



Year-Round Fundraising **BOOSTERS**

online

post-event awards

team activities

letter writing



Celebrate.

Remember.

Fight Back.

It ain't over till it's over, as the great Yogi Berra said...and in the Relay For Life world, it's not over until August 31st of each year. That means that even after your event, fundraising can continue whether your community meets their goal or not.

Even if you don't meet the financial goal, don't think of not achieving your Relay event dollar goal as not achieving success. In fact, you probably achieved great success with your event: educated participants about early detection, recruited new volunteers or a new team, encouraged that person who turned 50 to make an appointment for a colonoscopy, and all of that is money in the bank. You **SAVED LIVES!**

Of course, in order to continue saving lives, the American Cancer Society must raise money to pay for the life-saving programs and services all year long!

This guide contains some great ideas to give your event that extra boost it may need to reach goal or to blow the top off your Relay!

A Word from our 2009 Division Relay Team Chair...

While pre-Relay and onsite fundraising are the primary focus of our efforts to gather donations for our fight against cancer, we also need to be thinking of innovative ways to use our post-event enthusiasm to continue our support requests of friends and family through the remainder of the American Cancer Society's fiscal year (August 31). For many events, there is a significant amount of time that exists between the final lap and August 31. We can use that time to not only re-contact those that we may have missed or forgotten about in our initial support requests, but also to look for ways to continue to engage our communities for their support.

Post-event fundraising is part of the effort to Fight Back year-round and can be done in conjunction with other Fight Back efforts to educate and inspire others about the amazing organization that we all support. I know that everyone in our Division works hard to make their event a success, and folks are a bit tired after our respective events are over, but if we make post-event fundraising part of our overall Relay plans, we'll be prepared (after a short rest) to take up the charge again and make the most out of each Relay season.

I encourage all of you to look at the ideas in this toolkit and make use of the parts that make sense for your communities and I wish you great success in your post-event fundraising efforts. And finally, please share what works for you with others so we can achieve the best results possible for our Division.

-- Jose Ramos

Strategies for Successful Post-Event Fundraising!



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We DID It!!! We Reached Goal After Our Relay!!!



Here are some success stories from Relays around California...how they continued to *boost* their fundraising...

"Our team is very competitive, we HAVE to be the top team. So when our Team Captain Coordinator said there was a competition for who could raise the most money *after* the event, we had to win! Team members made sure to follow-up with anyone that had promised donations that didn't end up mailing them in time. Most people give up after the event and just wait until next year, my teammates followed up and let the donors know it wasn't too late for it to count for their team! We are planning to have a booth at a car show in July to raise more money."

- LaVerna Edmonds, Torrance Relay

"We have used post event fundraising in our event to really push our teams. The first team to raise \$500 online gets to pick their campsite first and registration fee is waived for the following year. Our job is never done. We have to continue with the push in our community whether it's online or Mini Relays during the summer, whatever works! Our mission is 365 and 24/7...we must keep Fighting Back!"

- Sue Mudd, Tracy Relay

"For the Relays that are close to meeting their goals but haven't hit...here's what happened at Redlands. Starting with the Fight Back ceremony I let people know we were only a few thousand away from our goal and that we can still take donations whether online or via check or cash! I simply asked my community to help out and that together we can do it...and we did! We even surpassed our goal by more than \$5,000! So, encouragement and speaking from the heart will help you achieve much!"

- Bjorn Madrid, Redlands Relay

"We decided we had a lot more to do after our event came in short of its goal. We announced at our Fight Back ceremony that we would be holding a post-event fund-raising Bank Night and encouraged teams to not give up, that we had more time to raise more money! We brought in just over \$9400 two weeks post event, which puts us closer to our goal. We are planning another post event Bank Night at our upcoming Team Captain Wrap-Up...we know we can make great things happen in Gilroy and you can too, in each of your communities!"

- Deb & Mike Sanchez, Gilroy Relay

Post Event Fundraising...WRAP-UPS!



