

Relay For Life 2015 Challenge Guidebook

Hosting Challenges for your Relay For Life Event in 2015

Fundraising and team building challenges add fun competition to your Relay For Life activity, and bring out the competitive side of our dedicated cancer-fighters. As you work with your volunteer committees to plan challenges for 2015, please use the information in this guidebook to steer your strategy, communications, and reporting efforts. This information has been collected to ensure that your challenge reaches its full potential and best engages participants.

Thank you!

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What We Learned From 2014

The Relay For Life eRevenue department studied the dozens of challenges that were executed for Relay For Life events locally, regionally, by Division, and nationally in 2014. This in-depth review provided valuable insight into what best practices should be applied to all competitions.

From our support and review of the Relay For Life challenges in 2014, the eRevenue department learned that you have many great ideas on ways to incorporate competitions into your daily Relay For Life preparations and fundraising or recruiting efforts. Some of these ideas were simply while others were incredibly complex. Others offered huge prizes and some only provided bragging rights. Challenges were initiated to help overcome an obstacle the event was experiencing (decline in online fundraising) or because of a local/regional event (the Super Bowl).

The variety of challenges can be the strength of a growing and ever-fresh Relay For Life experience for our loyal constituents. However, they can also direct people away from their true reasons for signing up and fundraising. The next section of the guidebook for the best practices based on the study from past challenges to ensure that challenges are meeting the balance of exciting our participants to do more while engaging them further with the mission of the American Cancer Society.

Challenge Best Practices and Guidelines

After reviewing the challenges that were executed locally, regionally, Division-wide, and nationally for Relay For Life in 2014, the eRevenue department has collected the following best practices to guide future competitions.

Timeline: Keep the challenges short. Relay For Life participants will be excited for a challenge; however, excitement can die if the challenge continues too long. Take advantage of their enthusiasm and ask individuals to complete tasks in a short time period. **Challenges can be as short as 24 hours and should not last longer than one week.** Also, review when any other challenges were implemented for this Relay For Life group; too frequent of challenges will make them lose their appeal as they are no longer special.

Call to Action: All challenges should be online focused, including sending emails from the My Relay dashboard, updating the fundraising page, collecting online (credit card) donations, or registering people online to a team. This ensures that accurate data can be collected in the same way for all participants.

Simple is best: While we want Relay For Life participants to complete a variety of activities to fully engage their online potential, asking people to do a long list of actions can be overwhelming. **Focus challenges on one or two criteria only.** Additionally, when looking at the challenge, **ensure that the data collection is simple.** The winner should be determined by a quick report from the Event Management Center (or if multiple events, through a report request form).

Guidelines: Set clear parameters to the challenge. Be sure to define what it takes to win the challenge and if there are any additional factors to the tasks (must raise a minimum amount to qualify, etc). Include the rules of your challenge in all communications about this competition. Be sure to also talk to your ACS legal department representative to ensure that the challenge does not violate any state laws. Additionally, connect with a member of the Finance Field Services team to discuss any implications the prize or award may have on sales tax or income reporting for the American Cancer Society or the recipient of the prize.

Prizes: Find a prize that participants will be excited for. Ask committee members or team leaders what they would be most interested in receiving; prizes can vary throughout the Relay For Life season to include primary campsite selection or special signage (pre-event), special t-shirts or gift bag (pre or post-event), to an electronic give-away (pre or post-event). Sometimes the best prize is bragging rights or something your event can offer for free – like a special stage announcement during the event, reserved parking, or special tent placement. If you are purchasing a prize, ensure that the cost of the prize receives a return on the investment; you may work with your Senior Management team for assistance and budget recommendations. Additionally, connect with a member of the Finance Field Services team to discuss any implications the prize or award may have on sales tax or income reporting for the American Cancer Society or the recipient of the prize.

Communication: Email, social media, website updates, and meeting announcements are great ways to communicate about the Relay For Life challenge. **Plan out communications that can be implemented**

throughout the challenge including: teaser message, introduction/kickoff message, encouragement message/s, and a post-challenge winner message. Be sure that your communication matches your audience as well.

Remember the mission: While we are encouraging online activities, remember that **the purpose for this challenge is to fight cancer**. Include a mission message that humanizes why we continue to fundraise or recruit people to Relay For Life (\$x will ensure that x happens). Ask a local survivor or caregiver to provide a quote about why they participate and how our online Relay For Life experience has helped him/her.

Challenges To Implement

Taking the best practices learned from Relay For Life challenges in the past, the following challenges are approved and suggested for implementation to support local, regional, or Divisional online fundraising and team building.

