Relay For Life Kickoff in a Box

Ideas and inspiration to help your Relay For Life committee produce a Kickoff that can be used as the primary avenue for recruiting teams, sponsors and participants for your upcoming Relay For Life event.
Decisions to make before the Kickoff . . .

1) Set Relay Date: _________________________________

2) Lock in Our Site: ________________________________

3) Set Team Goal: __________ (returning) ___________ (new)

4) Set Event Goal: $ ______________

5) Set Committee Meetings:
   - Our meetings will be held at _________ o’clock
   - Our meetings will be held on the following dates:

   [Table]

6) Set Date for Kickoff: ______________________________

7) Set Location for Kickoff: ________________________________

8) Set Team Captains Meetings:
   - Our meetings will be held at _________ o’clock
   - Our meetings will be held on the following dates:

   [Table]
# Introduction

Welcome to the American Cancer Society Relay For Life Kickoff in a Box! The Kickoff in a Box was created to give Relay Committees and Staff all the tools needed to plan and implement successful Relay Kickoffs. Well-planned Kickoffs are vital to the success of Relay. They serve as great team recruitment tools, create visibility, generate excitement in the community and provide an opportunity to showcase American Cancer Society programs and services.

<table>
<thead>
<tr>
<th>SECTION TOPIC</th>
<th>PAGES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Section #1 – The Overview</strong></td>
<td>4</td>
</tr>
<tr>
<td>• This section illustrates the benefits of producing and delivering a top notch Kickoff. It also includes Kickoff best practices from across the country.</td>
<td></td>
</tr>
<tr>
<td><strong>Section #2 – The Invitation</strong></td>
<td>5 - 7</td>
</tr>
<tr>
<td>• This section outlines the invitation process from start to finish and includes a sample invitation.</td>
<td></td>
</tr>
<tr>
<td><strong>Section #2 – The Agenda</strong></td>
<td>8 - 10</td>
</tr>
<tr>
<td>• This section outlines why an agenda is important, how to set and who sets the agenda and includes several sample agendas and a sample script.</td>
<td></td>
</tr>
<tr>
<td><strong>Section #3 – The Kickoff</strong></td>
<td>11 - 12</td>
</tr>
<tr>
<td>• This section illustrates room set up, decorations, supplies, and who is responsible for providing these items. It also includes “day of” hints and checklists.</td>
<td></td>
</tr>
<tr>
<td><strong>Section #4 – Follow Up</strong></td>
<td>13 - 14</td>
</tr>
<tr>
<td>• This section outlines why follow up after the Kickoff is just as important as the Kickoff itself. It addresses who should be followed up with, how to conduct the follow up and who makes the follow up contact. Sample scripts are included.</td>
<td></td>
</tr>
<tr>
<td><strong>Section #5 – Resources</strong></td>
<td>15 - 35</td>
</tr>
<tr>
<td>• This section includes a variety of support materials. Everything from sample invitations to sample agendas...even a few fun activities to consider implementing at your Kickoff.</td>
<td></td>
</tr>
</tbody>
</table>
Overview . . .

The best and easiest way to ensure a successful Relay For Life is to have a great Kickoff. A great Kickoff is well-attended, inspiring, fun and motivating! Present your guests with a well-organized Kickoff and the opportunity to participate in an important event.

You are not asking potential participants to commit to being a team captain when making the initial contact; you are inviting them to attend a Kickoff celebration to learn about Relay For Life. Once there, you will sell them on becoming a team captain and getting involved.

The focus should be on recruiting new teams. Past teams should have been recruited prior to the Kickoff, but the Kickoff is a great tool for those past team captains to motivate and educate their new team members.

1. Invite Everyone – Promote Everywhere
   - Personally invite people to attend the Kickoff
   - Call 2-3 days before Kickoff to remind and confirm attendees

2. Have Fun
   - Play upbeat music as participants enter and exit
   - Use a theme and decorations; think about incorporating Celebrate. Remember. Fight Back. (i.e., boxing to help emphasize “Fight Back”)
   - Provide food and beverage – note on invitation
   - Spice it up with door prizes or pop quiz give-aways

3. Produce The Kickoff
   - Follow a bullet point agenda/script
   - Meet with key speakers before Kickoff to review their speeches
   - Delegate Kickoff responsibilities to Relay committee members
   - Check your tech to ensure audio and video work and are cued

4. Make It Powerful
   - Honor survivors through a ceremony or recognition
   - Share survivor stories
   - Show a Relay video & a slide show of participants last year
   - Educate about ACS mission and progress in the fight
   - Involve local youth – school cheerleaders, youth survivors, etc.

5. End with a Call to Action and Follow Up
   - Briefly review the Team Captain packet. Focus on the fundraising and survivor elements of the packet
   - Ask guests to register at the Kickoff. (Offer door prizes as an incentive)
   - Follow up with attendees and those who missed to confirm participation in Relay
The Invitation . . .

Where should we hold our Kickoff?

- The Kickoff should be held in a convenient location, which is easy to find and easy to get to from a variety of locations. Ample parking is also a plus.
- The Kickoff location should be a place people want to visit
- The location should be large enough to fit all of the attendees comfortably. The location should have the ability to either provide food and refreshments or allow the committee to bring them. We need to be able to hang banners and decorate with event themed and Relay materials.
- **The Kickoff location should be smoke-free!**
- Here are a few creative ideas for Kickoff locations: TV or radio station or newspaper office (you’ll also get extra media coverage this way), car dealership, country club, movie theatre, historical building or museum, community center or government building such as the county courthouse
- Places to avoid include: churches (could discourage those of a different faith from attending) and your local ACS office.

Who should we invite to our Kickoff?

- The Relay For Life planning committee should brainstorm the invitation list (more on this later) and the following groups should be included on that list:
  - Last year’s Team Captains
  - Team Captains who participated in previous years but not last year
  - Potential new teams
  - Sponsors and potential sponsors
  - Survivors
  - Current or potential ACS volunteers
  - Community leaders (business leaders, elected officials, community organization leaders)
• Healthcare providers
• Anyone with an interest in our mission

- Committee members should also be sure to add any survivors, caregivers or community members they know to the invitation list.