Once your Relay is completed, it's time to hold your Wrap Up Celebration. Wrap-ups provide a venue to celebrate accomplishments, acknowledge efforts, solicit feedback and set the stage for the next year.

But even more, a Team Captain Wrap Up is a perfect opportunity to introduce post event fundraising. Remember, team captains are the group who motivated the X number of teams who raised money in the first place. They are first group you should go to for help in raising money post-event.

Sample Agenda for a Team Captain Wrap Up

1. Eat
2. Celebrate and Recognize (recognize award winners and give team captain thank you gifts)
3. Get Feedback and Ideas (Wows and Yikes)
4. Make the pitch for joining the committee in 2009
5. Share any mission related success stories (someone got their mammogram, a new survivor was connected to transportation assistance, etc.)
6. Introduce Post-Event Fundraising ideas and Official Challenges/competitions

Tips for Introducing Post-Event Fundraising:

1. Keep it positive. Regardless of whether you made your goal or not, post-event fundraising is an opportunity to raise more money in the fight against cancer.
2. Shower them with appreciation and recognition of their efforts before and during the event.
3. Make it mission focused. Remind the group of why raising the money is important providing faces of whom the money helps. Bring in a patient who receives rides to/from treatment appointments or a survivor who has benefited from our research.
4. Tie it in to the Fight Back pledge. Ask each team captain to make an extra Fight Back pledge (and use the pledge cards) to raise another \$XXX.
5. Ask for help. Ask team captains to volunteer to 'head up' certain parts of your Post Event fundraising such as "awards" or "a Blitz." Just think a team captain who does well in helping with one area may be your next Team Captain Coordinator!

Mini Relays...After Your Event!



A Mini Relay is a smaller and shorter length version of a Relay For Life that kids take part in at their school. The goals of a Mini Relay is to supplement fundraising for a community's event as well as promote a healthy lifestyle with kids at a younger age to decrease risk of cancer.



Traditionally, Mini Relays have been held at elementary schools, which works perfectly in the school year. Mini Relays can be challenging during the summer when traditional elementary school is out of session so for Relays that occur during the Spring or early summer, thinking out of the box is key to implementing successful Mini Relays post-event.



Non-Traditional Post Event Mini Relay Opportunities

- Pre-schools
- Playgroups
- Summer Camps
- Summer school programs
- Year round elementary schools
- Youth Centers

The best practice in a successful Mini Relay is to find the right volunteer to lead it. A parent or staff member of a school – someone who is connected to the decision makers – can be a perfect recruit! Also, consider having one of your already established teams “adopt” a Mini Relay as their post-event fundraiser and coordinate the details.

You can take a look at a Mini Relay kit by requesting one through your staff partner.

Post Event ONLINE Fundraising



Use a tool you already have – **Relay Online**. Schedule a series of emails to encourage and inspire additional online fundraising. Current and past team captains, participants, survivors and donors can be contacted to participate in post-event fundraising. Don't forget you can have awards for the team that raises the most money ONLINE *after* the event!

CREATIVE POST EVENT ONLINE FUNDRAISING

Use your Relay Online email tool to help promote the following fundraiser. But wait, you're not done. Promote using other methods too, in case they don't open the email.

Online Blitz:

Choose a week in June, July or August (or all three) and create a BLITZ! Try to raise either \$700 or \$7000 in 7 days.

30 x 30 x 30:

Try to get 30 people to donate \$30 each on the 30th of the month. That's \$900 in one day! Perhaps the next month, you can do 20 x 20 x 20.

Team Challenge:

Have the top fundraising team challenge the other teams to raise another \$250 online each. The teams that raise \$250 or more can do something to embarrass the other team at next year's event, such as shaving the team captain's head. This same strategy can be used for the committee vs. the teams.



Letter Writing

The #1 Fundraising Strategy... Before AND AFTER Relay



Letter writing to friends, family, business associates and others still remains one of the most effective ways to reach out to people and solicit donations. Now days so much of our communication is not written that when we receive a letter in the mail, we take notice! In the next few pages we have provided some sample options for different scenarios that may have occurred in your community.

