

# American Cancer Society Relay For Life



## Team Captain Guidebook

Everything You Need to Get Ready to Relay!

**Celebrate. Remember. Fight Back.®**  
Visit [RelayForLife.org](http://RelayForLife.org).





# Welcome to the American Cancer Society Relay For Life!

First and foremost, thank you for helping the American Cancer Society create a world with less cancer and more birthdays. By lending your support as a Relay For Life Team Captain and joining with people around the world who are participating in this life-changing event, more than 11 million Americans who have cancer and countless more who have avoided it will be celebrating a birthday this year.

As the world's largest movement to end cancer, Relay For Life unites more than 5,000 communities to celebrate the lives of people who have battled cancer, remember loved ones lost, and fight back against a disease that has taken too much. This Team Captain Handbook will help prepare you for your local Relay For Life and keep you on track so that you have a successful – and meaningful – event.

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Event name: Relay For Life of \_\_\_\_\_

Event Web site: \_\_\_\_\_

Team name: \_\_\_\_\_

Team members: \_\_\_\_\_

(Teams generally  
include from 8 to 15  
members.)

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Team fundraising goal\*: \_\_\_\_\_

\*Use the team goal-setting worksheet on page 6.

Event Chair(s) name and email: \_\_\_\_\_

Online Chair name and email: \_\_\_\_\_

### **Event Schedule/Important Meeting Dates**

Team Captain Meeting: \_\_\_\_\_

Team Captain Meeting: \_\_\_\_\_

Team Captain Meeting: \_\_\_\_\_

Bank Night: \_\_\_\_\_

T-shirt Pickup Night: \_\_\_\_\_

Wrap-up Meeting: \_\_\_\_\_

### **Relay Event Information**

Setup Time at Relay: \_\_\_\_\_

Opening Ceremony: \_\_\_\_\_

Luminaria Ceremony: \_\_\_\_\_

Fight Back Ceremony: \_\_\_\_\_

Closing Ceremony: \_\_\_\_\_

\*Please use this handbook to record information that you will want to reference.

# What Is Relay For Life?

The American Cancer Society Relay For Life is a life-changing event that brings together more than 3.5 million people across the country each year to celebrate the lives of people who have battled cancer, remember loved ones lost, and fight back against a disease that has taken too much.

At Relay, teams of passionate and committed people camp out at a local school, park, or fairground and take turns walking or running around a track or path. Each team is asked to have a representative on the track at all times during the event. Because cancer never sleeps, Relays are overnight events up to 24 hours long.

As the world's largest movement to end cancer, Relay For Life unites communities worldwide and raises awareness and much-needed funds that enable the American Cancer Society to save lives and create a world with less cancer and more birthdays by helping people stay well and get well, by finding cures, and by fighting back.

As each Relay For Life gets under way, special recognition is given to everyone who has faced a cancer diagnosis or helped someone with cancer. During the Survivors Lap, survivors are cheered on as they make their way around the track. It's a celebration of their victories and of the progress being made in the fight against cancer. Caregivers also are recognized for giving their time, love, and support to friends and family members who face the disease.

Shortly after nightfall, the event is lit only by luminarias dedicated to loved ones. As Relay participants walk the track in silence during the Luminaria Ceremony, they take time to remember or grieve loved ones and find healing. Each Relay also includes a Fight Back Ceremony so that people can make a personal commitment to help save lives from cancer by taking up the fight against the disease.

## Celebrate. Remember. Fight Back.

Because cancer never sleeps, Relays are overnight events up to 24 hours in length. They provide participants an opportunity to celebrate, remember, and fight back against a disease that has taken too much.

**Celebrate.** Beginning with the inspiring Survivors Lap, Relay celebrates the lives of people who have battled cancer and the victories that have been achieved over the disease.

**Remember.** Relay also offers participants a chance to remember loved ones lost to cancer. Family, friends, and caregivers come together at the life-changing event to grieve and find healing.

