possible ways to make money; but how do you put your ideas together in order to make your fundraising efforts a success? In organizing a fundraiser, your fundraising strategies often determine the success of each event as well as your entire campaign.

## **Know your fundraiser**

First of all, know your fundraiser inside out, outside in, right side up, upside down, front wards and backwards. Does it sound detailed? That's the point!

1. Always keep your purpose at the front of your campaign. It's easy to get so caught up in planning events that you lose sight of the reason behind them. Although you need a certain dollar amount to achieve your goal, in measuring your success substitute milestones for dollars to make fundraising fun. For instance, in raising money for a field trip, it's more fun for both donors and volunteers to see the plane or trip bus as it gets closer to the destination than it is to see a thermometer rising with collected dollars.
2. Be detailed in outlining your financial goals. Remember to include fundraising expenses in along with the amount you need to meet your purpose. For instance, even if you believe members will donate stamps, copy paper, poster paper, and other office supplies you need, still estimate the cost of the items and add it into your goal amount.
3. Create a timeline that begins with planning time, then moves through your fundraising kickoff, scheduled events, to the end date of your campaign. However, remember your fundraiser doesn't end when you collect the last dollar you need. Remember to include time to send out thank-yous to donors and volunteers and to issue rewards and/or prizes associated with your fundraiser.
4. Research every idea. Put possible ideas on paper and balance the estimated costs and complexity of each with the likely outcome. Find out what types of fundraising events worked in the past as well as what didn't work and why.
5. Build a Winning Team. Find experienced volunteers from past fundraisers. Match the talents and interests of both new volunteers and veteran committee members with their assignments. Design a fundraising kit that explains each committee member's specific role and what it means to your fundraising campaign.
6. Know the answer before the question is asked. The big question both donors and volunteers want answered is "What's in it for me?" In addition to being able to give a more satisfying answer than "the gratification of giving", knowing the answer will help you target both enthusiastic volunteers and donors.

### **Fresh is Best**

- If something has worked in the past, let it work for you again. However, keep your ideas fresh. If everyone is having a car wash, have a “Car Wax (wash included)”.
- Go ahead and use templates for [donation letters](#), phone calling scripts, promotions, and thank-you notes, but individualize them for your fundraiser and personalize them to make your fundraiser stand out from the crowd!

### **Expand Your Horizons**

- Of course, you are holding a fundraiser to earn money, but make sure to let prospective donors know that their time and/or expertise is valuable as well. For instance, in promoting your spaghetti dinner, as well as relaying the time, the menu, and the price, you can ask for donations of foodstuffs or volunteers to serve food, wait tables, wash dishes, etc. In asking for monetary donations, you can also include a “needs list” for such items as office supplies, prizes, goods for your sales, etc.
- Sell up. (“Do you want fries with that burger?”) At a Christmas craft sale, add gift-wrapping for an extra dollar. Make sure that donation cans are visible next to your check out area. At a car wash, offer a wax job or inside cleaning for an extra donation.
- People will give a little more if you offer a little extra. Cut prices in half the last hour of a garage sale or bake sale. Offer to pick up donated goods and to deliver products or prizes whenever possible or appropriate. For instance, pick up donated bake sale cookies from a busy day-care provider and deliver cookies from a product catalog

# Event Night/On-Site Fundraisers



## Q. What are On-Site Fundraisers?

On site fundraisers are a great extra way to earn additional donation money for your team on event night. Your team can set up a fundraiser at your campsites for other Relayees to participate in when they aren't walking.

Some suggestions are: Kid's games, pictures, raffle baskets, bake sales, craft projects, etc. Be creative and clever and you will have tons of customers.

Any onsite fundraiser that you do at your campsite must be listed as **For Suggested Donation** only in order for American Cancer Society to keep its Non Profit status.

Important: Your On-Site Fundraiser **MUST** be pre-approved by Kim before you can hold it at your campsite. We **do not allow** duplicate activities in order to provide a great variety of fun for your fellow Relayees. Please make sure you pick ONE activity to be your exclusive activity. The only exception is Raffle baskets because each team's raffle/basket would be unique.

Your on-site fundraisers will be listed in the event program, which will help, increase your visibility, which in turn increases your fundraising dollars.

