

American Cancer Society's Team Member Guide

A Guide for Team Members

So, what do I do now?

Fighting cancer is a team effort. The strength of people coming together for a common cause is greater than the strength of one.

- Begin raising money for the Relay For Life!
- Visit <http://www.relayforlife.org/relay/findevent> and register under your team or fill out your Participant/Survivor registration form in black ink and return it to your Team Captain by _____.
- Set a personal goal of at least \$100 and encourage other team members to reach their goals.
- Invite the survivors you know to participate on your team or in the Survivors' Victory Lap.
- Keep in touch with your Team Captain for regular updates on the event and opportunities to get more involved with the event!
- Make sure you have signed your fundraising envelope waiver. If you are under 18, please have your parent/guardian sign your waiver.
- Be ready to have an incredible time at Relay For Life.

And don't forget....

- Relay Online has been provided for you to send preformatted emails to your family and friends! Get signed up online today at www.relayforlife.org!
- Collect donations for luminaria (for luminaria forms, contact your Team Captain)
- Help with jobs during the Relay such as cooking, decorating and setting up the campsite, taking pictures, and cleaning up.
- Sign up to walk during the Relay so that at least one team member is walking at all times.
- Visit www.cancer.org to learn more about the American Cancer Society and its programs.

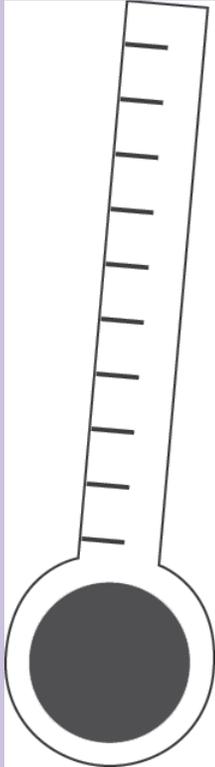
What Is Relay?

Relay For Life is an exciting community gathering where everyone can participate in the fight against cancer. In more than 4,500 communities across the country, teams of people camp out at local high schools, parks, or fairgrounds to take turns walking or running around a track or path. Each team is asked to raise funds and to have a representative on the track at all times during this overnight event—because there is no finish line until we find a cure.



My fundraising goal is

\$ _____



Keys to Team Fundraising Success

Letter writing campaign

The best way to fundraise is to write personal letters to your friends, family and co-workers telling them why you are participating in the American Cancer Society Relay For Life. Share with them how they can make a difference in someone's life with a donation that will help find a cure.

If your event is online, sample emails have been composed for you to customize and send to your family and friends via Email. Sign Up, Set Up and Send!

If you would rather compose a letter, here are some tips to keep in mind:

- Keep your letter to one page
- Send it to EVERYONE who has ever sent you something!
- Balance fact with feeling.
- Early on, make the ask.
- Give a 10-day deadline for response.
- Write up envelopes for everyone who will not receive an email.
- If they are local, always invite them to attend. It is sometimes hard to explain Relay, but if they can see it, they will understand!

Fundraising Suggestions

- There are different types of fundraising that you can use: online, onsite (where you do a fundraiser at the Relay), team and individual. Use a combination of all types of fundraising to get more people involved!

- You can ask in person or via a letter, email, or voice mail. But ask.
- Make your own contribution and let others know that you are donating not only your money but also your time.
- Aim high. Ask for \$100 and settle for \$50. Gear the amount you're requesting to your audience.
- Send letters early and ask that they be returned by a due date. It's harder for people to ignore when there is a due date other than the event date! A stamped return envelope also helps.
- Ask at your regular meetings. If you belong to a service club or religious group, request time to ask for support.
- Ask everyone you meet. Even if you have sent out letters, be sure to carry a collection envelope with you so that when you talk to people about Relay, you can ask them to contribute right then.
- Dedicate your personal efforts to someone who has been touched by cancer. Tell that person's story and yours.
- Many companies offer matching gifts for their employees' donations or volunteer hours. Don't forget to ask your employer about this opportunity.
- There are many opportunities to involve your co-workers in Relay For Life, even if they aren't able to participate in the event. Sponsor a "casual day" at work where co-workers make a \$10 contribution to wear jeans for a day. You can also provide breakfast or lunch at the office and charge a donation that will support Relay For Life.