**Fight Back.** The money raised at Relay For Life enables the American Cancer Society to save lives and create a world with less cancer and more birthdays by helping people stay well and get well, by finding cures, and by fighting back.



# The American Cancer Society is saving lives.

Money raised through the American Cancer Society Relay For Life enables the Society to save lives by helping people stay well and get well, by finding cures, and by fighting back. These are just a few examples of how those funds make a difference every day.

## Helping people stay well

We can help tobacco users quit through the American Cancer Society Quit For Life® Program. The telephone- and Web-based tobacco cessation coaching services are operated by Free & Clear®.

We develop guidelines for recommended cancer screenings and nutrition and physical activity, so people know what tests they need to find cancer early and how to help prevent the disease.

We provide tips, tools, and online resources to help people set goals and stay motivated to eat healthy and maintain an active lifestyle.

## Helping people get well

Our phone lines at 1-800-227-2345 are open anytime, day or night, to connect people with the answers they need. Our Web site, cancer.org, also offers access to the latest information and news on cancer and helps people locate programs and services in their area.

We offer an online support community for cancer survivors and caregivers to share their stories and find support.

We assist cancer patients with getting transportation to their treatments and offer help with free lodging for cancer patients and their caregivers.

Through our clinical trials matching service, we connect patients with thousands of different treatment options.

With sites at hospitals and treatment centers across the country, our American Cancer Society Patient Navigator Program provides one-on-one guidance to people facing cancer through every step of their journey.

## Finding cures

We've had a hand in nearly every major cancer

breakthrough of the past century. That includes confirming the link between cigarette smoking and lung cancer, establishing the link between obesity and multiple cancers, developing drugs to treat leukemia and advanced breast cancer, and showing that mammography is the most effective way to detect breast cancer.

We're the largest private funder of cancer research in the US.

We fund researchers with cutting-edge ideas. Of the researchers chosen for Society funding, more than 40 have gone on to win the Nobel Prize.

## Fighting back

The majority of Americans are now covered by a smoke-free law, thanks in part to our efforts and those of our nonpartisan advocacy affiliate, the American Cancer Society Cancer Action Network<sup>SM</sup> (ACS CAN).

We help mobilize communities to fight back against cancer with events such as Relay For Life and Making Strides Against Breast Cancer®.

We have helped uninsured, underinsured, and low-income women get breast and cervical cancer screening tests and follow-up treatment since 1991, and, along with ACS CAN, we have successfully fought for legislation protecting this care.

By supporting Relay For Life, you help make the American Cancer Society's services and progress possible, and that helps us all move closer to our ultimate goal: a world with less cancer and more birthdays.

## Cancer facts:

Approximately 1 in 3 women in the US will develop cancer in their lifetimes, while almost 1 in 2 men will have the disease.

Cancer is the second leading cause of death in the US, exceeded only by heart disease.

All cancers caused by cigarette smoking and heavy use of alcohol could be prevented completely.

# How to Recruit a Terrific Team!

- Get excited! Your enthusiasm is contagious.
- Relay is for everyone. You don't have to be athletic to participate in Relay For Life. People will be walking, running, strolling, and dancing around the track. Anyone can be part of this great community event.
- Arrange an employee presentation at work. Lunch or an all-employee meeting is a great time to tell your coworkers what Relay For Life is all about. Try to set up a challenge between departments or other locations. Ask your company to sponsor your team (by paying the registration fee). If you'd like a speaker from the American Cancer Society, just ask.
- Recruit your family and friends. Build your team roster by including family members. It's a family affair. Other potential members can be found at your place of worship, doctor's office, neighborhood, etc.
- Dedicate your team to a cancer survivor. If you know someone who is dealing with cancer, why not pay tribute to that person by dedicating your team to them? Also, be sure to invite cancer survivors to participate. The Survivors Lap is for them.
- Create a team theme. Tap into your creativity. Come up with a unique name and plan so you can decorate your tent with props that match your theme.
- Get the word out. Put up Relay For Life posters and display the brochure to get others involved. Become your organization's Relay For Life champion.
- Motivate your team. Hold regular team get-togethers to build spirit and keep everyone informed. Share your Relay story to help connect team members with why Relay For Life is important.
- Set a team fundraising goal. Have each participant set a personal goal, and then set a team goal. Encourage team members to meet their goal by keeping in touch.



