

**CELEBRATE.**

**REMEMBER.**

**FIGHT BACK.**



# **Relay For Life High Plains Post Event Fundraising Ideas **Guidebook****





**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 31<sup>st</sup> 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 your 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 High Plains Relay For Life Advisory Team Leaders...**

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. We know that everyone 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.

We 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 we 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.

**Charlie Mason and Gay Lynne Jones**

# Strategies for Successful Post-Event Fundraising!



- ❑ Success Stories from Relays around the nation (pages 3 – 5)
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# We DID It!!! We Reached Goal After Our Relay!!!



**Here are some success stories from Relays across the nation.....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, Relay For Life of Torrance*

"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, Relay For Life of Tracy*

"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, Relay For Life of Redlands*

"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 fundraising 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, Relay For Life of Gilroy*

I couldn't stand not to make goal! I contacted my top team captains and asked them each to raise another \$500. I asked them this after calling to thank them for their participation and asking them their reason to Relay. I then told them my own personal reason to Relay and then I made the ask. Every single team captain came through. Most brought in a collection of checks. But three of them brought in one \$500 check

each. One was from the car dealer where he had just bought a new car. One was from a carpet company where another one had recently bought a new carpet. And the other one got the \$500 from a friend whose son had cancer. People say yes. You just have to ask!

*Marlene Whitefield, Relay For Life of Merriem County*

Our Relays who didn't make goal always send a newsletter out, telling how much money they need. Usually about half of what they are short comes in. They then do a series of phone calls to get the other half. They do this "telethon-style" from one of our committee member's offices. We have refreshments and it lasts about an hour. We have a gong they hit every time they get a pledge of \$250. It's fun, rewarding, and it's great to see everyone working together.

*Joyce Tolbert, Relay For Life of Porter*

We have campgrounds where lots of recreational vehicles gather. It's quite a community. We asked 5 of the campgrounds to have weekly luminaria ceremonies (They ask for a \$20 donation per bag.) People at campgrounds are always looking for something to do, and especially like activities where they can interact.) Our three Relays were short a total of \$58,000 and our campground efforts cut that in half.

*Stacy Cadberry, Relay For Life of Logan*

Our committee was tired and at first, didn't want to put the effort into "making up" our \$15,000 shortfall. But two of the survivors wouldn't accept that! So they went on every local radio station, talked about their cancer experience and about the wonderful work of the American Cancer Society. As a result they got donations of about \$4500. They were so excited that they started calling the team captains, plus some of the team members they know. I can't remember the final result ... but I know they went a few hundred dollars OVER the shortfall!

*Casey Williams, Relay For Life of Crete*

We asked some survivors to brainstorm how they could raise the \$22,000 we needed. They set a timeline to create urgency, and conducted their own little campaign and raised the entire amount in less than two weeks. They called on companies and individuals with whom they had done business. One contacted all the vendors that supply his company. One worked for a homeowners insurance company and collected \$5,000 from one of the building contractors that gets a lot of their business!

*Dan Sullivan, Relay For Life of Pond County*

We found two teams to do an extra fundraiser after the Relay. Then we used them as "good examples" in the wrap-up newsletter that we sent it out. Four other teams then jumped on board doing fundraisers. We brought in an extra \$9,000. Oh, and we gave them a three-week deadline.

*Bill Bratworth, Relay For Life of Clayton*

We called all our bronze, gold and silver teams and told them how much they needed to get to the next level. We told them to send in their money (do a fundraiser, get the boss to write a check or whatever) and that we would bring them their new sign. It worked! We got \$11,000 in just two weeks. You gotta have a short timeline on this kind of stuff in order to keep up the excitement and get it done. Otherwise you'll get too tired.

*Jackie Devonshire, Relay For Life of Ft. Smith Township*

Our chair sent out a blast e-mail to everyone who had registered online. We thanked them, told them of our results, and asked if they would make one more e-mail push. Our chair asked if they would “include” her in the letter so she could collect all the letters. At least two people told us that her requesting a copy inspired them to really send out e-mails because they wanted her to know that they had responded to her request. About \$4,000 came in. One was from an individual who gave \$1,000! You just never know! We needed more than \$4,000 so at the same time, we did the e-mail blast and asked some of the survivors and team captains to do fundraisers. You gotta do several things at once in order to get this done in the shortest amount of time possible.