- Remember to utilize your ACS staff partner when pulling invitation lists so as to avoid mailing to any volunteers who have elected to NOT be contacted. The Staff Partner may request a Business Objects Report (BOb) may be requested in Excel format (for a mail merge) or mailing labels format. A BOb report removes anyone who has indicated that they do not wish to receive mailings, as well as anyone who the ACS knows to be deceased. The BOb Report Request Form may be obtained by the Staff Partner from Eastern Station >> Mission Support >> Who to Contact >> Report Requests. The form is embedded, below the contact information.

- Utilize the “Where to Find 40 Teams” handout included in the resources section of this guide. This is a great tool to get us started on our brainstorming list.

**Now that we’ve got our invitation list, how do we invite them?**

- The first step in the invitation process is to create the invitations. There are several options using the print on demand services of Moore Wallace (found on Ariba). Note: The ACS Staff Partner has access to the Ariba web site.
  - Item # EA754752 – postcard invitation, 6” x 4.25”
  - Item #EAMA754367 or EAMA754744 – flyer shells, 8.5” x 11”
- Log in to Ariba; open the Wallace catalog & click “Continue” on the home page; select Relay For Life from the left-hand navigation bar; then select Flyers from the drop-down list.
- Select the item you’d like to use and customize it right there on the site. Place your order, checkout of Ariba, and your printed invitations will arrive shortly!
- The next step in the invitation process is to mail the invitations.
• Invitations should be mailed 2-3 weeks prior to the Kickoff. This allows people enough time to put it on their calendars, but does not allow so much time that they forget about it.

• It is encouraged that you look into a Bulk Mail discount by contacting Lynne Beach in the Syracuse office.

  ▪ A few final things we should keep in mind when sending Kickoff invitations:
    • The mailing list should be targeted and based on our brainstorming session and current supporters. We should be able to make follow-up phone calls to at least 70% of our mailing list (more on this later).
    • We should fight the urge to obtain and mail to entire community mailing lists, such as Chamber membership lists. These types of mailings are unfocused, expensive and ineffective.

What do we do after we mail the invitations?

  ▪ Within a week to 10 days of mailing our invitations, the Committee should follow up with phone calls to personally invite people, reinforcing the mailed invitation.
  ▪ All of last year’s team captains and sponsors should be called and personally invited. It’s a great idea to have a special gift for teams that register (pay their commitment fee and sign up online or with a scannable form) at the Kickoff. Include this information on the invitation and remind them during the phone call.
  ▪ In addition, all potential new teams and sponsors should be called and personally invited.
The Agenda . . .

Why do we need an agenda?

- The process of creating an agenda helps keep us focused on the purpose of the Kickoff which, as we reviewed in section #1, is to recruit teams.
- The agenda also serves as a reminder to the Committee and all speakers of their allotted time so as not to exceed the time expectation.
- Out of respect for attendees’ time, Kickoffs should be no more than 1 hour in length. Some Kickoffs that include dinner may go longer. However long the Kickoff, it must start and end on time.

Who should create the agenda?

- The Relay Chairperson is responsible for creating the agenda using his/her Staff Partner as a support.
- The Chairperson should consult the Team Development Chair, Survivorship Chair and Mission Delivery Chair to plan the Kickoff and identify appropriate speakers. For example, the Survivorship Chair may include a local survivor on the agenda to share his/her story at the Kickoff.
- Sample agendas are included in the resources section to get started.

Who should speak at our Kickoffs?

- Potential speakers include:
  - Survivors – to talk about how the ACS helped them and/or what Relay For Life means to them.
  - Top Team Captains – to talk about why they Relay.
  - Sponsors – to talk about why they are a Relay For Life sponsor.
  - Top Fundraising Individual – to talk about why they Relay and what motivates them to raise so much money; may instill some friendly competition by challenging everyone to try and surpass his/her goal.
• Team Development Chair – to ask people to form a team.
• Advocacy Chair – to speak about the advocacy efforts of the ACS and ask attendees to sign up for the ACS Cancer Action Network

- Possible emcees include:
  • The Relay For Life Chair or Co-Chair
  • The Team Development Chair
  • For a Corporate Kickoff, a company representative should emcee
  • For a Youth/School Kickoff, a youth Relay-er should emcee

**Should ACS Staff speak at the Kickoff?**

- The American Cancer Society is a volunteer-driven, staff-supported organization. This is especially true about Relay For Life, which is community-owned and volunteer-driven.

- ACS Staff should provide guidance, training, support, information and materials for the volunteer Committee to successfully plan and implement all aspects of Relay, including the Kickoff.

- Staff support may include some of the following:
  • Providing historical data and information.
  • Providing new ideas and concepts that the Committee may want to consider.
  • Providing volunteers with the training necessary to be successful.
  • Providing support materials and documents.
  • Providing assistance and suggestions for timelines.
  • Working with the Relay Chair to ensure that ACS policies and guidelines are being followed.
  • Providing assistance in answering difficult questions that may arise at the Kickoff.

- The ACS staff partner should be highlighted at some point throughout the program so that the community is aware of who their local representative is.
• If a volunteer is not comfortable delivering portions of the Kickoff script, a committee should feel free to utilize their staff partner. That being said, the majority of the program should be conducted by the volunteers.

**Who is responsible for confirming and preparing our speakers?**
• Under the direction of the Relay Chairperson, the Relay Committee is responsible for inviting, confirming and preparing all speakers.

**Who is responsible for preparing our Kickoff script?**
• The Relay Chair may prepare the script or may ask another member of the Committee to do it, with final approval from the ACS Staff Partner.
• A sample script is provided in the resources section of this guide. Use this sample script as an outline for your script.
• The script should be provided to all speakers well in advance of the Kickoff so that they may prepare adequately.
• Some speakers may prefer to write their own script, in which case, the Relay Committee and the ACS Staff Partner must review those scripts in advance.