# Relay For Life Team Goal-setting Tool

Use this tool to help set your team’s fundraising goal. As a team, determine how much money each person plans to raise (online and offline) and how much your team would like to raise in pre-event team fundraisers, and on-site at Relay. Add all of this up, and you have your team goal.

Type of fundraising	Planning			Team goal for that type
Individual and online	Name	Online	Offline	Total (at least \$100)
	1	\$	\$	\$
	2	\$	\$	\$
	3	\$	\$	\$
	4	\$	\$	\$
	5	\$	\$	\$
	6	\$	\$	\$
	7	\$	\$	\$
	8	\$	\$	\$
	9	\$	\$	\$
	10	\$	\$	\$
	11	\$	\$	\$
	12	\$	\$	\$
	13	\$	\$	\$
	14	\$	\$	\$
15	\$	\$	\$	
Team	Fundraising activity	Goal		\$
		\$		
		\$		
		\$		
On-site	Activity	Goal		\$
		\$		
		\$		
		\$		
Team total for all types of fundraising				\$



# Fundraising Tips & Ideas

## Four Ways to Raise Funds for Relay For Life

After your team sets its goals, the next step is to start collecting donations! Your fundraising efforts will consist of four basic types: *individual fundraising, online fundraising, team fundraising, and on-site fundraising.*

### Individual Fundraising

Individual fundraising consists of those activities that your team members do on their own to reach a personal goal.

The most effective and proven form of individual fundraising is letter writing. Team members should consider sending letters (or email messages) to their friends and family around the world to ask for support in creating a world with less cancer and more birthdays. Sample letters and other ideas for individual fundraising can be found in the Team Captain Tool Kit on RelayForLife.org.

### Online Fundraising

Online fundraising is another form of individual fundraising.

After participants register online, they can upload their address book and send emails to ask for donations. A new Relay For Life Facebook badge is also available to post to your profile page.

As Team Captain, challenge your team members to send emails. The more emails that are sent, the more money we can raise to save lives from cancer.

If your team members aren't sure where to start, let them know that there are pre-formatted emails to help them ask for donations, follow up with potential donors, and thank donors who have supported their efforts. Keep in mind that a personal message is always best, so they should personalize their letters and emails.

Online donations are encouraging because you can watch your fundraising thermometer rise with every donation.

### Team Fundraising

Teams can have a lot of fun organizing an activity or event to raise money for the American Cancer

Society. There are many team fundraising ideas – but we've found that those fundraising activities that focus on things people spend money on anyway are most successful. For example – food sales, movie nights, collecting used prom dresses and reselling them ... The sky's the limit. Be sure to check out RelayForLife.org for an extensive list of ideas for your team.

### On-site Fundraising

On-site fundraising is any activity that takes place at a Relay For Life event, while participants are on the track.

Teams may host bake sales, game booths, kids' events, or other activities to raise money right from their campsites.

Again, there are loads of fundraising ideas on RelayForLife.org. There's no limit to the things you can do – as long as they are legal!



### Ten Easy Ways to Raise \$100

1. Donate \$20 yourself, and ask 4 friends for \$20 each.
2. Ask 20 friends for \$5 each.
3. Ask 10 friends for \$10 each.
4. Send a letter to family and friends, explaining what Relay is and asking for a donation. Always ask for more than you expect. For example, if you want \$25, ask for \$50. Be sure to include a return-by date in your letter.
5. Send a letter from your pet to family and friends. You might also want to send this letter to your veterinarian.
6. Take a walk around your neighborhood. Knock on doors, and ask your neighbors for their support.
7. Arrange a dress-down day at work. Anyone dressing down will have to pay. Be sure you post a sign that says, "Please excuse our appearance today. We are dressing down to benefit the American Cancer Society Relay For Life." You can charge anywhere from \$1 to \$5 per person to dress down. Arrange these on a weekly or monthly basis.
8. Arrange with the principal of a local school for children to collect dimes in water bottles. A 20-ounce bottle full of dimes equals almost \$100!
9. Hold a can and bottle drive.
10. Sell Relay For Life suns and moons, which are available through your American Cancer Society staff partner.