*Martin Jones, Relay For Life of Littlefield*

We communicated directly with the participants (instead of through the team captains). We framed the letter as a direct thank you to everyone who participated. We mentioned how sure we were that we were going to collect the \$10,000 we still needed. We called it the “10 in 10” challenge, asking for 10- \$1,000 donations in 10 days, asking folks to think of a boss, business customer, someone touched by cancer, etc. who was capable of giving \$1,000. We asked them to send a check or to call ACS and charge it over the phone. We got \$4,000. The committee couldn’t believe it! Next year we’re going to add a twist to it by sending out a second follow up letter, mentioning what’s come in and setting a “5 in 5 “ challenge (asking for \$500 donations.)

*Hector Lee, Relay For Life of Darwin*

Don’t forget to round up “matching gifts.” You can access a matching gifts website (Gifs Plus Online) at [www.hepdata.com/gpo](http://www.hepdata.com/gpo) or click the link to a matching gifts query tool on [cancer.org](http://cancer.org). Or suggest that folks tell their bosses how their team did, and ask the boss to personally match you or your team’s contribution! (Or to write a check for the entire shortfall) ... You just never know ... and if they laugh and say no, then go for a lower amount ... say \$500, and they’ll say yes!

*Josh Blackfield, Relay For Life of Norton*

We did a phone tree with the team captains. They called each other. We put a little effort into listing the most enthusiastic team captains first on the list so that the phone tree would continue as long as possible before it died. We gave a 12-hour deadline. We were a little disorganized, but, hey, it brought in \$2,750! We could have brought in more if we had tried several strategies at once and not just the phone tree idea.

*Rose Beanfield, Relay For Life of Tanner Heights*



# 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 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 2010
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. Provide faces of those the money helps. Bring in a patient who receives rides to/from treatment 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 Development Chair!

# 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 goal of a Mini Relay is to supplement fundraising for a community's event, as well as promote a healthy lifestyle with kids.

Traditionally, Mini Relays have been held at elementary schools, which work 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 fundraisers. 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 May, 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 Campaign:***

Try to get 30 people to donate \$30 each on the 30<sup>th</sup> of the month. That's \$900 in one day! This can be done individually or as a team --- if you have 15 members on a team, ask each member to ask 2 people for \$30. Perhaps the next month, you can do 20 x 20 x 20. Imagine the possibilities if all your teams participated in this campaign.



### ***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.

### ***\$0 Raised Blitz:***

Send an e-mail to all participants that have \$0 raised and challenge them to send one last plea for donations. Use this opportunity to breakdown the event goal per member (i.e. need \$50/member to make our \$75,000 event goal).

# Relay Online...How to Keep the "FUN" Raising!



The great thing about Relay Online is that it can work as an online fundraising tool even after your event is over! Relay Online is a great way to keep the fun (and funds) of Relay going long after your event has passed.

## *Have a Relay Online Challenge!*

- Offer every team that raises an extra \$500 online after the event a 50% discount on next year's registration fee.
- Offer every team that raises an extra \$1000 online after the event a 100% discount on next year's registration fee

## *Benefits to you*

- Minimum of 20 teams @ \$500 = \$10,000
- Confirmed teams signed up for next year
- Opportunity for teams who didn't do as well fundraising to get into the fundraising race!

## *How can teams get this money?*

- Encourage teams to send out a Final Friends and Family E-mail Push
  - Follow up with the individuals who did not respond to their previous Friends and Family e-mail...often people intend to give a donation but allow time to pass, this will let them know it's not too late!
  - Ask for a specific amount in the e-mail
  - Include a date that friends and family should reply back
- Friends Asking Friends.....Send out a Thank You E-mail to those who gave a donation this year and/or last year and share with them your teams \$500 K Challenge.
  - Ask them to forward your e-mail to 3 special friends who care about the fight against cancer asking them to give a donation.

## *Where do you promote it?*

- At your wrap up party
- During Closing Ceremony after you give the Top Online Fundraising Award for pre-event fundraising
- Through Your Relay Online Campaign - In a Final E-mail Push
- Through a Call-A-Thon-committee members or survivors calling the team captains to share the challenge

## *Things to consider*

- Set a campaign date with start and finish dates.
- Pull a report regularly to confirm where your teams are in fundraising during this push and keep the team captains/members posted on the progress to keep everyone motivated.
- Make sure everyone understands the rules
  - "This is online fundraising, this is money raised after the event, etc"

## *Other Possible Benefits for the Participants*

- Individual Incentive Prize Program extended
- Prize to team captain whose team raises \$500 (in online money after the event)
- First 5 teams that raise \$500 get their team in a drawing for a team prize

## **“Share The Experience” Post Event Online Fundraising**



Relay For Life is an opportunity for a community to come together and rally behind the support of their survivors and to fight back against this disease. Even though the event is over, the fight against cancer is not. We need you to share your experience and the memories you had at Relay with those around you in your community and across the country. Together, we will work as a team to help fund the programs and services of the American Cancer Society and to help eliminate cancer.

