



# RelayNews



We **save lives** and create more birthdays by helping you stay well, helping you get well, by finding cures, and by fighting back.

April 2012

## Relay For Life of South Washington County June 8 & 9, 2012

April 6, 2012 **(63 Days to Relay!)**

Dear Relayers,

We are thrilled to have you join us for Relay For Life South Washington County 2012! For those of you who have registered: Thank You!

For those who have not yet registered their team, **WE NEED YOU!**

Please [go to the website](#) today and click REGISTER A TEAM. You will have time to add team members over the next few weeks. The next **TEAM CAPTAIN** meeting is **April 19<sup>th</sup>** at East Ridge. We will be **FINALIZING THE TEE SHIRT ORDERS**, so gather your team members, and register your teams **TODAY!**

Fundraising now is extremely important, and as you will read below, there are lots of ways to raise money for the American Cancer Society! Be creative and persistent as you **Make the Ask!** Every dollar raised helps to create a world with less cancer and more birthdays!

We challenge each team to raise a minimum of \$1,500 or each team member a minimum of \$150. If all of our teams and participants meet, or better yet, exceed these goals, we should be able to reach our Event Goal of \$300,000 this year.

I am honored to be the Event Chair for 2012 and together with Jen Rockhill as Co-Chair, we are so fortunate to be joined by a magnificent Planning Committee of wonderful volunteers. We all have witnessed the growth and power of our communities coming together for a night to Celebrate, Remember, and Fight Back. We anticipate a fun and memorable Relay with all of your participation!

We look forward to meeting all of you over the next two months as we prepare for our big event June 8-9 at East Ridge High School. Contact us with any questions, concerns, or success stories! We love to hear from you!

**Now, Go Forth and Fundraise!!!**

With Hope for a Cure,

Mara Mayberry

Event Chair

[maramayberry@comcast.net](mailto:maramayberry@comcast.net)

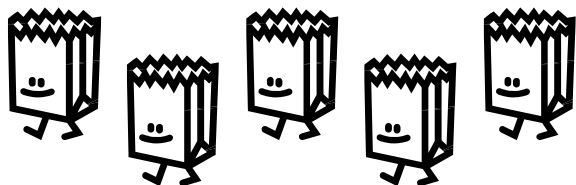
Jen Rockhill

Co-Chair

[jennifer.rockhill@ysb.net](mailto:jennifer.rockhill@ysb.net)

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# LUMINARIA BAGS

A WAY TO HONOR AND REMEMBER THOSE TOUCHED BY CANCER

## USE TO FUNDRAISE!

- Suggested \$10 donation
- Offer to make a bag for those that make a donation

## CREATE

- Decorate bags in honor or memory of those who have been touched by cancer

## REPORT

- Please know how many luminaries your team creates!
- Please return unused bags

## ILLUMINATE

- Set up your luminaries around the track at Realy
- Bring a lighter to help light the luminaries!



For more bags or questions, contact  
Maija ☎608.358.8538 ✉mmaier@sheratonwoodbury.com

**Cancer Prevention Study-3 (CPS-3)** is a grassroots American Cancer Society research study that will significantly increase our understanding of how lifestyle, environment, and behaviors relate to cancer risks. It is the only nationwide study of its kind in the U.S.

The goal is to recruit 300,000 study participants from across the country by December, 2013, with 14,500 of those participants to be from the Midwest Division. Enrollment will take place at multiple venues in division, including at select American Cancer Society Relay For Life events and at partner worksites.

Individuals are eligible to participate if they are willing to make a long-term commitment to the study by filling out questionnaires approximately every two years, are between 30 and 65 years of age, and have never been diagnosed with cancer. It is a once-in-a-lifetime opportunity to make an impact on this and future generations.

For more information about CPS-3 visit [www.cancer.org/cps3](http://www.cancer.org/cps3) or call 1-888-604-5888



We **save lives** and create more birthdays by helping you stay well, helping you get well, by finding cures, and by fighting back.

[cancer.org](http://cancer.org) | 1.800.227.2345

## Making a Difference as a Society Volunteer

Kari Liotta got an early start as an American Cancer Society volunteer. "I was diagnosed with thyroid cancer when I was 16," she said. "I attended my first Relay For Life and fell in love with it. I enjoyed the sense of community it brought me."

