**Relay for Life – LaPorte County**

**Kick Off Meeting Minutes**

***January 10, 2017***

**Teams present:**

*Team Zero, Coach’s Crew, Dream Big, Lifesavers, Healthy Communities, Holy Cows, Cancer You Messed With the Wrong Family, Gertie’s Golden Clan, Gleaner/McVay Cancer Kickers, Team Royals, Friends.*

1. **Icebreaker & Eating**
   1. Everyone was broken up into groups to do an icebreaker activity. This provided an opportunity for everyone to get to know other team members. After all we are all members of one big team.
   2. Everyone enjoyed a meal provided by several members of the ELT. The menu items were named based on various books or movies in the same fashion we plan to do with the Survivor dinner. We had Whistle Stop Café BBQ sandwiches, Julie & Julia Pasta Salad, Soul Food Mac & Cheese, Home is Where the Heart is Buckeyes, Chocolate Pie courtesy of The Help (minus the secret ingredient), and Willie Wonka’s Fizzy Lifting Drinks. A special thanks to Michelle & Olivia Williams for their contributions. Even though they were unable to attend the meeting they made special arrangements to provide the BBQ & Buckeyes.
2. **Event Details**
   1. Kick Off is at 10am on Saturday, June 17th and ends Sunday, June 18th at 6am at the LaPorte County Fairgrounds.
   2. Theme is books or movies and slogan is “Closing the Book on Cancer” Starring Survivors.
3. **Goals**
   1. Gross Income: $52,000 – YTD: $1,291.20 (Most of which has been raised by Superstar Shellie Clemons)
   2. Teams: 45 (10 new and 35 returning) – YTD: 10 (3 new and 7 returning)
   3. Registered Survivors: 150
   4. Registered Participants: 450 – YTD: 22
   5. ACS CAN: 40 / $400 – YTD: 4 / $40
4. **Registering**

Make sure you get your team members registered. People will tend to feel more committed once they are registered. But hold up on the registrations until next week. There is going to be a competition from 1/16 – 1/22 to see which Relay can show the most growth in registrations. The winning Relay will earn a giant, inflatable Relay arch for their event. We will get McVay’s teams online next week. This will give us a great chance at winning.

1. **ACS CAN**

ACS CAN is an advocacy affiliate of the American Cancer Society. They work to find legislative solutions designed to eliminate cancer as a major health problem. ACS CAN works to encourage elected officials and candidates to make cancer a top national priority.

As an ACS CAN member you support their effort financially with your $10 registration fee. They will send you periodic emails informing you of upcoming legislature and how you can make your voice heard.

To reach our goal for ACS CAN all we need is one member from each team to register. We ask that you, as Team Captains, lead as an example to your team members and register today.

Registration forms are on the info table.

For more information, visit [**www.acscan.org**](http://www.acscan.org/)