Team Captains: make sure to email Kim at [kim\\_gramza@comcast.net](mailto:kim_gramza@comcast.net) with your on-site fundraiser or complete the form at the Team Meeting. If you send the form via email, PLEASE title the subject: On-Site Activities.

**The cutoff day for your teams fundraising info to be listed in the program is May 2nd.**

### **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!

### **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.)*

### **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.

### **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.)*





**TOASTMASTERS**  
INTERNATIONAL

WHERE LEADERS  
ARE MADE

## How to Ask for Money

Tips from a veteran fundraiser.

By Katherine Wertheim, CTM

As a fundraiser, I raise millions of dollars for charity, but my friend Rochelle raises hundreds of millions of dollars. Therefore, I was quite startled when I visited her house and her young son said to me, "I'm trying to raise money for my elementary school. Will you subscribe to some magazines?" I looked at Rochelle and asked, surprised, "You didn't teach him how to just ask for money?"

If there is a cause you believe in, at some point you will be asked to raise money. While Toastmasters policy prohibits fundraising by clubs for any charity, as an individual Toastmaster you can practice persuasive speeches and learn how to ask for money so that you can help a charity of your choice outside your club. And you won't have to sell magazine subscriptions or host golf tournaments or produce fancy fundraising dinners where most of the money ends up going to the caterer.



We fear asking for money because money is a forbidden topic in most of the world. Think of your closest friends. Chances are, you know their views on politics and religion. However, you probably don't know the size of their salaries or bank accounts. We rarely talk about money, even among our closest friends.

So when it comes time to ask for money for a charity, we may feel like our throats are closing. Think about what makes you uncomfortable. Does it feel like you're begging? Are you afraid that, if you ask for money, you'll have to donate to someone else's cause in return? Do you fear being asked a question that you can't answer? Or is it just that you don't know how to do it? If you know what you fear, it becomes easier to face that fear, and some knowledge and practice will help. You can learn how to create a speech that will persuade people to donate.

The most common fundraising scenario is the "group ask," where you stand in front of a group of people and ask for money. This is the equivalent of a six- to eight-minute Toastmasters speech, and, in fact, you might want to practice it at your club first.

There are a number of ways you can start this speech. You might want to pose a problem. For example here's a list of problems. Can you name organizations that might tackle them?

- "Millions of people worldwide will go to bed hungry tonight."
- "No one should ever be paralyzed by polio again."
- "Children who have nothing to do after school are likely to get into trouble."

These problems are easy to understand and quick to state. You'll notice that each uses words of one or two syllables. A seventh-grade student could understand them. It doesn't take several minutes to understand each problem; you understand it in one sentence. Now, you are interested in knowing the solution. The first lesson is: People already understand the problems; they want to know what solutions you offer.

***"You want to give them reasons to give, but first you want to touch their hearts."***

When you've stated the problem, you can move quickly to the solution the organization offers. What is your solution? This is where you might spend a minute – or even several minutes – explaining how the organization proposes to solve the problem.

If you want a dynamic opening statement, try beginning with the story of just one person. Here are some openings that match the previously stated problems:

- Marielene was a struggling rice farmer, but she kept her family fed – until the cyclone hit.
- Rajesh contracted polio last year, one of 674 people in India to catch it. His legs will be paralyzed for life by a disease for which a vaccine was invented decades ago. He is only three years old.
- When Jack was first caught shoplifting, he said the reason he started was because he was “bored.”

For each of those stories, you find yourself wanting to learn more. Fundraisers call this use of stories “the Anne Frank principle.” While most people have heard that six million Jews died in the Holocaust, few know that an estimated 1.5 million were children. It's hard to picture 1.5 million children being killed, but we can read *Anne Frank's Diary* and picture the loss of one child, and cry over it, and then it will be more meaningful to think of 1.5 million children being killed. In the same way, you can talk about one person who needed your organization, and then go on to talk about how many others you are helping, or whom you could help if you had the money.

People make decisions based on emotions, and then justify the decisions intellectually. You want to give them reasons to give, but first you want to touch their hearts. Beginning with an emotional appeal works best, but be sure to back it up with facts.

In an eight-minute speech, you might start by talking about one person who was in trouble, how that individual was helped, and how he or she is now successful. Then, you would talk about how many other people in a similar situation are helped by your organization. You would touch on the extent of the problem (“But there are still millions of children who go to bed hungry each night,” for example). Finally, you want to ask for money.