At the University of Wisconsin-Madison Kari found out about Colleges Against Cancer and joined as the survivor chair. It was her first real chance to meet and talk with survivors her age.

Since then Kari has had many challenging and interesting opportunities in her work as a volunteer for the American Cancer Society, including being a member of the National Colleges Against Cancer Leadership Team and on the Relay For Life Nationwide Leadership Training Team. She has served as a keynote speaker, trained volunteers and had the chance to expand her professional network. She now serves as co-chair of the Midwest Division Relay Advisory Team.

When asked what advice she would give other American Cancer Society volunteers, Kari has a few tips that have helped her in the past.

"Don't view your volunteer work as a job, or another thing on your plate," she said. "Remind yourself why you're doing it, and use it to recharge batteries. It can be an energizer, not a drain."

How about when things don't quite work out the way you wanted?

"It's easy to be bummed out when you put in a lot of time and something unforeseen happens," she said. "It's important to remember that the hard work you put in work wasn't wasted. You've learned something along the way. Obstacles are a good way for us to reevaluate our priorities and how we go about doing things. Obstacles encourage us to think and work differently."

And how does this busy graduate manage her time?

"Break up your duties, set aside a little time each week," she said. "Recognize how you work best and translate that to your volunteer duties."



# MWRELAYFORLIFE.ORG

The source for all things Relay in Iowa, Minnesota, South Dakota, and Wisconsin

home documents & resources trainings youth find your relay contact us

Search this website...

GO

DAY OF EVENT

FUNDRAISING

MARKETING AND PUBLICITY

MISSION / ADVOCACY

SURVIVORS / CAREGIVERS

TEAM DEVELOPMENT

YOUTH



#### NEWS & UPDATES

Subscribe to receive new updates and ideas in your Inbox!

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#### FEATURED VIDEO

## Relay Volunteer Support Web site Available

Ever wish you could get new and different **fundraising ideas** from your fellow Midwest Relay volunteers? Do you like to hear **updates** on the various ways that the American Cancer Society is supporting cancer patients in your area? Want to learn unique **ways to promote** your Relay event?

Please visit [www.mwrelayforlife.org](http://www.mwrelayforlife.org) for all of this and MORE!

While you are there, you can sign up for our subscription service which will notify you via email when new ideas and resources have been posted.

RFL- SO WASH CO will be at the

### Woodbury Expo

Saturday, April 14<sup>th</sup>

10:00 am – 4:00 pm at

Bielenburg Sports Center

Or

Join us on April 26<sup>th</sup>

5:00 – 8:00 pm at

Cottage Grove Ice Arena

for the

**Cottage Grove Business**

**Showcase**

## Facebook Challenge!

“Like Us” on Facebook to get information about upcoming events, meetings and Relay needs to know. For every 50 new likes on Facebook we will have a drawing for a RFL- So Wash Co prize!

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## Team Captains Are Key!

Our events hinge on the success and enthusiasm of our Team Captains, because without them, we don't have teams and without teams, we don't have an event! Our Team Captains are busy people, so it's important that we use our time with them wisely. We need to make Team Captain meetings worth attending - we want them to look forward to them, not dread them! This is our opportunity to give our Team Captains a taste of what Relay will be like, not "just another meeting." They are more than just a way to disseminate information...they are also a way to spread the enthusiasm for our upcoming Relay For Life event!

While using an agenda to stay organized and being mindful of time is important, it's not all there is to think about in planning. Think outside of the box to try to make your meetings both informative and motivating- it's OK and encouraged to mix things up a bit!

Team Captain's meetings are also a great way to recognize teams for their accomplishments leading up to the event; for example: a team reaching its goal, surpassing what it raised last year, and hitting important fundraising milestones. Think about how you can incorporate "Mission Moments" - and educate our volunteers on the mission of the American Cancer Society.