**Which video should we show at our Kickoffs?**
• There are several excellent videos available to show at our Kickoffs:
  • “Uniting Communities Through Relay For Life” (7542.27) This video includes footage from a variety of Relays around the country, large and small. This video was released in the fall of 2001.
  • “Team Recruitment 2006 - DVD” (7524.00) – This high energy, emotional DVD is made up of 3 different 4-6 minute recruitment videos. It demonstrates the commitment and dedication of Communities and Colleges in the fight against cancer.
  • “RFL Terry Zahn Video” (7522.71) – This is a refreshed version of the last DVD produced by Terry Zahn before he succumbed to cancer. It is an excellent recruitment video that also highlights ACS programs such as Reach to Recovery, Road to Recovery and our advocacy efforts.
The Kickoff . . .

How should the room be set up?

- Possible Kickoff locations were reviewed on page 5. The set up of the room and decorations are very important as they set the tone for the Kickoff.
- It’s best to have the room set up with round tables and chairs, with a microphone and TV/DVD at the front of the room.
  - For groups of 100+, a large screen with an LCD projector and DVD is preferred. A stage with a podium and microphone would also be more effective for a large group.
- Fun, upbeat and possibly themed music should be playing as people arrive to add to the “party” atmosphere.
- Tables with light snacks and drinks should be placed around the room. Ideally, all refreshments should be donated.
- There should be a check-in table(s) near the entrance, a team registration table and a mission delivery table to distribute team packets and other mission related materials around the room.
  - Committee members who are able to provide information and answer questions should man all these tables.
- A checklist of supplies is included in the resources section of this guide.

How should the room be decorated?

- If possible, decorations should begin with the outside of our location. Banners and balloons should be hung outside to set the tone immediately and provide visibility.
- Inside the room, Relay and ACS banners should cover the walls.
  - A variety of banners are available through your ACS Staff Partner.
  - Hang any award banners the Relay has received.
- Relay Volunteer Opportunities Brochures, Scannable Forms and Relay Online ‘How To’ sheets should be set at every place on the tables.
• If you are doing a Luminaria Ceremony, Relay votive cups and lighters should be on the tables.
• A small Relay item, such as pens or lapel pins, makes a great thank you gift and table decoration.
• The Relay For Life Annual Report also makes a great table decoration and is an excellent “take away” for your attendees.
• This year’s t-shirts make great decorations. Hang them on the walls so everyone sees them and gets excited about raising $100.
• We can use photos of past Relays, glue them to display boards and display them around the room.
• Use Relay posters to make signs to hang from the tables – such as one for the check-in table, one for team registration table, and one for supplies and materials tables.
• If the Relay has a theme, we can decorate the room with items that introduce and reflect our theme. Consider playing music that reflects the theme as well.

Who is responsible for bringing and setting up the decorations?
• The Relay Chairperson and Staff Partner work together to determine the Kickoff budget, which includes decorations.
• The Relay Committee, under the direction of the Relay Chair, is responsible for bringing and setting up all decorations. Relay items can be ordered through the ACS Staff Partner. The Chair and Staff Partner should make a list of all items that will be needed.
• Each display table at the Kickoff should be ‘manned’ by its respective committee member; For example:
  • Team Registration: Team Development Chair and/or Team Development Sub-committee members
  • Kickoff Check-In: Registration and Accounting
  • Mission Delivery Table: Mission Delivery
• Committee members should be on site at least 1 ½ hours before the Kickoff to set up and be ready to greet attendees as they arrive. Attendees always arrive early!
The Follow-Up . . .

Why should we do any follow up?

- Good follow up can keep the excitement and momentum that was generated at the Kickoff going for weeks.
- Following up with people who attended the Kickoff reminds them how they felt during the Kickoff and keeps them motivated to form a team.
- Following up with people who did not attend the Kickoff gives them additional opportunities to register.
- Phone calls made after the Kickoff provide an excellent opportunity to continue to build relationships with people in our community.
- We can remind people about deadlines, Team Captain Meetings, etc. during our follow up.
- Encourage attendees to invite friends, family members and co-workers to form teams.

With whom and how do we follow up?

- Everyone who attended the Kickoff should be called and thanked for attending by the Team Development Committee.
- All teams who registered should be called and thanked for registering and invited to the first Team Captain’s Meeting by the Team Development Committee.
- Anyone who expressed interest in forming a team should be called by the Team Development Committee.
  - Ask them if they need any more information or help in recruiting their team.
  - Invite them to the next Team Captain’s Meeting and send a reminder postcard.
- The Team Development Committee should call all potential Team Captains who did not attend the Kickoff.
  - Arrange to do recruitment presentations.
• All potential teams should be invited to the Team Captain’s Meeting and sent a reminder postcard.

- Anyone who was interested in joining the Committee should be called and invited to the next Committee meeting by the Event Chair or Co-Chair.
  - The Relay Chairperson should meet with them to discuss what committee roles they might be interested in and introduce the Committee Job Descriptions.

- The Sponsorship Committee should contact all sponsors or potential sponsors.
  - Call all sponsors who attended and thank them.
  - Potential sponsors should be called and the Sponsorship Committee should meet with them to discuss sponsorship opportunities.

- All survivors who attended the Kickoff should be sent invitations to get involved with the event by forming or joining a team. They should also be invited to participate in the Relay and all Survivor-specific activities.

- Names and contact information for anyone who indicated interest in other ACS volunteer opportunities should be shared with the local ACS Staff Partner for follow up.

- The Publicity Chair and sub-committee should also send press releases about the Kickoff to local newspapers. The article should highlight the Relay For Life event details, speaker highlights and opportunities to get involved down the road.
  - Press Central contains sample Kick Off press releases for the Publicity Chair to customize
  - Go to [http://www.cancer.org/RelayNYNJ](http://www.cancer.org/RelayNYNJ) >> click on “Relay Central”, then select Press Central
  - The Kick Off press releases can be found by selecting 2008 Press Materials and then scrolling to pages 17 - 21
Resources . . .