How to Raise \$100 in 10 days

Day		Total
1	Put in your own \$10.	\$10
2	Ask your spouse for \$10	\$20
3	Ask a co-worker for \$10	\$30
4	Ask a friend for \$10	\$40
5	Ask a relative for \$10	\$50
6	Ask a neighbor for \$10	\$60
7	Ask two people from church for \$5	\$70
8	Ask another friend for \$10	\$80
9	Ask another neighbor for \$10	\$90
10	Ask two members of your club for \$5	\$100



Who can support your efforts at Relay For Life?

Your best lunch date
Friends from your present job
Members of your hobby group
Your car repair person
People you know through your children
Your children's music teacher
Your letter carrier

Friends from your old job
Friends from school or college
Members of your church or synagogue
People you know through your spouse
Your wedding attendants
Your relatives
Your florist

Remember

There is no magic formula in fundraising for an individual, team or Relay. Keep an open mind. Try new things. Try old things that worked well. Get started early. One important factor to keep in mind is to educate everyone on the programs, services, research, education and advocacy of the American Cancer Society. If people you ask for a donation know how their money will be spent in the fight against cancer, then they will be more likely to give.

Finally, have fun! With your help, we're winning the fight!

Become a Member of the Fundraising Club!

Work together with your team to set a goal for your fundraising! Together you can become a member of the Relay For Life Fundraising Club!

- Purple Club - \$50,000 + per team (average \$3,300 per team member)
- Diamond Club - \$20,000 + per team (average \$1,300 per team member)
- Platinum Club - \$10,000 - \$19,999 per team (average \$700 per team member)
- Gold Club - \$7,500 - \$9,999 per team (average \$500 per team member)
- Silver Club - \$5,000-\$7,499 per team (average \$400 per team member)
- Bronze Club - \$2,500-\$4,999 per team (average \$200 per team member)

Do You Know Any Cancer Survivors or Caregivers?

Invite Them and Honor Them

Relay For Life is about raising awareness of cancer in the community, supporting those who have been touched by cancer, and raising money for the American Cancer Society's programs and services. We know we are making progress in the fight against cancer by the number of cancer survivors who are alive today. There are more than 10 million cancer survivors in the United States.

We honor survivors and caregivers at Relay For Life. These heroes are invited to come and participate in the Survivors' and Caregivers' Celebrations. Be sure to invite all cancer survivors and caregivers you know to experience Relay For Life.

What Do Your Relay Dollars Support?

Cancer Research

Since 1946, the Society has invested more than \$3.1 billion in cancer research and has played a role in almost all scientific milestones in cancer research including the bone marrow transplant, the Pap test, mammography and drugs like Gleevec and Tamoxifen.

Cancer Information Center

By dialing 1-800-ACS-2345 or visiting www.cancer.org, you can receive answers to your questions about cancer and referrals to local resources 24 hours a day, 7 days a week, 365 days a year.

I Can Cope[®] is a free educational program providing information about cancer diagnosis and treatment to help participants cope with physical and emotional challenges. Visit www.cancer.org/onlineclasses to learn more.

Advocacy

Your American Cancer Society works to make cancer a top priority for lawmakers at the federal, state, and local levels.

Reach to Recovery[®] matches women who have survived breast cancer with those who have been recently diagnosed, to offer information and support.

Look Good...Feel Better[®] workshops offer tips to make the most of one's personal appearance during cancer treatment.

Road to RecoverySM provides transportation to and from outpatient cancer treatment appointments.

Cancer Survivors NetworkSM was created by and for cancer survivors and their families to help others who have been touched by cancer. Visit www.acscsn.org to participate today!

Hope Lodges[®] provide temporary homes for cancer patients traveling far from home for treatment.

Great American Health Challenge Learn your risk factors for cancer and get tips and tools to help lower your risk. Visit www.cancer.org/greatamericans.

Learn. Connect. Save lives.

Did you know that one in 100 people are Relay For Life participants just like you? Join the Relay For Life community by visiting www.relayforlife.org to learn from other Relayers around the world, connect with those also dedicated to the cause and save lives! Great fundraising tools, resources, training opportunities, and message boards are available for Relayers across the United States and around the globe! Log on today!

Relay Reminder

Relay For Life is a family-friendly activity.
Relay For Life is alcohol-free and tobacco-free.



1.800.ACS.2345
www.cancer.org

Hope.Progress.Answers.

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