If you're not sure what your Team Captains need or want from the meeting, ask them! Getting feedback not only on what they would like to see at meetings, but also the event, is a wonderful way to empower and further engage our Team Captains. For more meeting ideas, check out the "Relay Meetings" under the documents and resources tab at [MWRelayForLife.org](http://MWRelayForLife.org).

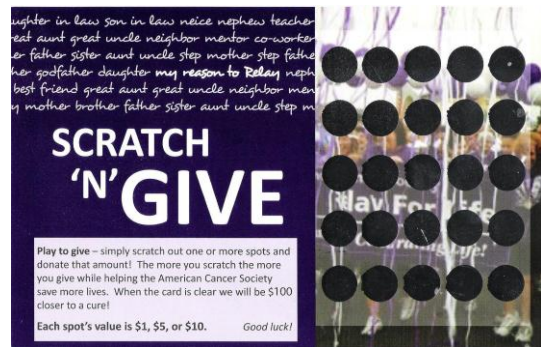
Good luck and thank you for all that you do!  
Kari Liotta  
Midwest Division Relay Advisory Team Co-Chair

## Bark For Life on Cinco de Mayo

Grab your canine friends and join us to thank our animal pals for their support as we fight cancer. Walk laps at Ojibway Park from 8 to 11am with your canine friends and raise money for the Relay For Life of South Washington County.

Teams can [register online](#) for Bark For Life and Relay For Life – South Washington County. Learn from local vets about how to care for your pet and enjoy Cinco do Mayo activities with the whole family!

### Special prizes are available for the top fundraising Bark for Life Teams.



Looking for a Quick and Easy Fundraising Idea?

Pick up the Scratch-n-Give card at the next Team Captain's Resource Session on April 3rd.

Have people scratch off a dot (or two) and donate the dollar amount under the circle they choose. Each dot has a dollar value of \$1, \$5, \$10 -- easy denominations for people to give. When all of the dots are cleared, you'll have \$100 for your donation total in the fight against cancer!

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## Honorary Caregiver Nominations Wanted!

Battling cancer is just that, a BATTLE! and so often, friends and family feel helpless as they watch their loved ones fight for their lives. They are not helpless though. Driving someone to cancer treatments, holding their hand through the tough moments, making dinner, or cleaning the house for the cancer survivor makes the battle that much easier. You don't have to donate bone marrow or a kidney to be a hero to a cancer survivor.

In 2012, Relay For Life of South Washington County would like to thank all our caregivers for the work they everyday! During opening ceremonies on June 8, 2012 we will honor three caregivers who represent all of what is great about each person who helps someone else battle cancer.

Nominate your caregiver today by sending your nomination form to [Jen Rockhill](#) or [Mara Mayberry](#). Nomination forms can be found on Relay For Life website or stop and pick one up at any of our team resource sessions.

### Congratulations Colors of Hope!

Nicole Ethier, Team Captain of Colors for Hope made \$450 dollars with their Prom Dress Fundraiser. A HUGE success! The youth team collected 40 dresses from people willing to clean out their closet for a good cause. The sale was on Sat, March 3<sup>rd</sup>, 23 girls attended and 9 dresses were sold at \$50 each.

The fundraiser was a new idea that Nicole would love to pass along to another youth Relay team. "I will save the dresses for them for next year:" , Nicole said.

If you are interested please contact [Michelle Alpers](#), Team Development Chair.



#### Important Dates

##### Relay For Life South Washington County

(all meetings begin at 6:30 pm)

- April 3, 2012: **Committee Meeting** East Ridge  
**Team Captain Resource Session and Bank Night**
- April 14, 2012: **Woodbury Expo** Bielenburg Sports Center 10-4pm  
**Learn about Relay and reach out to the community**
- April 19, 2012: **TEAM CAPTAIN MEETING**  
**Tee Shirt Orders Due and Bank Night**
- April 26, 2012: **Cottage Grove Business Showcase** Cottage Grove Ice Arena 5-8pm  
**Learn about Relay and reach out to the community**
- May 8, 2012: **Committee Meeting** East Ridge  
**Team Captain Resource Session and Bank Night**
- May 22, 2012: **FINAL TEAM CAPTAIN MEETING**  
**Pick up tee shirts and Bank Night**
- June 7, 2012: **Committee Walk Thru**  
**Final Bank Night** Raptor Stadium (for team member credit- Deposits during Relay are Team Credits only!)
- June 8, 2012: **RELAY FOR LIFE SOUTH WASHINGTON COUNTY**  
**Camp Set up begins at 3pm East Ridge High School**
- June 9, 2012: **Final Victory Lap** and Camp Clean Up at 8 am.