Overview

The resources section of this guide is designed to supply you with a variety of support materials, websites, speaking points and templates. When formulating a plan for your Relay For Life Kickoff, please consider utilizing the following resources for additional ideas:

- [www.cancer.org](http://www.cancer.org)
- [www.societylink.org](http://www.societylink.org) >> Relay For Life Eastern community
- [www.relayforlife.org](http://www.relayforlife.org)
- [www.acscan.org/relay](http://www.acscan.org/relay)

Also included in this section are support materials and speaking points which can be found in the following order:

- Every Little Bit Counts!! - - where does the money go? (16)
- Where do we find 40 new teams? - - our brainstorming session (17)
- Sample Kickoff invitation (18)
- Sample Kickoff flyer (off Brandwizard) (19)
- Several sample Kickoff agendas (including corporate, youth and Brandwizard examples) (20-23)
- Sample Kickoff script (24-28)
- Sample follow-up phone scripts (29-30)
- RFL Kickoff supply checklist (31-32)
- RFL Kickoff BINGO (‘Find a Friend Who’ Icebreaker) (33)
- Who is the American Cancer Society? (Icebreaker) (34)
- Advocacy Word Puzzle (35)
Every Little Bit Counts!!

Every contribution is valuable! Here’s how sample amounts you collect or donate help make life better for your family and in our community!

Reach to Recovery introduces breast cancer patients to select survivors trained by the American Cancer Society who answer questions and provide emotional support. Visits to five women = $500

Our National Cancer Information Center receives more than 1 million calls from around the country every year to its 24-hour toll-free line — 1.800.ACS.2345. Cancer information specialists answer questions about cancer treatment options and local cancer resources. Eighty-three hours of toll-free access = $250

Volunteer Drivers hit the highways, shuttling cancer patients to and from their treatments. Eight roundtrips for one patient = $312

Hope Lodge locations operated by the American Cancer Society ease the financial burden on patients by providing a free place to stay during treatments. Expenses for one patient for 10 days = $1,000

Clinical Trials funded by the American Cancer Society determine the safety and effectiveness of new drugs and treatment methods. Expenses for one patient = $3,000

Look Good ... Feel Better beauty counseling session for cancer patients conducted by the American Cancer Society involve professional training and program logistics. Cost of consultations for four women = $800

Test Tubes allow researchers to test promising anticancer medications and study tumor growth. Case of 500 = $150
### Where to Find 40 New Teams - Our Brainstorming Session

<table>
<thead>
<tr>
<th>Bank Teams</th>
<th>School Teams (Adults)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. ______________________________</td>
<td>22. ______________________________</td>
</tr>
<tr>
<td>2. ______________________________</td>
<td>23. ______________________________</td>
</tr>
<tr>
<td>4 Family Teams</td>
<td>1 Fire Company Team</td>
</tr>
<tr>
<td>3. ______________________________</td>
<td>24. ______________________________</td>
</tr>
<tr>
<td>4. ______________________________</td>
<td>2 State Employees Team</td>
</tr>
<tr>
<td>5. ______________________________</td>
<td>25. ______________________________</td>
</tr>
<tr>
<td>6. ______________________________</td>
<td>26. ______________________________</td>
</tr>
<tr>
<td>4 Large Business Teams</td>
<td>1 Health Club Team</td>
</tr>
<tr>
<td>7. ______________________________</td>
<td>27. ______________________________</td>
</tr>
<tr>
<td>8. ______________________________</td>
<td>1 Realtor Team</td>
</tr>
<tr>
<td>9. ______________________________</td>
<td>28. ______________________________</td>
</tr>
<tr>
<td>10. ______________________________</td>
<td>1 Insurance Agents Team</td>
</tr>
<tr>
<td>2 Service Club Teams</td>
<td>29. ______________________________</td>
</tr>
<tr>
<td>11. ______________________________</td>
<td>2 Hospital Teams</td>
</tr>
<tr>
<td>12. ______________________________</td>
<td>30. ______________________________</td>
</tr>
<tr>
<td>1 Health Related Organization Team</td>
<td>31. ______________________________</td>
</tr>
<tr>
<td>13. ______________________________</td>
<td>1 State Employees Team</td>
</tr>
<tr>
<td>2 Physicians Office Teams</td>
<td>32. ______________________________</td>
</tr>
<tr>
<td>14. ______________________________</td>
<td>2 Support Group/Survivors Teams</td>
</tr>
<tr>
<td>15. ______________________________</td>
<td>33. ______________________________</td>
</tr>
<tr>
<td>16. ______________________________</td>
<td>34. ______________________________</td>
</tr>
<tr>
<td>2 Youth Teams</td>
<td>2 Media Teams (Newspaper/Radio/TV)</td>
</tr>
<tr>
<td>17. ______________________________</td>
<td>35. ______________________________</td>
</tr>
<tr>
<td>18. ______________________________</td>
<td>36. ______________________________</td>
</tr>
<tr>
<td>3 Church/Place of Worship Teams</td>
<td>4 Social Club/Organization Team</td>
</tr>
<tr>
<td>19. ______________________________</td>
<td>37. ______________________________</td>
</tr>
<tr>
<td>20. ______________________________</td>
<td>38. ______________________________</td>
</tr>
<tr>
<td>21. ______________________________</td>
<td>39. ______________________________</td>
</tr>
<tr>
<td>22. ______________________________</td>
<td>40. ______________________________</td>
</tr>
</tbody>
</table>
Dear [Name]

[Date]

Many of us have been touched by cancer. The fight against cancer is everyone's battle. Our community has an outstanding opportunity to make an important contribution to this fight, and I appeal to you to be a part of it.