It works best if you can ask for a suggested amount. Many fundraising appeals fail merely because no one actually asked anyone for anything. Talk about what specific amounts of money can do: “Just 60 cents of vaccine will protect a child from polio” or “Sponsoring a child for the after-school soccer program costs just \$23 per child.” People want to know a suggested amount. You can use up to three suggested amounts, and then ask for other gifts, saying, “Every dollar helps. We appreciate whatever you can give.”

Even if you have lots of time to speak, you don't want to take up too much. People have short attention spans. If it takes much longer than ten minutes, you are probably spending too much time explaining the problem and not enough on the solution. People understand most problems pretty quickly. They know we have problems in the world; they want to know your solution.

Everyone remembers the first time they asked for money, just like you remember your first Toastmasters meeting, or your first Ice Breaker speech, or your first time serving as Toastmaster. After that, each time is easier, until the day when someone says to you, “Asking for money is so hard! How do you do it?”

**Katherine Wertheim, CTM**, is a member of Ventura Toastmasters club in Ventura, California and a professional fundraising consultant who has raised millions of dollars for dozens of organizations. Her website is [www.werth-it.com](http://www.werth-it.com).

# How Anyone Can Be a Superstar Fundraiser

by Joe Garecht

Fundraiser. Rainmaker. Event Chair... For most people, those words conjure up a certain amount of mystique, awe, and fear. Everyone has certain issue they care about, and certain groups they are involved with. Most of those groups and issues are always looking for more money to carry out their mission.

If you're like most people, you wish you could help your favorite non-profit, church, or school raise more money and do more good work... you wish you could be the superstar fundraiser or rainmaker, or the top-flight event chair, who brings in the resources that the non-profit you love needs. But, if you're like most people, you're also a little bit scared of fundraising... how does it work? Will people say yes? Why would they say yes to me? How do I ask someone for money?

## **The Antidote to Fear: Knowledge and Practice**

Fear in the face of fundraising is understandable. Most people don't like talking about money, and with fundraising, well... there's no way around it. Anytime you do something for the first time, it's a little awkward, and a little unsettling. It's the same way with fundraising. The first time you make a fundraising call, or send out a letter, or try to sell tickets to an event, it seems a little weird – perhaps, even a little frightening. That's ok! Everyone else felt that way too... all those people at the charity you are working with who are fundraising superstars? They felt the exact same way during their own first calls.

What's the difference between you and them? What takes someone from feeling awkward about fundraising to being completely comfortable making fundraising calls and asks? The answer is: knowledge and practice.

People have been fundraising for a long time. Over that time, people have learned what works, and what doesn't. Fundraising professionals have tested methods, strategies, and tactics, and seen what helps organizations raise money – and what just wastes time and resources. Likewise, experienced fundraisers have made hundreds, if not thousands, of asks. They know what succeeds in getting a donation, and what just turns the other person off. When you start out fundraising... you don't need to reinvent the wheel!

Instead, study the basics of fundraising: how to make an ask, how to hold an event, how to find prospects and build a fundraising network. Study what works, and what doesn't, and learn from those who have been there before. That's why I started the Fundraising Authority... because I want you to be successful in your fundraising efforts, and I know the best way to make sure that you are is to arm you with the knowledge that I have learned in over a decade of professional fundraising... and with resources and tools gleaned from the best fundraising minds in the world.

## **Don't Forget the Practice!**

Once you read through the information on our site, and understand the process of fundraising, the next step is to practice... to run through the material in your head, then out loud... and then to practice fundraising with other people. Ultimately, you'll need to actually get out there and do some real fundraising: make some asks, write some letters, hold some events. The best way to learn fundraising is by doing it.

Yes, you will feel a little unsure and awkward in the beginning, no matter how well-prepared you are. But armed with the knowledge you gain from this site (and other sources), it won't be long before you will be fundraising like a real pro.

## **You CAN Do It!**

I know that you can do this – that you can become a better fundraiser, learn best practices, and raise more money for your non-profit organization, church, or school. How do I know? Because I have seen countless others who were frightened by the mere prospect of fundraising – unwilling to send even one e-mail asking for money – become money-raising superstars simply by studying the basics, practicing, and getting out there and giving it a shot. You can too – just keep reading this site, and keep practicing, and one day soon, you'll be one of your organization's own fundraising superstars.