# Fundraise Your Way to Relay Success!

Here are some new fundraising ideas for your team! Remember—any idea can be modified so that it works for you! Be creative!

## **Fundraise At Work:**

- Have a bake sale! Sell items by the slice, by the plate or by the pan! Or offer certificates to provide a dessert once a month for a flat rate!
- Host a potluck lunch! Ask people to bring a dish to pass and charge an amount per plate. Or make a lunch yourself (Lasagna? Baked potato bar? Tacos?) and provide your co-workers with a lunch in exchange for donations.
- Have a purse swap! Ask co-workers to bring in purses or bags they no longer use and charge \$5-10 per bag!
- Have a “Dress Down Day” at work! Ask co-workers for a donation of \$5 to dress in jeans for the day. Official “I dressed in support of Relay For Life” stickers are available from Laura!
- Put a plastic water bottle on your desk and ask your co-workers to donate their change. If you fill a 16-oz bottle with dimes, you’ve raised \$100!
- If you work in a retail establishment, you can sell paper suns and moons to customers for \$1 and display the cards to show support for Relay!
- Brown Bag It! Invite an American Cancer Society staff member to speak during your lunch hour on a cancer topic. Ask your co-workers to contribute the amount that they would have spent going out for lunch to your Relay team.

## **Fundraise At Home:**

- Host a party! Many at-home sales businesses (such as Pampered Chef, PartyLite, Home Interiors, Tastefully Simple...) will donate the proceeds of a sale to your Relay Team.
- Sell something unique! Make a big batch of salsa and sell it by the jar! Or sell Relay Roast Coffee—available at [www.relayroast.com](http://www.relayroast.com)!
- Have a plant sale! Partner with a local greenhouse to get plants at cost and sell them as a living memorial to those who have been diagnosed with cancer. (Especially great around Mother’s Day!)
- Flush Out Cancer! Paint a toilet purple and put it in someone’s yard with a sign that says it costs \$10 to take it away, \$20 to give it to a friend and \$30 for Toilet Insurance (meaning it will never come back)! (Can also be done with a yard of pink flamingos!)
- Clip Coupons! Partner with several local businesses to create a Relay Coupon Book with great deals! Sell the books for \$5-10 each.
- Put a link to your Relay web site in the signature area of your web site to remind friends and family to donate to your team! And don’t forget to link your Facebook site to the RFL website when you register online!

## **Fundraise With Your Kids:**

- Bus tables for tips! Partner with a local restaurant and have your team volunteer as busboys/girls for a Friday Fish Fry. Put out cups on the tables for Relay donations, and ask the waitstaff to share their tips as they would with the usual bussers.
- Have a mini car wash! Offer to wash windshields of cars going through a local drive-thru for a donation to Relay!
- Organize a “Penny War” at school! Each class brings in pennies, and students can “sabotage” other classes by putting other coins in their jars (deduct the amount of the silver coin from the penny total). Give the winning class a reward!
- Have a Mini-Relay at your child’s school! Ask Laura for more information.
- Ask your child’s school to have a Hat Day for Relay! For a \$1 donation, students can wear a hat to school for the day. It can also be explained to children how sometimes cancer patients need to wear a hat or wig following cancer treatments.
- Host a Chili Feed for friends and family! Or, if you’re feeling more adventurous, have a special themed dinner party—charge guests for a “Mardi Gras” themed evening with food, drinks, and games for a fun night in!
- Work with a local sports team on a “Home Game” fundraiser. Ask donors to contribute a certain amount per shot a team member makes, or a certain amount per point! You could also host a 50/50 raffle at halftime!
- Dance for a cure! Host a school dance to raise money for your Relay team!
- Bark For Life! Host a dog walk so that your four-legged friends can have a Relay of their own!

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