1. **Road to Recovery**
   1. The American Cancer Society Road To Recovery program provides transportation to and from treatment for people with cancer who do not have a ride or are unable to drive themselves.
   2. To bring more light to this amazing program we will be holding a Road to Recovery Race again this year. Teams will make a vehicle out of cardboard that can be worn by the driver. The vehicle must have a seat for their “patient” (a hard boiled egg).
   3. The race will be a little different this year. Driver’s will start at home then race midway to pick up their patient from one of their team members. They then race down to the treatment center. *This time instead of picking up a slip from your teammate, you will switch driving position with them.* Return your patient to their home and then race to the finish line.
   4. There will also be an award for the best in show prior to the beginning of the race.
   5. If you want to see a video from last year’s race, check out our Facebook page at [www.facebook.com/laportecounty](http://www.facebook.com/laportecounty)
2. **ELT** 
   1. The members of the Event Leadership Team (ELT) were introduced.
      1. Michelle Williams – Team Ambassador (Recruits teams and ensures teams get needed information if they are unable to make it to a meeting)
      2. Olivia Williams, Bailey Lenig and Daniel Lenig – Youth Champions (get the youth from the schools in LaPorte County involved.)
      3. Lauren Berdowski – Survivor/Caregiver Lead (Responsible for Survivor engagement and Survivor dinner)
      4. Nikki Anthony – Ceremonies, Recognition, Luminaria, and Empty Chair Auction
      5. Walter Corlett – Logistics (makes sure everything gets set up for day of event, tents, lights, electricity, etc.)
      6. Andy Kayser – Silent Auction. Get items to him as soon as you get them. We want to advertise big ticketed items ahead of time to draw more of the public in to the event.
      7. Shea Peckat – Event Lead (Oversees the event and is responsible for any vacant positions on the ELT).
      8. Janet Wartman – Relay For Life Community Manager (Support staff to assist us in whatever we need.)
   2. ELT vacancies were discussed and it was conveyed that if these vacancies are not filled that those duties fall onto the Event Lead. Training is provided for all these positions.
      1. Community Champion – Attends various events and speaks to the public about Relay.
      2. Team Ambassador - Recruits teams and ensures teams get needed information if they are unable to make it to a meeting.
      3. Activities/Entertainment Chair – Plans, organizes, and orchestrates the day of schedule of activities, contests, laps, and oversees kids area.
      4. Kids Area Chair - Plans, organizes, and orchestrates the activities area.
      5. Marketing, Online & Social Media – Helps to advertise our Relay event and team fundraisers by submitting information to various websites and updates our Relay web page.
      6. Sponsorship – Contacting businesses in regards to becoming a sponsor.
      7. Mission – Promotes the mission of Relay and ACS to the teams and public.
      8. ACS CAN – Recruits for membership to ACS CAN.
3. **Trivia Time**
   1. Tables worked together as a team to answer 40 trivia questions relating to Books, Movies, Relay, and Cancer.
   2. 1st place winners earned 10 Relay Bucks for their teams, 2nd place earned 5 Relay Bucks and 3rd place earned 1 Relay Buck.
      1. 1st = Team Royals, McVay Cancer Kickers, and Cancer You Messed With the Wrong Family
      2. 2nd = The Holy Cows and Gertie’s Golden Clan
      3. 3rd -= Friends and Lifesavers
4. **Fundraisers**
   1. **T-Shirt Sales** – We will be taking presale orders for t-shirts from now until our Feb 21st meeting. Then the t-shirts will be delivered at our March 14th meeting. For each $10 you sell, your team earns $5.37.
   2. **Down With the Jelly in the Belly** – This is a six-week healthy living and fitness challenge. There is a $10 buy in that will be due before the first weigh in on Jan 23rd. Participants will be added to a Private Facebook group where the can post the # of lbs gained or lost each week. They do not have to announce their total weight. The pot will be divided according the most lbs lost (45%), highest % of weight lost (45%) and “Spirit of the Challenge Award” (10%). Winnings will be added to the participants individual fundraising totals online at the end of the challenge Mar 6th.
   3. **Team Challenge Give Back Nights** – These are Give Back Nights that have been arranged by the ELT. Put your team name on the back of the coupons provided. Whichever team has the most coupons turned in during the Give Back Night will have the total amount raised to their team totals. This helps us raise a lot more money having all of our teams bringing customers in rather than just one team.
      1. 1/24/17 – Holly’s in Michigan City all day
      2. 2/22/17 – Chipotle’s in Michigan City from 4pm – 8pm.
      3. We are still working on scheduling Give Back Nights with Buffalo Wild Wings (LP & MC), Five Guys and Hacienda for Mar, Apr, & May.
   4. **Butter Braids** – We will take presale orders for Butter Braids from Feb 21st – Mar 14th and then delivery will be Apr 11th.
   5. **Annual Fundraisers** – There are some teams that hold the same fundraisers each year. These events become traditions for families to attend. Therefore we want to put their dates out there as soon as possible to avoid conflicts and support our fellow teams.
      1. **Lifesavers 5th Annual Spaghetti Dinner** –Sat, 4/29/17 from 4pm – 7pm at the LaPorte First Church of God.
      2. **Woodland’s 3rd Annual Cocktails for a Cure** – Will be sometime in June
      3. **McVay’s 13th Annual Pancake Breakfast** – Sun, 4/30/17 in the Community Bldg at the LaPorte County Fairgrounds.
      4. **Lifesavers Annual Port-A-Pit** – Sat, May 27th.
   6. **Kroger Community Rewards** – This is an easy fundraiser that takes no time or effort. If you have a Kroger card all you have to do is enroll in their Community Rewards Program and we will earn money based on the percentage of the purchases made by our members. Does not cost you anything and does not take away from your Kroger discounts. Got to [www.kroger.com/account/enrollCommunityRewardsNow](http://www.kroger.com/account/enrollCommunityRewardsNow) and enroll. When prompted to find your organization enter the number **40075**.

1. **Sponsorship** 
   1. We discussed the benefits of becoming a sponsor and how those benefits increase with the donation amounts.
   2. Just a reminder that in kind donations are only worth half their value in terms of monetary. Ie if someone donates $1000 worth of services that is only worth a $500 monetary sponsorship.
2. **Meetings**
   1. PNW now wants to charge us $500 per meeting to utilize their meeting rooms. We were going to hold the meetings at LaPorte First Church of God, but the furnace in the gym went out. So the fairgrounds graciously donated the use of the Community Bldg for our Jan – Apr meetings. We just need to do our own set up, take down and clean up. We will meet at the LaPorte First Church of God (2020 E Lincolnway) for our May meeting and our June Bank Night.
   2. Meeting dates and times are listed below. All times are CST. Remember anyone can attend these meetings.

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| **Relay 101** | 2/21/2017 | Fairgrounds |  |
| 6pm - 6:30pm | 3/14/2017 | Fairgrounds |  |
| **Team Captain Meeting** | 4/11/2017 | Fairgrounds |  |
| 6:30pm - 7:30pm | 5/9/2017 | First Church of God |  |
| **ELT Meeting** | 6/13/2017 | First Church of God | Bank Night |
| 7:30pm - 8:30pm | 6/17/2017 | Fairgrounds | Event |

1. **Power in Purple Campaign –** We are looking for prominent business men/women in our community to participate in a unique fundraiser. We are asking these powerful people to raise a minimum of $1000 in one month. If you know someone who knows a lot of people who they can get to donate money, please submit their name and contact information (phone number, address, and email address) to Janet. We are looking to have the names of the participants by our March 14th meeting. The participants would be recognized at our event in June. They will get a website that is set up by ACS to utilize to collect their funds. Once these powerful people accept their nominations we will hold a reception for them and the men will be presented with purple ties and the women get a purple scarf. The reception will be held in April and the campaign will run from May 1st until May 31st. There will be special prizes for the 3 people that raise the most money. Any money raised by a person you nominated will be credited to your team.

Meeting adjourned