(Sample letter to Team Captains or Participants/ did not meet goal at event)

Dear Team Captains (or participants):

When my daughter was diagnosed with cancer 7 years ago, our family had one goal: To Beat Cancer. It was a rough two-years of treatment, side effects, sleepless nights, family stress and job stress, but we reached our goal of Samantha beating cancer! She is now cancer free and has a family of her own.

When my friend Stuart asked me to co-chair this year's Relay For Life, we set a goal of raising \$65,000. With help from all of you and our wonderful community, we had a wonderful Relay. Our net total to date is \$53,000. Just like my family's goal was to see our daughter beat cancer, our Relay Committee's goal is to get to their \$65,000!

Two teams have already stepped up to hold one last post-event fundraiser to help us meet our goal. If your team plus 13 more teams each raise \$700 each, we will meet our goal. And who knows ... maybe instead of a fundraiser, someone at your company or who does business with your company will just write a check for the whole amount! It might work! You never know who will help unless you ask!

We have until August 31st to get this done. Let's meet our Relay goal. And let's beat cancer!

Please call me and tell me if your team can help. Here's my phone number and e-mail address.

Sincerely,

Sally Smith
Co-Chair
Relay For Life of Hopeville

1.800.ACS.2345 / relayforlife.org/ www.cancer.org

(Suggested Rainy Relay Letter)

Rain Dampens Track, but not Spirit of the American Cancer Society Relay For Life!

Dear Friend,

The weather didn't hold out for our American Cancer Society Relay For Life, but our dedication to cancer is still as strong as ever! We have \$22,000 to go to reach our goal, and we are excited that individuals and teams are stepping forward with donations that are helping us get there!

If you didn't make it to Relay, or if the rain sent you packing, we wanted you to know that we are still accepting donations, which will be put toward your team total and the Relay For Life. Don't forget you can also donate online at our event website:

We sincerely thank all cancer survivors, team captains, team members, donors and sponsors for their support during this soggy season.

Thanks to you, we are making great progress in the fight against cancer through research, education, advocacy and service, and your dollars are directly helping us to save lives, reduce cancer incidence, and improve quality of life.

Donations to help reach our goal can be sent to _____ at _____.
If you have any questions, please contact _____ at _____.

Sincerely,

1.800.ACS.2345 / relayforlife.org/ www.cancer.org

(Suggested Hot Weather Letter)

Dear Team Captains and Participants,

The weekend of May 31st was HOT! HOT! HOT! but you came out to Relay anyway to represent (your community here) commitment to fight cancer! While we were having fun in the bright and sizzling sun...wearing our sunscreen of course, we were raising money to pay for lifesaving programs and services that the American Cancer Society provides to patients, survivors and their families and to FIGHT BACK against this disease.

Currently, we have raised \$89,000 through letters, online, car washes yard sales and many other fundraisers, just to name a few. Each one of you worked incredibly hard to raise this money and we are so appreciative of all of your efforts. The temperature of our event was high and my hopes are still *high* that we will meet our goal of \$100,000.

If each of our teams raise another \$440 we will reach our goal!

Let's heat up our post-event fundraising through a little incentive to give you all a BOOST! Any team raising another \$1,000 before August 31, 2008 will have their registration fee waived in 2009. Any team raising another \$2,500 before August 31, 2008 will have a 3-hour free pass at the 2009 event, where their team can take a break from the track from 3-6AM (or in the hottest part of the day if it's a scorcher next year too)!

I am thrilled and honored to be part of an organization that has made such progress in the fight against cancer. In fact, we have all been touched by the American Cancer Society. Each time I walk into a smoke free restaurant, I am reminded of how much the American Cancer Society does for each and every one of us. Let's continue to FIGHT BACK against cancer until we reach the finish line!

Please join me in continuing to raise money until we meet our goal.

Sally Smith
Event Chair

p.s. Don't forget to ask your company about matching gifts!

1.800.ACS.2345 / relayforlife.org/ www.cancer.org

(Suggested e-mail blast)

Hey Relayers!