## Additional Fundraising Ideas

### Luminaria Donations

One of the most special parts of Relay For Life is the Luminaria Ceremony in which bags filled with sand and a candle line the track, each one bearing the name of a loved one lost to cancer or a cancer survivor. Team members may also collect donations from individuals wishing to have luminaria lit in honor or in memory of their loved ones.

### Donation Envelopes

You will find a bundle of participant donation envelopes in your Team Captain packet. Be sure to give one to each of your team members to help

them collect their donations. You may also have separate envelopes for luminaria donations.

### Bank Night

Your team members should turn in to you any donations they've collected a week or so before the event so that you can take them to Bank Night. This event allows Team Captains to turn in the bulk of their fundraising dollars before the event so you can focus on your team and on-site fundraising on the big day.

Don't forget to give your team members new envelopes when you take the full ones so they can continue collecting donations. There will be a place at the event to turn in money, too. Even after the event, your team members may bring you donations they've collected once others hear about their experience at Relay. Be sure to deliver the funds to your local event volunteers, or mail the money to the American Cancer Society office in your area.

### Your Relay For Life online fundraising Web site:

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## About the American Cancer Society

The American Cancer Society combines a never-ending passion in the fight against cancer with nearly a century of experience to save lives. As a global grassroots force of three million volunteers, we fight for every birthday threatened by every cancer in every community.

We are here before, during, and after a diagnosis by helping people stay well through prevention and early detection, helping people get well through hands-on support, by finding cures through groundbreaking discoveries, and by fighting back through public policy efforts.

As the nation's largest non-governmental investor in cancer research, contributing about \$3.4 billion since 1946, we turn what we know about cancer into what we do. As a result, 11 million people in America who have had cancer and countless more who have avoided it will be celebrating birthdays this year.

# Track Schedule

Please adjust time schedule for the time of your local Relay For Life.

TIME	NAME OF PERSON WALKING
6:00-7:00 p.m.	
7:00-8:00 p.m.	
8:00-9:00 p.m.	
9:00-10:00 p.m.	
10:00-11:00 p.m.	
11:00-Midnight	
Midnight-1:00 a.m.	
1:00-2:00 a.m.	
2:00-3:00 a.m.	
3:00-4:00 a.m.	
4:00-5:00 a.m.	
5:00-6:00 a.m.	
6:00-7:00 a.m.	
7:00-8:00 a.m.	
8:00-9:00 a.m.	
9:00-10:00 a.m.	
10:00-11:00 a.m.	
11:00-Noon	
12:00-1:00 pm.	
1:00-2:00 p.m.	
2:00-3:00 p.m.	
3:00-4:00 p.m.	
4:00-5:00 p.m.	
5:00-6:00 p.m.	

