Thank you for participating in Relay For Life - the American Cancer Society’s signature fundraising activity! Relay For Life brings more than 3.5 million people from across the country together each year to celebrate the lives of those who have battled cancer, remember loved ones lost, and fight back against a disease that takes too much. This fun-filled, overnight event empowers everyone to help fight cancer by raising money and awareness to support the American Cancer Society's lifesaving mission.

So your team is registered and you’ve been raising money online and in person by sending letters and asking friends and co-workers for donations and maybe you’ve held a team fundraiser or two and now you are getting ready for Relay! Do you have your team’s on-site fundraiser planned?

Teams are encouraged to raise money at the Relay For Life event itself through activities, contests, and sales of items. This is what is referred to as “onsite” fundraising. Onsite fundraisers are an added bonus in that the food and activities not only raise funds, but also add to the event make the Relay experience even better for participants. Onsite fundraising activities also help keep team members engaged throughout the event and help create a carnival-like experience while increasing fundraising efforts.

One important note: Onsite fundraising is meant to raise that extra income that puts your team over the top of your goal. It is intended to complement, rather than supplement, team and individual fundraising efforts. In other words, this should be the icing on the fundraising cake!

Why Onsite Fundraising is important:

- It changes the climate of your event
- It makes your event FUN!
- It gets participants out of their individual campsites and encourages them to mingle and meet new people.
- Gets team members working together and encourages their attendance throughout the event
- It will help put your team over their goal!
What onsite fundraising activity is best for your team?

The idea is to create a game or an activity to raise a little more money for your team. Be creative, and use your event or team theme. Think of something that will draw people in to your site as they circle the track throughout the night. Know your audience. Will there be children? What about senior citizens?

• **Food:** Everyone at Relay has to eat, and when you are there overnight, there are many hungry Relayers. Selling snacks and refreshments is a sure way to raise money onsite. (Make sure you talk with your Fundraising chair or Team Development chair to avoid duplication of other team fundraisers. Also be sure to follow Health Department regulations, if applicable.)

• **Activities:** There will already be a lot of fun activities and things to do at your Relay event, but that doesn’t mean your team can’t contribute to the fun while raising some extra dollars!

• **Youth:** Plan items and activities that appeal to youth. For example, offer face painting, temporary tattoos, or colored hair spray for a donation at your campsite.

• **What’s already happening at your event:** Does your event already have a centralized place for Basket drawings? Your team can put together a basket filled with summer fun items or things that match your team theme or gift certificates from local businesses. Check with your event committee volunteers to see what’s already happening and how you can be a part of it!

✓ Whatever you are planning, be sure you check with the Team Development or Fundraising Development Chair of your event to make sure you are following all the rules and guidelines for your event and not duplicating something another team already has planned.

Promoting Your Fundraiser

As with other forms of fundraising, promoting your onsite fundraisers is very important. Check with your Team Development volunteers to see what kind of promotion opportunities they already have for you–can your team’s fundraiser get in the event program that is distributed to all participants and visitors or is there a centralized place where all onsite fundraisers will be listed?

Printing flyers with your onsite fundraiser and posting them around the venue or distributing flyers to all of the tent sites is a great way to get the word out. Other promotion ideas include having signs at your campsite, attaching a billboard advertisement to a team member while walking the track, and making event announcement boards to raise awareness of your activity. Don’t be afraid to ask the DJ to make an announcement about your fundraiser–especially if you have something special happening at a specific time.
Successful On-Site Fundraising Ideas
Need some ideas? Here are just a few successful ideas from Relay For Life events from across the country!

Food:
Be sure to check with your event committee volunteers to make sure you are following any and all regulations about the use of grills or any other cooking devices and follow Health Department regulations, if applicable.

- Bake Sale / Snack Bags: homemade cookies, brownies, puppy chow, fudge and rice krispie treats.
- Ice Cream / Fudge shop: selling small ice cream cups or ice cream and toppings for sundaes
- Suckers for Cancer - $1 each
- Coffee Stop @ Relay: different flavors of coffee for sale
- Popcorn – bags for $1
- Selling pre-packaged snacks and candy bars (like 100 Calorie Snack Packs or M&Ms and Reese Pieces)
- Lemon Shake-Ups and Lemonade
- Cotton candy
- Snow Cones
- Grilled burgers, hot dogs, grilled cheese sandwiches
- Homemade Carmel corn
- Hot Chocolate
- Slices of pizza
- S'mores @ midnight sale
- Pancake breakfast