The American Cancer Society Relay For Life is the largest special event in the entire country held in over 4,800 communities nationwide. This is a celebration that brings together neighbors, friends, work associates, and families to celebrate those who have survived cancer and remember those who have not. This year more than [3,300 teams from New Jersey/ 9,000 teams from New York] will compete against each other to raise the most money and travel the most miles around the track over a period of 24 hours. Each team member collects donations prior to the event. While Relay is going on, team members camp out and enjoy entertainment, food, games, and camaraderie while creating a community party atmosphere.

Please accept this invitation to join me and the rest of the planning committee for the Relay For Life Kickoff gathering on [date] at [time] at [location/address].

Seating is limited to the first 100 people. Please R.S.V.P. today by calling 1-800-ACS-2345.

Sincerely,

[Name]
Relay For Life Event Chair
Kickoff Celebration!

Relay For Life of Greece
Come learn about the new Relay For Life and join in the fun!

February 25, 2009 at 7:00 p.m.
The Legacy at Park Crescent
1000 Providence Circle
(On Mt. Read, between Stone Rd. and Maiden Ln.)
A pasta dinner will be included

For more information or to RSVP, please contact Nicole at (585) 288-1951 X114 or by email at Greece Relay@cancer.org. Visit our Relay website at www.relayforlife.org/greeceny

Relay For Life is the American Cancer Society’s signature event to raise awareness and funding to fight cancer. A victory lap recognizes local cancer survivors and a luminaria ceremony honors and remembers those who have faced cancer.

Hope. Progress. Answers. 800.ACS.2345 www.cancer.org
<table>
<thead>
<tr>
<th>Time</th>
<th>What</th>
<th>Who</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 mins.</td>
<td>Welcome &amp; Introduce the Committee</td>
<td>Relay Chair/Emcee</td>
</tr>
<tr>
<td>5 mins.</td>
<td>Show Video</td>
<td>Relay Chair/Emcee</td>
</tr>
<tr>
<td>15 mins.</td>
<td>Why Relay? <em>(Celebrate!)</em></td>
<td>Survivor or Team Captain</td>
</tr>
<tr>
<td></td>
<td>- <em>A survivor would speak about what Relay means to him/her and how the ACS has helped him/her.</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- <em>A Team Captain would speak about why they Relay, how it has changed their life, how fun it is, etc.</em></td>
<td></td>
</tr>
<tr>
<td>5 mins.</td>
<td>Recognize Survivors</td>
<td>Survivorship Chair</td>
</tr>
<tr>
<td></td>
<td>- <em>Ask all survivors to stand and maybe present them with a Relay pin or flower while the audience applauds.</em></td>
<td></td>
</tr>
<tr>
<td>10 mins.</td>
<td>Luminaria Ceremony <em>(Remember)</em></td>
<td>Luminaria Chair</td>
</tr>
<tr>
<td></td>
<td>- <em>Have votive cups and lighters on the table for attendees to light.</em></td>
<td></td>
</tr>
<tr>
<td>10 mins.</td>
<td>ACS Mission Moment</td>
<td>Mission Delivery Chair</td>
</tr>
<tr>
<td>10 mins.</td>
<td>Take up the Fight! <em>(Fight Back)</em></td>
<td>TD Chair / Online Chair</td>
</tr>
<tr>
<td></td>
<td>- <em>This is the call to action to ask people to form teams.</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- <em>Introduce the event website and encourage people to sign up.</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- <em>Have teams already registered online stand up to applause.</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- <em>Encourage anyone interested in forming a team to fill out a commitment card; use them as a drawing for a prize.</em></td>
<td></td>
</tr>
<tr>
<td>End</td>
<td>Adjourn</td>
<td>Relay Chair/Emcee</td>
</tr>
<tr>
<td></td>
<td>- <em>Thank everyone for coming.</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- <em>Announce dates of Team Captain and Committee meetings.</em></td>
<td></td>
</tr>
</tbody>
</table>
Welcome & Committee Introductions    Event Chair

Relay For Life Video

Why Relay?   Team Captain

Celebrate Survivors   Survivorship Chair
- Survivors are the heart of Relay
- Caregivers are the support that brings light and hope to survivors

Luminaria Ceremony (Remember)   Luminaria Chair

American Cancer Society   Mission Delivery Chair

Call To Action: Fight Back!   Team Development Chair/ Online Chair
- Relay For Life – [2008 date]
- Register online at www.events.cancer.org/rflhopetown or complete the Team Registration Form and turn it in at the Team Development Table.
- Recruit family, friends, co-workers, and survivors to be apart of your team!

Thank You!   Event Chairperson

Upcoming Team Captain Meetings
**All Meetings are at 6:00pm**

- Team Captain Meeting #1 February 20, 2008 John Wayne Room, Hope Town
- Team Captain Meeting #2 March 30, 2008 John Wayne Room, Hope Town
- Team Captain Meeting #3 April 20, 2008 John Wayne Room, Hope Town
- Team Captain Meeting #4 May 15, 2008 John Wayne Room, Hope Town
- Bank Night May 30, 2008 John Wayne Room, Hope Town
- Relay For Life June 1-2, 2008 John Wayne Track, Hope Town