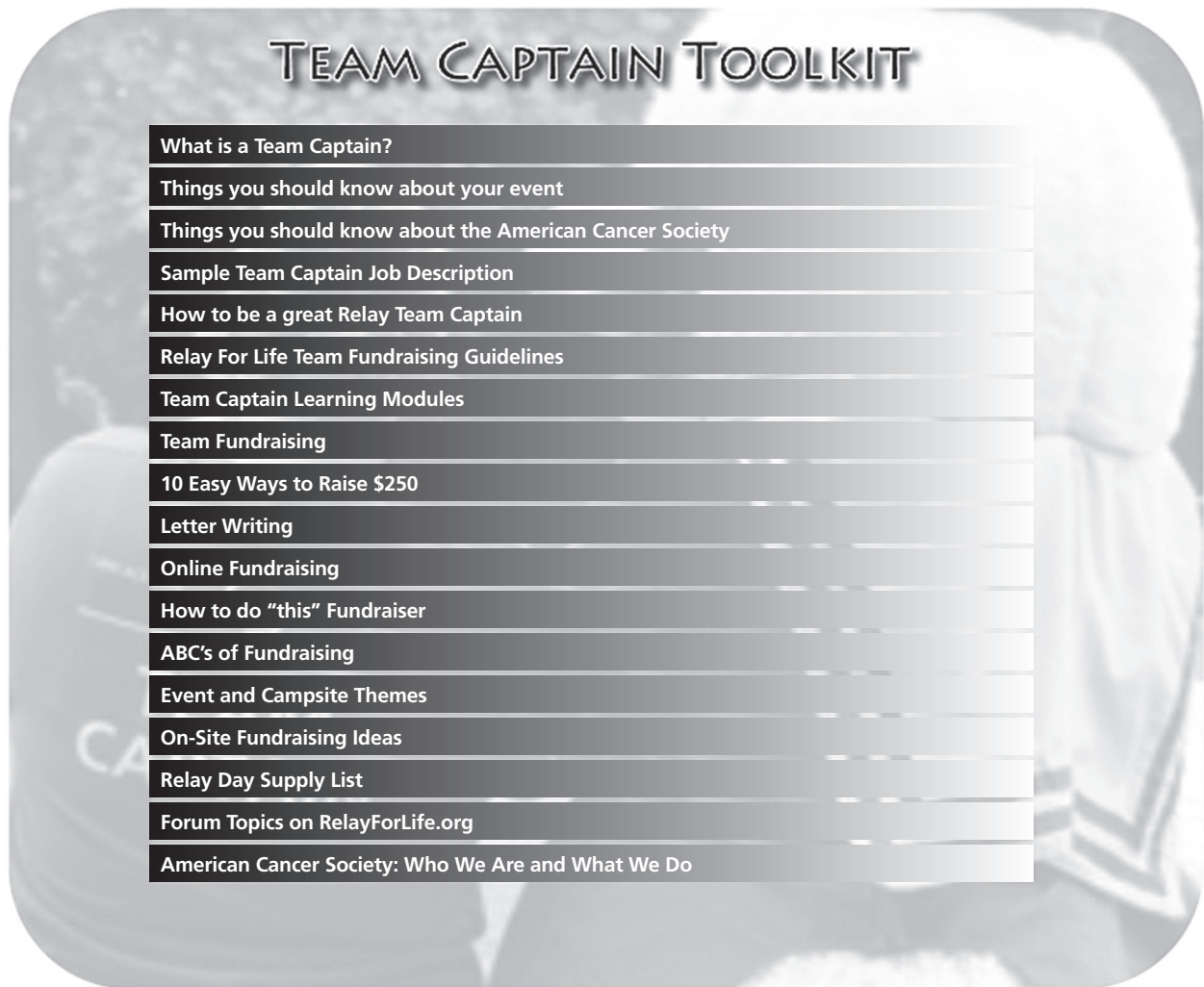
# What to Bring to Relay

- ☐ Your entire team!
- ☐ Family and friends
- ☐ Survivors and caregivers
- ☐ Tent
- ☐ Sleeping bags and blankets
- ☐ Flashlights
- ☐ Decorations for your campsite
- ☐ Sunscreen
- ☐ Bug spray
- ☐ Lawn chairs
- ☐ Umbrellas
- ☐ Coolers
- ☐ Sun visors or hats
- ☐ Extra clothing, including socks and shoes
- ☐ Food and drink (check to see if there will be other food or drinks available at the Relay)
- ☐ Copy of the track schedule
- ☐ Donations to be turned in
- ☐ Extra money for on-site fundraisers and concessions
- ☐ Camera



# Team Captain Resources Available Online

For Team Captain information, visit [relayforlife.org/relay/teamcaptains](http://relayforlife.org/relay/teamcaptains).



NOTES:

A series of horizontal lines provided for taking notes, consisting of approximately 20 evenly spaced lines.





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