We DID it! We had a great Relay at the fairgrounds last month. We bravely set a \$100,000 goal and while we did not meet it (yet) we know we still will!

Many of you are giving one last push to raise the additional \$28,000 that we still need. This means that if each team raises an additional \$400 that we will make our goal!

Would you consider sending out one more round of e-mails, mentioning how we did (\$72,000 is not bad!!), and asking for donations of \$25, \$50, \$100 or more to get us to our \$100,000? (Mentioning specific amounts is proven to work!) Remember to include your personal reason for Relaying!

Thanks so much for helping us reach goal and for helping the wonderful work of the American Cancer Society in our community. Our deadline is August 31st.
WE CAN DO IT!

Sincerely,

Pete Featherington
Event Chair

Please note: Additional post-event emails that can be sent through Relay Online are located within the back end of the web site. Your Online Chair or staff partner can access these emails, which can be customized for each community

Ghost Event



A ghost event is an event that is planned but does not occur – intentionally. It is a humorous form of letter writing. It can be edited with a summer theme (i.e. Beat the Heat and Stay in the Shade) or any creative theme you can think of.

Read the invitation below to get a better understanding of a ghost event. You creative scrapbookers and invitation makers out there can have a field day with this one! Send to your entire Christmas card list.

TEAM HOPE of the Hopeville Relay For Life
Benefiting the American Cancer Society
Cordially invites you their first annual NON-EVENT, event.

We will not be at the event. We do not wish to look for parking, and drink beverages out of plastic glasses. We invite you to join us in staying home. You will not have to mingle with people you barely recognize. You will not have to eat soggy hors d'oeuvres, buy a fancy outfit to appear in, or travel home after dark.

PLEASE JOIN US IN STAYING HOME

TIME: 6-10:30
DATE: You pick it
COST: \$59.95

Send our team \$50 to continue the fight against cancer and keep \$9.95 to buy a beverage of your choice to share with a loved one.

We look forward to **NOT** seeing you.

RSVP by August 1st using the enclosed card.

Team Fundraising



Team fundraising is a mainstay of Relay fundraising. There are tons of fundraisers that teams can do after the event – you just have to be a little creative!



We Just Can't Stop Lapping the Track!

This is a post-event take on a common onsite fundraiser. Start by using coin cans to collect coins for a few weeks. Then, select a day (either a busy weeknight when traffic is busy) or a Saturday and start laying the collected coins next to each other around "the track." The "track" can be the sidewalk of a small city block or a parking lot adjacent to a busy street. Create large signs that volunteers can hold on busy streets requesting more coins to try to get the entire "track" covered that day.

The Old Standbys

Garage/Yard sales, Bake sales, car washes – so many people do them because they work!

Raffles

Raffles are another "old standby" that works. Please be sure to follow State of California Raffle laws. Your staff partner can guide you through this process.

Corner Collections

A familiar site, many of us have seen the fire fighters in our community on a popular street corner filling their boots with donations. Some communities sell special editions of their local newspaper at certain times of the year at intersections around the city with donations benefiting various charities.

Why not Relay? Consider staking out a popular intersection with signs that say...We Won't Stop Relaying 'Til We Reach Our Goal! or some other creative slogan!

Post Event Bank Days



We all have Bank days leading up to our Relays, but how many of us have then AFTER the event? Think of the money your teams may still be collecting...why not make it easier for them to deposit it by having one or two...heck even three post event bank days! Offer incentives to the team that bring the most money to each one!

Post Event Fundraising Kits for Teams



Make it easy for the teams to fundraise post-event! Work with your staff partner (please give 2 weeks for supply ordering) to create kits for teams – ideal to give out at a Wrap Up when introducing Post Event Fundraising.

What to include:

- ❑ “I Dressed for Relay” stickers and posters
- ❑ Stars and Moons
- ❑ Coin cans
- ❑ Fundraising Handbook
- ❑ Sample post event fundraising letters
- ❑ Team Captain and team member envelopes
- ❑ Instructions for turning in money and deadlines post-event

Post-Event Fundraising Awards & Incentives

Awards and incentives can motivate post-event fundraising. Here is a list of some of the post event awards your community can give to inspire fundraising to continue after your event. Consider giving out your post event fundraising awards at your Kickoff.