www.cancer.org  1.800.ACS.2345
www_RELAYFORLIFE.org
<table>
<thead>
<tr>
<th>Time</th>
<th>What</th>
<th>Who</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 mins.</td>
<td>Welcome &amp; Thank for opportunity</td>
<td>Relay Chair/Emcee</td>
</tr>
<tr>
<td>15 mins.</td>
<td>Show Video</td>
<td>Relay Chair/Emcee</td>
</tr>
<tr>
<td>5 mins.</td>
<td>Who’s been affected by cancer?</td>
<td>Cancer Survivor</td>
</tr>
<tr>
<td></td>
<td><em>Ask everyone in the audience who has been affected by cancer or knows someone who’s been affected by cancer to raise their hands.</em></td>
<td></td>
</tr>
<tr>
<td>20 mins.</td>
<td>How the ACS Helps Our Community</td>
<td>Cancer Survivor</td>
</tr>
<tr>
<td></td>
<td><em>A survivor talks about what the ACS is doing to help, such as research (which benefits everyone), <a href="http://www.cancer.org">www.cancer.org</a>, 1-800-ACS-2345, advocacy efforts, and local programs and services.</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Also addresses specifically how the ACS helped him/her</em></td>
<td></td>
</tr>
<tr>
<td>10 mins.</td>
<td>Take up the Fight!</td>
<td>TD Chair / Online Promotional Chair</td>
</tr>
<tr>
<td></td>
<td><em>This is the call to action to ask people to form teams.</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Introduce the event website and encourage people to sign up</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Have teams already registered online stand up to applause.</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Encourage anyone interested in forming a team to fill out a commitment card; use them as a drawing for a prize</em></td>
<td></td>
</tr>
</tbody>
</table>

End Adjourn Relay Chair/Emcee

*Thank everyone for coming.*
*Announce dates of Team Captain and Committee meetings.*
# Relay For Life

**Youth/School Kickoff Sample Agenda**

<table>
<thead>
<tr>
<th>Time</th>
<th>What</th>
<th>Who</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 mins.</td>
<td>Welcome &amp; Thank for opportunity</td>
<td>Relay Chair/School Rep</td>
</tr>
<tr>
<td>15 mins.</td>
<td>Show Youth Video</td>
<td>Youth Participant</td>
</tr>
<tr>
<td>15 mins.</td>
<td>Who’s been affected by cancer?</td>
<td>Young Cancer Survivor</td>
</tr>
</tbody>
</table>

- *Ask everyone in the audience who has been affected by cancer or knows someone who’s been affected by cancer to raise their hands.*
- *A survivor talks about what the ACS is doing to help, such as research, [www.cancer.org](http://www.cancer.org), 1-800-ACS-2345, advocacy efforts, and local programs and services.*
- *Also addresses specifically how the ACS helped him/her*

<table>
<thead>
<tr>
<th>10 mins.</th>
<th>What is Relay?</th>
<th>Youth Participant</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><em>Gives an overview about what Relay is, how much fun it is, etc.</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Also talks about the importance of fundraising, that everyone is expected to raise $100, gives some fundraising ideas.</em></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>10 mins.</th>
<th>Take up the Fight!</th>
<th>Youth Participant</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><em>This is the call to action to ask people to form teams.</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Introduce the event website and encourage people to sign up</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Have teams already registered online stand up to applause.</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Encourage anyone interested in forming a team to fill out a commitment card; use them as a drawing for a prize</em></td>
<td></td>
</tr>
</tbody>
</table>

End Adjourn Relay Chair

- *Thank everyone for coming.*
Welcome & Committee Introduction – Relay Chair – 5 minutes

Good evening and welcome to your American Cancer Society Relay For Life of Hopetown Kickoff! I’m so glad to see so many of you here and especially so many new faces. My name is Katie Smith and I’m the 2008 Relay For Life of Hopetown Chair. We are all here today to celebrate those who have had cancer, remember loved ones lost, and remind or introduce participants to ways they can fight back against cancer. Those are three important things that happen through Relay For Life – we Celebrate, Remember, and Fight Back. Say it with me: “Celebrate! Remember! Fight Back!” That was pretty good, but let’s try this: everyone to my right – you’ll start us off with “Celebrate”. Everyone in the middle – then you’ll shout “Remember”. And everyone to my left – you’ll finish us off with “Fight Back”. Let’s try it: “Celebrate! Remember! Fight Back!” (repeat a few times)

That was great! Now, to keep the momentum going, let’s take a look at some memorable Relay moments.

Show Video – 15 minutes

Introduce Next Speaker – Relay Chair/Emcee

What a great video that was! It really gives a good overview of Relay and the American Cancer Society.

It is now my pleasure to introduce our next speaker. Mike Smith was first diagnosed with cancer 7 years ago. He joined our Relay family 5 years ago when he walked in the Survivor’s Victory Lap. The following year, he formed a team and since then his team has raised more than $20,000 for the American Cancer Society. Ladies and gentlemen, please welcome Mike Smith.
**Why Relay? – Survivor or Team Captain – 15 minutes**

Survivor or Team Captain will share his/her story, including why he/she Relays and how much fun Relay is. Ask speaker to be sure to talk about how the American Cancer Society is helping our community – research (which benefits everyone); 1-800-ACS-2345 and www.cancer.org (information and help 24/7/365); advocacy effort; local programs and services.

**Survivor Recognition – Survivorship Chair – 5 minutes**

Thank you, Mike, for sharing your story! We’re so glad you are here with us tonight. My name is Susie Brown and I am this year’s Survivorship Chair. I am also a 6-year **survivor of breast cancer**. Relay For Life gives us the opportunity to **celebrate** those who have had cancer and remember loved ones lost. Survivors are the true celebrities of Relay and the very reason why we Relay. We’d like to take a moment to recognize all of the survivors in the room. Would all survivors please stand.

(As survivors stand, have the rest of committee give each a small gift)
Thank you all for joining us tonight. It means so much to see you. I hope to see you all at our Team Captain Meetings and look forward to walking the Survivor’s Victory Lap with you at Relay! Thank you.
Luminaria Ceremony – Luminaria Chair – 10 minutes

Thank you, Susie. Good evening. My name is Abby Barker and I’m this year’s Luminaria Chair. The Luminaria Ceremony is one of the most emotional and touching parts of Relay. We’re going to give everyone an opportunity to participate in a Luminaria Ceremony here tonight. There are votive cups in front of each of you. Please use the lighter at each table to light your candle as I read.

We come together tonight to celebrate Survivors, remember those we’ve lost, and to renew our fight against cancer through Relay For Life.

Cancer shows no preference. It takes young, old, fathers, mothers, brothers, sisters, husbands, wives, partners, best friends, old friends, and dear friends.

