

Our vision is a world free from the pain and suffering of cancer.

From research to education, prevention to diagnosis, and treatment to recovery, we provide support to everyone impacted by cancer.

Together with millions of supporters, we empower communities worldwide to join us.



Facts about Cancer

- **1 in 2 men** and **1 in 3 women** will be diagnosed with cancer in their lifetime

- There have been notable improvements in survival rates for most cancer types due to earlier detection and/or advances in treatment

- As a result of 20 years of decline in cancer deaths over **1.7 million lives** have been saved

Ways that the American Cancer Society Helps

- 1. Helping You Stay Well** by trying to prevent cancer or detect it as early as possible
- 2. Helping You Get Well** by helping you through every step
- 3. Finding Cures** by both funding and conducting research
- 4. Fighting Back** by affecting legislative change to help beat cancer
- 5. Access to Care** by trying to help underinsured or uninsured Americans
- 6. Supporting Multicultural Communities** to help reduce the risk of cancer

All of the information above was provided by the American Cancer Society at www.cancer.org.

MRelay 2016-2017 Team Guide



April 8, 2017 at Palmer Field

For more information:

Visit www.mrelay.org or e-mail mrelay2017@umich.edu.

OR

Contact the Event Liaison:

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(248)663-3421

Where to Begin?

1. Creating a Team Online at www.mrelay.org
2. Recruiting Team Members
3. Fundraising
4. Relay Event

Creating a Team

Congratulations on deciding to create a team!

1. Go to www.mrelay.org and click **Join This Relay**.
2. Then create or log into your **Society Account** to begin the registration process.
3. Choose **how you will participate** (start a new team, join a team, join as an individual).
4. **Complete registration.**

Recruiting Team Members

Who do you recruit?

The simple answer is anyone since everyone has been touched by cancer in some respect. Some common groups are:

1. Friends
2. Classmates
3. Roommates/hallmates

How do you recruit?

Asking people to join your team can seem intimidating but using your personal "Why I Relay" story is an extremely powerful and earnest way of doing so. Your friends and family are there to support you and one way in doing so is by building a Relay community with you through joining your team.

Fundraising

Emailing

Sending emails to friends, loved ones, coworkers, and more through www.mrelay.org is one of the quickest and most effective methods of fundraising. The website also has templates that can be directly sent or personalized and then sent. To encourage members to send emails consider throwing email writing parties where your team comes together to bond, share stories, and enjoy snacks all while writing emails.

Bucketing

Going out on the streets of Ann Arbor (not the UM campus) with an MRelay bucket (found in the MRelay office in the Union) and asking pedestrians if they would like to support cancer research. A permit is needed and can easily be obtained at the courthouse (301 E Huron St.) and will be valid for a year.

Bucketing can be extremely effective during peak pedestrian traffic areas and times such as Friday evenings before football games or large events, dinner time on the corner of Main St. and E. Liberty during the weekend, and by the bars late at night on Thursdays, Fridays, and Saturdays.

Other Ideas

- Throwing a fancy dinner party and charging a cover
- Partnering with local restaurants so that some of the proceeds go to MRelay (Noodles and Co. allows you advertise in their establishments)
- Bake sales on or off campus

Relay Event

About Relay

Relay For Life is the signature fundraiser for the American Cancer Society. This 24-hour event brings the U of M community together to remember loved ones lost, honor survivors of all cancers, and raise money to help the American Cancer Society make a global impact on cancer. The event can be described as a carnival with tents set up around the track of Palmer field to collect donations for food, goods, games, and activities. Throughout the day there are performances from Acapella Groups, Dance Teams, and much more.

Day of Events

1. Participants are welcomed
2. Survivor Lap
3. Caregiver Lap
4. Everyone walks the track
5. When not walking, visit team campsites
6. Luminaria ceremony
7. Closing Ceremonies