### Share The Experience: Creating The Plan

#### 1. Celebrate The Experience

- a. Create a list of e-mail addresses (friends/family, co-workers, neighbors, etc.) and share your experience with them.
- b. Highlight your memorable experience in your e-mail – make it personal and remember the opportunity.
- c. Upload a picture of the event to your personal homepage, which will provide a visual for your e-mail recipients.

#### 2. Remember The Experience

- a. At the event, what was your most memorable experience?
  - i. The Survivor Lap
  - ii. Luminaria Ceremony
  - iii. Being a Team Captain
  - iv. Walking The Track
- b. Why was this experience memorable?

#### 3. Fight Back with the Experience

- a. Ask for a donation to the Fight Against Cancer! Even though the event has ended, the fight against cancer has not.

# 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 31<sup>st</sup> 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

1.800.227.2345 / RelayForLife.org / 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: [www.RelayForLife.org/](http://www.RelayForLife.org/) ( [your specific address here](#) )

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,

## ***(Suggested Hot Weather Letter)***



Dear Team Captains and Participants,

The weekend of May 31<sup>st</sup> 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!

## ***(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,

Your Name  
Event Chair

P.S., Of course one e-mail to the right relative or friend who would gladly write a check for \$500 or \$1,000 is another way to get this done. It does work for some folks. Or, if your company does a lot of business with a particular vendor, the vendor might be glad to help in a big way too...if asked!

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

*(Enclosure for “Post Relay Challenge” Committee Packets/Blast e-mails/Letters to Participants/Wrap-up Newsletter/Back of Wrap-Up Party Agenda, etc.)*



## Your Extra Push DOES Make a Difference!

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 5 women = \$500**

**Our National Cancer Information Center** receives 1.2 million calls from around the country every year to its 24-hour toll-free line — 1.800.227.2345. Cancer information specialists answer questions about cancer treatment options and local cancer resources. **83 hours of toll-free access = \$250**

**Volunteer Drivers** hit the highways, shuttling cancer patients to and from their treatments. 8 roundtrips for 1 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 1 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 1 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 4 women = **\$800**

**Test Tubes** allow researchers to test promising anticancer medications and study tumor growth. **Case of 500 = \$150**

# 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.

Relay For Life of Hopeville  
Benefiting the American Cancer Society

**TEAM HOPE**

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: 6:00 pm – 6:00 am

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.

(create your own card with your specific information)

# 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 Texas Raffle laws. Your staff partner can guide you through this process.

## **30 x 30 x 30 Campaign:**

Try to get 30 people to donate \$30 each on the 30<sup>th</sup> of the month. That's \$900 in one day! This can be done individually or as a team --- if you have 15 members on your team, ask each member to ask 2 people for \$30. Perhaps the next month, you can do 20 x 20 x 20. Imagine the possibilities if all your team members participated in this campaign.

## **Corner Collections**

A familiar site, many of us have seen, is 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 them 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
- ❑ Fundraising Handbook
- ❑ Sample post event fundraising letters
- ❑ Team Captain and team member envelopes
- ❑ Instructions for turning in money and deadlines post-event



## 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 a great resource 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.

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.

# 2009 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:

<b>Other:</b>

<b>Who will serve as the "point person" for all Post Event Fundraising overall?</b>

<b>Any known team fundraising activities already planned?</b>

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

# We Accept The Post-Relay Challenge!!



## Instructions:

Send Part A to your Staff Partner after your Relay. Save a copy. Then, on August 31, fill in Part B on your copy and send the form in again.

We'd love to add your success story and your name (send us a "testimonial") to our list of ideas for next year.

### Part A: (Deadline: Two Weeks After Relay)

Yes, I will do my best to inspire my Relay committee and Team Captains to accept the "Post Relay Challenge" of raising \$\_\_\_\_\_ by \_\_\_\_\_ (date).

Event Chair: \_\_\_\_\_

Name of Relay	'09 Net (as of _____)	'09 Goal	'09 Post Relay Challenge Goal (Set it Yourself!)
	\$ _____	\$ _____	\$ _____
	\$ _____	\$ _____	\$ _____

### Part B: (Due August 31)

Thanks for the Toolkit! We tried the Post Relay Challenge.

Here are our results: \$\_\_\_\_\_ raised.

Here are our comments/testimonials:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



# 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 3am 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 2010 registration fee
- ❑ A large amount of “spirit points” that can be credited to their 2010 total