Activities
- Movie Tent - with popcorn, candy, and drinks
- Bounce House or Slide (check with your event committee volunteers to make sure this is permissible at your event and check to check on a power supply)
- Crazy Hair: Set up a table of different colored spray-on temporary hair colors, glitter, ribbons, beads, etc. Either charge one set fee for participants to use the supplies or have your team members doing these ‘crazy dos!’
- Decoration Station: selling foam stick-ons (hearts & flowers) to use to decorate luminaria bags. 10 pieces/$1
- Kids’ Scavenger Hunt or potato sack race or hula hoop contest - charge an entry fee to participate
- Tie Die / Fabric paints to decorate event shirts
- Lap Counting Beads: participants can count their laps by getting a bead every time they come by your tent site. Beads are “free” but the string/cord to put them on costs $3 - $5.
- Children’s activities: Carnival games & kids themed games and activities
- Lawn Bowling or Bacci Ball
- Jewelry making: selling purple and other colored beads and charms, which can be used to make bracelets or necklaces
- Face Painting / Temporary Tattoos
- Bean Bag Toss
- Scoreboard (Help light the Path For A Cure): selling light bulbs in honor of survivors or persons who have died from cancer. We will light the homerun path with lights. Bulbs are $5 each.
- Pose for Baseball Picture: Take a picture of your face in a baseball setting. The price is $3 per picture.
• Pitch For A Cure: throw baseballs at 3 stacked milk jugs. 3 balls for $0.50. Prizes given for all milk jugs knocked down.
• Picture with a celebrity- get your picture taken with a (cardboard cut out of a) celebrity for $3!
• Guess How Many Lemon Heads in a Jar- pay to put your guess in, winner (or closest to the right answer) get a prize.
• Offer a Cooling Area for $$$
• Foot or chair Message- ask a local masseuse to donate their time and services
• Puzzle Contest- selling puzzle pieces for $1. The matching missing puzzle piece wins a prize.
• Hole-in-one try - Set up a portable putting green for a donation let people try and putt the ball in. Put everyone’s name in the hat that makes it and draw for a prize
• Puppet shows
• Play board games – make a donation to play (great late night activity)

**Items for Sale**

• Ornaments: selling homemade breast cancer Christmas ornaments.
• Bears and Angels: selling bears and crocheted angels for $7 or 2 for $10
• Garden Rock: “HOPE” inscribed garden rocks
• BEARS - Pink Breast Cancer, Father’s Day Bears, Graduation Bears.
• Purple Wrist Bracelets
• Cancer Ribbon Jewelry Sets
• Homemade Crafts- selling crocheted ponchos, blankets, and quilt
• Glow Stuff- selling glow bracelets, necklaces, and mouth sticks for the overnight of Relay.
• Princess Crowns: selling princess crowns (curling ribbon and star garland). Colors include purple and white.
• Flower sales with meaning – Sell carnations of different colors for $2 each so that Relay participants could place them near their loved-ones Luminaria bags.
• Extra Campsite Supplies- Have extra supplies available for a donation those Relayers who do not come prepared- toothbrushes/toothpaste, extra socks, bug spray, sun screen, baby wipes, fans, disposable camera
• Caricature drawings
• Hawaiian leis or Mardi Gras beads
• Moons and stars – hang them on a display or all around your campsite

**Chance Drawings**

*Please see the “Guidelines for fundraising Sales” at the end of the document or contact your event staff partner before planning drawings at your campsite*

• Baskets- selling tickets for family summer fun basket or team themed basket
• Buy chances to win a handmade quilt
• Drawings for a chance to win an American Girl Doll
• Drawing- tickets $2 each or 3 for $5
• Gift Certificate Basket Drawing: including gift certificates from area restaurants ($1 each/6 for $5)
• Donated sports memorabilia items
• Have several items donated and have a silent auction

Get everyone involved!
• Jail and Bail- set up a Jail somewhere at your Relay (make sure it has shade so people aren’t sitting in the sun for too long!) $5 to lock someone up, $3 to get out. Offer “Get Out of Jail Free” passes for $15 to keep from being locked up for the duration of the event.
• Flamingo a Friend or “Flocking” – teams or participants can pay to have another tent site “Flocked” with pink flamingoes!
• Request/Stop a song- work with the DJ to take song request- $3 to request a song, $5 to turn it off! This works well at events with a lot parents and kids!
• Dunk Tank- start by letting people pay for a chance to dunk a local celebrity volunteer. After that- give participants a chance to pay to have their friends dunked, or let people pay for “Dunk Insurance” to not get dunked!

Get ready for Relay!
✓ Once you and your team members have chosen the best onsite fundraiser for your team, coordinate who will do and bring what.
✓ In addition to any specialized equipment you might need, don’t forget a table to display your items for sale.
✓ Along with your walk schedule, set up a schedule of who will cover your sales or activities at what times.
✓ Remind everyone on your team to bring cash to support the other teams’ fundraisers! Checks made out to American Cancer Society can be accepted by team captains for these fundraisers.

GOOD LUCK with your onsite fundraiser and have a great time at Relay! Thank you for participating! Together we are making a difference in the fight against cancer!

American Cancer Society Relay For Life Fundraising Sales Guidelines
One of the most treasured assets of the American Cancer Society is the non-profit status that is granted by the Internal Revenue Service (IRS). The American Cancer Society follows IRS rules, which states we may not sell products for profit. Sales of products, other than IRS approved American Cancer Society products, could result in the loss of our non-profit status.

We’ve provided the guidelines below to assist you. If you have any questions, please contact your Relay For Life Team Recruitment Chair or American Cancer Society Staff Partner.

Teams cannot sell …
• Anything with American Cancer Society or Relay For Life logo and/or name on it. (Example, items purchased from the Relay Gear catalog)

Drawings vs. raffles
• Raffles – where tickets are printed and sold over a period of time – are governed by a variety of state and federal laws. Under no circumstances should a raffle permit be taken out in the American Cancer Society’s name. These permits are limited and reserved for raffles conducted by the Society.
• Drawings – where tickets are sold at a single site on one day – are regulated differently than raffles and are often permitted. Please check with a local Society staff member, since laws vary by state and sometimes by city or town.

Cookbooks and recipes
• Occasionally, supporters will collect local recipes, have them printed for free, and offer a cookbook for a contribution. Approximately one-third of cancers are related to nutrition, body weight, and physical activity. If the cookbook mentions the American Cancer Society as a beneficiary, it’s important to also include a printed statement that the recipes have not been evaluated or endorsed by the Society.