Tonight we remember those we loved whose lives were taken from ours by cancer.

Those honoring your mother, please light your luminaria.

Those honoring your father, please light your luminaria now.

Those honoring a husband, wife or partner, please light your luminaria.

Those honoring a son or daughter, please light your luminaria.

Those honoring grandparents, aunts, uncles, cousins and other relatives, please light your luminaria now.

Friends are treasures that can never be replaced. Those honoring friends or neighbors, please light your luminaria now.

About those we honor with these luminarias who have passed, I say:

You whose memory we honor today, this light represents the love we have shared. It still burns for others to see, but it burns brightest in our hearts and in our souls. You were and always will be a part of us. Though we do not see you, we know you are with us.

For those we honor today who are currently fighting the battle or who have won, we light these candles as our continued commitment to the fight. You have survived it and we will help you fight it until a cure is found. These lights glow in honor of you.
(Play appropriate music and turn down the lights to give people a chance to reflect and remember.)

**Fight Back! – TD Chair / Online Promotional Chair – 10 minutes**

Thank you, Abby, for giving us some time to remember why we are here. Good evening. My name is Bill Brooks and I am this year’s Team Development Chair. We have invited you all here to our Kickoff tonight to tell you a little about Relay and share some of the ways that you can fight back against cancer.

The first is to form a team. I’d like to invite each of you to get some friends, family, or co-workers together and form a team. You only need 10-15 people to form a team and it’s a lot of fun. You get to decorate your campsite, participate in lots of games and contests and, of course, raise money for the American Cancer Society. We ask each team member to raise at least $100, but don’t worry, because we’ll give you lots of great, creative ways to raise money and a t-shirt for all of your efforts.

I know we have folks here who are ready to register their team tonight – which is great, because teams get to choose their campsites in the order they register! If you’re registering tonight, please stand up!

(Applause)

I’m so happy to see so many teams ready to register now! Thank you!

For those of you who are registering tonight, we have two computers set up towards the back of the room. Please turn your attention to the screen in the front where I’d like to demonstrate the simple process of signing up online. This year’s event website address is [www.events.cancer.org/rflhopetown](http://www.events.cancer.org/rflhopetown). Our event website takes our fundraising, communication and mission capabilities to a whole new level. Not only are we able to receive donations from Aunt Fran across the country, but we can also link her up to life-saving cancer-related information that could help her through her own cancer journey down the road. The site also keeps us informed of important event information like meeting dates and event schedules. I encourage you all to take 5 minutes to sign up online tonight so you can invite your friends and family to join your team and begin fundraising when they visit the event website.
After you’ve signed up, we have team captain’s packets for you to pick up at the table in the back. If you would like to form a team, but don’t have your registration ready or would like some more information, don’t worry just fill out one of the interest cards on your table so my committee and I can be sure to follow up with you.

For those of you who are interested in learning about other ways in which you can fight back against cancer . . . there are several. Please fill out the provided commitment cards and indicate where your interests lie. You may be interested in sponsoring the event, volunteering for the event, becoming an American Cancer Society volunteer, etc. There are numerous ways that you can get involved with both Relay and the American Cancer Society and all of them involve fighting back.

**Adjourn – Relay Chair/Emcee**

I’d like to thank everyone again for coming tonight! Our first Team Captain Meeting will be held on **November 1st at 6:00 pm at the Community Center**. I invite you all to join us. The Relay Committee meets **every other Tuesday night at 6:00 pm, also at the Community Center**. Anyone interested in helping is invited to attend.

Please check in at the back table for Team Captain’s Packets, Posters, event brochures and mission delivery materials and the opportunity to get signed up online. Thank you for taking up the fight – together we will find a cure!
Following up with teams who registered at the Kickoff

“Hi, this is Frank Thomas and I’m a member of the Team Development Sub-Committee for this year’s Relay For Life of Hopetown. I want to thank you for attending our Kickoff last week and registering your team! We’re so glad you’re joining our Relay. I also wanted to remind you about our first **Team Captain’s Meeting on November 1st at 6:00 in the Community Center**. I hope to see you there. We’ll be covering some valuable information about Team Recruitment and fundraising; we’ll also be learning more about the American Cancer Society’s programs and services. If you can’t make it, please feel free to send someone else from your team. Thanks again!”

Teams who attended the Kickoff but did not register

“Hi, this is Frank Thomas. I met you last week at our Relay For Life Kickoff. I want to thank you for attending the Kickoff – I hope you enjoyed it. I was calling to see if there are any questions you have about forming a team that I can help answer. I’d be happy to come to your business next week and do a presentation. I could show the video and ask for people to sign up to be on your team. Great! I’ll be there next **Tuesday at noon for the presentation**.

I also wanted to remind you about our first **Team Captain’s Meeting on November 1st at 6:00 in the Community Center**. We’ll be covering some valuable information about Team Recruitment and fundraising; we’ll also be learning more about the American Cancer Society’s programs and services. I hope to see you there. If you can’t make it, please feel free to send someone else from your team. Thanks again!”
Potential teams who did not attend the Kickoff

“Hi, this is Frank Thomas. I’m a member of the Team Development Sub-Committee for this year’s Relay For Life of Hopetown. I know you weren’t able to attend the Kickoff, so I wanted to answer any questions you may have about forming a team for our local Relay For Life event. What would be a good time for me to swing by your home or office to walk you through some materials that will give you a better feel for the event? Great! I’ll be by next Tuesday at 12 noon . . . I really appreciate the opportunity.

Following up with potential sponsors

“Hi, this is Matt Parker. I’m the Sponsorship Chair for this year’s Relay For Life of Hopetown. I’m sorry you weren’t able to attend our Kickoff last week. (or I’m calling to thank you for attending our Kickoff last week.) I’m calling to see what would be a good time that I could meet with you to discuss ways that your company could benefit from sponsoring Relay For Life. Next Tuesday at 1:00 would be great! I’ll see you then. Thank you!”