- ❑ Top Post Event Fundraising team
- ❑ Top Post Event Fundraising individual
- ❑ Top Online Post Event Fundraising team
- ❑ Top Online Post Event Fundraising Individual
- ❑ Most Creative Post Event Fundraiser
- ❑ Most Matching Gifts
- ❑ Honor all of your Mini Relays

Incentives can also motivate teams to continue their fundraising efforts. Here are some common incentives that could work in your community:

- ❑ Preferential campsite selection
- ❑ A “free pass” for the team to not have someone on the track between 2am and 6am.
- ❑ A “jump the line” pass for teams to be first in line for meal times.
- ❑ VIP treatment: get a local limo company to shuttle a team to the event
- ❑ Waive or discount the 2009 registration fee
- ❑ Credit the post-event money they raise to their 2009 fundraising total
- ❑ A large amount of “spirit points” that can be credited to their 2009 total.



Matching Gifts

Matching gifts are when companies “match” a charitable gift an employee makes. It is typically a 100% match or a 50% match up to a certain dollar amount. Matching gifts are still an effective way to continue fundraising after your event. Getting the word out to remind participants and donors about matching gifts is the key to success.

Use Relay Online, Wrap Ups, thank you letters to team captains, the Fight Back/Closing Ceremony, and any post-event communication to promote matching gifts.

We have some great resources for checking to see if your company is known to participate in a matching gifts program. (Please note: This is not an exhaustive list.)

Relay Online: Log on to your community’s Relay web site and click the “Double Your Money” link on the left side navigation.

Gift Plus Online: An outside source that includes a consistently updated matching gifts database. www.hepdata.com/gpo login: acsca password: go2acs

Matching gifts brochure: Ask your staff partner to provide matching gifts brochures that include top companies who participate in matching gift programs, ideal for a Wrap Up Celebration.

In addition to matching gifts, some companies have programs where they “pay” a charity of an employee’s choice for volunteer hours that the employee contributes, and many times participating as a Relay For Life team member qualifies for these programs. Remind participants about checking into these programs as well with their employer.

Publicity

How you promote your post-event fundraising campaign will be key to your success. Here are some great ways to promote post-event fundraising in your community.



- ❑ Relay Online – already in place with contacts pre-loaded
- ❑ Newspaper article in your local newspaper (Hopeville Relayers still on track to meet goal)
- ❑ Article on local community's web site.
- ❑ Wrap Up Celebration
- ❑ Thank You letters to sponsors, in kind donors, community members

Keeping Relay top of mind for your community for the first few weeks after your event will contribute to a successful post-event fundraising campaign.

2008 Post Event Fundraising Focus Plan Worksheet



Event Name: _____

Event Date: _____

Goal for Post Event Fundraising: \$ _____

My event plans to do the following post event fundraising (check all that apply) and provide additional comments below.

_____ Introduce Post Event Fundraising at the Wrap Up
Point Person: _____
Comments:

_____ Mini Relays
Point Person: _____
Comments:

_____ Post Event Online Fundraising Campaign
Point Person: _____
Comments:

_____ Team Fundraising activities
Point Person: _____
Comments:

_____ Awards or Incentives for Post-Event Fundraising
Point Person: _____
Comments:

_____ Matching Gifts campaign
Point Person: _____
Comments:

_____ Post Event Fundraising Blitz (raise XXXX much \$\$\$ in so many days)
Point Person: _____
Comments:

_____ Letter writing campaigns designed for post event donation requests
Point Person: _____
Comments:

_____ Fundraisers coordinated by the committee as a whole
Point Person: _____
Comments:

_____ Outreach to current sponsors
Point Person: _____
Comments:

_____ Other (please detail below)
Point Person:

Other:

Who will serve as the "point person" for all Post Event Fundraising overall?

Any known team fundraising activities already planned?

How do you plan on promoting/publicizing the need for post event fundraising to your participants?