Following up with potential new Committee members

“Hi, my name is Katie Smith. I am this year’s Relay For Life Chair, and I met you last week at our Kickoff. I’m calling to thank you for attending the Kickoff and also to talk to you about joining our Committee.

I’d really like to get together with you and talk about the opportunities available and what you feel might be a good fit for you. Are you available for lunch on Friday? Great! I also wanted to let you know that our next Committee meeting is on Tuesday night at 6:00 at the Community Center. I’ll see you Friday at noon for lunch. Thank you!”
Relay For Life Kickoff Supply Checklist

Check-in Table Supplies
- Sign in sheet
- Nametags – people can make their own
- Extra Commitment Cards
- Pens & Markers
- Clipboards
- Other____________________________________________________

Team Registration Table Supplies
- Laptop Computer(s) for online registration
- Scannable Forms and Collection Envelopes
- Team Captain Packets – should only be given to registered teams
- Relay gift item for teams that register at the Kickoff
- Relay item for door prize drawing using Commitment cards.
- Pens
- Calculator
- Other____________________________________________________

Relay Supply Table
- Event posters
- Brochures, printed with local information
- Extra Participant Collection Envelopes
- Luminaria Bags
- Dressed Down Stickers
- Other____________________________________________________
**Mission Delivery Table**

- Variety of Programs and Services Brochures
- Mission palm cards or business cards
- At work in your Community’ brochure
- Tell-A-Friend Brochure
- ACS CAN Info / Electronic or Paper Picture A Cure Form
- Local Volunteer Opportunities brochure
- Colorectal Cancer palm cards

**Decorations**

- Balloons
- Ribbon
- Balloon Weights
- Tablecloths (if not provided by location)
- Banners: ________________________________
- Posters
- Gift item at each place (such as pens or pins)
- Commitment Cards at each place
- Relay For Life Annual Report on tables
- Relay Votive Cups at each place
- Lighters on each table
- Other ________________________________

**A/V**

- CD’s and DVD’s necessary for presentation
- Microphone
- TV/DVD or LCD projector and screen
- CD player
**Supply Box**

- Scissors
- Masking Tape / Velcro Tape
- Supplies for hanging banners
- String
- Push Pins
- Markers & Pens
- Extension Cords
- Other: ___________________________

**Other Items**

- Extra copies of the agenda and script
## Relay For Life Kickoff BINGO

<table>
<thead>
<tr>
<th>B</th>
<th>I</th>
<th>N</th>
<th>G</th>
<th>O</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Has A Friend Who Is A Cancer Survivor</strong></td>
<td><strong>A New Relay For Life Volunteer</strong></td>
<td><strong>Talks With Physician About Prostate Screening</strong></td>
<td><strong>Member Of ACS Cancer Action Network</strong></td>
<td><strong>Relay For Life Team Captain</strong></td>
</tr>
<tr>
<td><strong>Wearing A Relay For Life Logo</strong></td>
<td><strong>A Relay For Life Sponsor</strong></td>
<td><strong>Follows ACS Guidelines for Getting a Mammogram</strong></td>
<td><strong>Member Of National Corp. Team Partner Team</strong></td>
<td><strong>Doesn’t Smoke or Use Other Tobacco Products</strong></td>
</tr>
<tr>
<td><strong>Relay For Life Committee Member</strong></td>
<td><strong>An ACS Staff Person</strong></td>
<td><strong>FREE SPACE</strong></td>
<td><strong>Has A Family Member Who is A Cancer Survivor</strong></td>
<td><strong>Has Been An ACS Volunteer For 5 or More Years</strong></td>
</tr>
<tr>
<td><strong>A Relay For Life Participant For 3 or More Years</strong></td>
<td><strong>A Relay For Life Committee Member</strong></td>
<td><strong>A Grassroots Advocacy Volunteer</strong></td>
<td><strong>Always Uses Sunscreen</strong></td>
<td><strong>A Survivor For 10 Years +</strong></td>
</tr>
<tr>
<td><strong>A Cancer Survivor</strong></td>
<td><strong>Eats Healthy Regularly</strong></td>
<td><strong>Relay For Life Team Member</strong></td>
<td><strong>Exercises 3 or More Times A Week</strong></td>
<td><strong>Plan to Raise $2,500 for RFL</strong></td>
</tr>
</tbody>
</table>

---

Relay For Life Kickoff In a Box
Who is the American Cancer Society?

1. Where does the money raised go? (Answer: Research, Education, Advocacy, Services)

2. What do the 2015 goals mean? (Answer: These are the goals the American Cancer Society hopes to accomplish by the year 2015.)

3. What does the American Cancer Society hope to accomplish with these goals? (Answer: Save twice as many lives through a 50% reduction in cancer deaths; reduce cancer incidences by 25%; and improve the quality of life for cancer patients and their families)

4. What are some of the programs the American Cancer Society provides? (Answers: Look Good...Feel Better, Reach to Recovery, Man to Man)

5. How can you reach the American Cancer Society? (Answers: 1-800-ACS-2345 or www.cancer.org...24/7/365)

6. Cancer is the ____ leading cause of death in the U.S? (Answer: second)

7. The annual cost of cancer in the U.S. is an estimated? (Answer: $180 billion)

8. Approximately how much money does the American Cancer Society spend on research each year? (Answer: $120 million)

9. TRUE or FALSE – The American Cancer Society dedicates more money to cancer research than any other private, not for profit, non-governmental source of cancer research in the United States? (Answer: TRUE)

10. The American Cancer Society has funded ____ researchers that have gone on to win Nobel Prizes. (Answer: 40)
Advocacy Word Puzzle

To help you understand some of what Advocacy is all about, see how well you can do with this puzzle! All words listed are in here - but remember that they may be written at an angle, backwards, horizontally, vertically, or however. Have fun!

JOIN ACS CANCER ACTION NETWORK TODAY!!