\$24 in 24

- Basic information: Over a 24 hour period, all registered participants are encouraged to raise \$24 or more online. Those who complete this challenge will be entered into an opportunity drawing or all who complete this challenge will receive a small token
- Schedule: This challenge is best executed Tuesday – Saturday. This allows the challenge to be announced on days in which people are checking their emails, and for people to plan their efforts accordingly. No matter the time zone of your event, **challenges should be run from 12:01 am CST on the start day to 11:59 pm CST on the end day**; all online transactions are tracked in Central Standard Time and using this time will allow the Event Manager to accurately calculate results from reports.
- Emails: A series of 4 emails can be sent for this challenge. See the schedule and suggested messaging here.
- Reports: To track fundraising and potential winners of this challenge, use the 05 Participant Fundraising (Date Range report) report in the Event Management Center. When selecting the date range for the report results, remember that all results are displayed in Central Standard Time. If your challenge does not begin at 12:01 am CST and end at 11:59 pm CST, you will need to pull a larger date range report and sort the donations by transaction date. For more information or support about collecting challenge date, [see the Support section of this guidebook](#).
- Prize suggestions: Recognition on the Relay For Life website and social media pages; special badge/image for the winner to display in the Relay fundraising page or on social media; Relay For Life gear/swag bag; gift card; top selection of campsite during Relay For Life.

\$48 in 48

- Basic information: Over a 48 hour period, all registered participants are encouraged to raise \$48 or more online. Those who complete this challenge will be entered into an opportunity drawing or all who complete this challenge will receive a small token
- Schedule: This challenge is best executed Tuesday – Saturday. This allows the challenge to be announced on days in which people are checking their emails, and for people to plan their efforts accordingly. No matter the time zone of your event, **challenges should be run from 12:01 am CST on the start day to 11:59 pm CST on the end day**; all online transactions are tracked in Central Standard Time and using this time will allow the Event Manager to accurately calculate results from reports.
- Emails: A series of 4 emails can be sent for this challenge. See the schedule and suggested messaging here.

- Reports: To track fundraising and potential winners of this challenge, use the 05 Participant Fundraising (Date Range report) report in the Event Management Center. When selecting the date range for the report results, remember that all results are displayed in Central Standard Time. If your challenge does not begin at 12:01 am CST and end at 11:59 pm CST, you will need to pull a larger date range report and sort the donations by transaction date. For more information or support about collecting challenge date, [see the Support section of this guidebook](#)
- Prize suggestions: Recognition on the Relay For Life website and social media pages; special badge/image for the winner to display in the Relay fundraising page or on social media; Relay For Life gear/swag bag; gift card; top selection of campsite during Relay For Life.

72 Hour Challenge | Most online funds raised

- Basic information: Over a 3 day period, all registered participants are encouraged to raise as much money through credit card donations as possible. The individual or team that raises the most only in the designated time period wins a prize.
- Schedule: This challenge is best executed Tuesday – Sunday. This allows the challenge to be announced on days in which people are checking their emails, and for people to plan their efforts accordingly. No matter the time zone of your event, **challenges should be run from 12:01 am CST on the start day to 11:59 pm CST on the end day**; all online transactions are tracked in Central Standard Time and using this time will allow the Event Manager to accurately calculate results from reports.
- Emails: A series of 4 emails can be sent for this challenge. See the schedule and suggested messaging here.
- Reports: To track fundraising and potential winners of this challenge, use the 05 Participant Fundraising (Date Range report) report in the Event Management Center. When selecting the date range for the report results, remember that all results are displayed in Central Standard Time. If your challenge does not begin at 12:01 am CST and end at 11:59 pm CST, you will need to pull a larger date range report and sort the donations by transaction date. For more information or support about collecting challenge date, [see the Support section of this guidebook](#)
- Prize suggestions: Recognition on the Relay For Life website and social media pages; special badge/image for the winner to display in the Relay fundraising page or on social media; electronic gift (MP3 player, pedometer); top selection of campsite during Relay For Life.

72 Hour Challenge | Most email sent

- Basic information: Over a 3 day period, all registered participants are encouraged to send as many emails as possible through the My Relay dashboard. The individual or team that sends the most emails in the designated time period wins a prize.
- Schedule: This challenge is best executed Tuesday – Sunday. This allows the challenge to be announced on days in which people are checking their emails, and for people to plan their efforts accordingly. No matter the time zone of your event, **challenges should be run from 12:01 am CST on the start day to 11:59 pm CST on the end day**; all online activities are tracked

in Central Standard Time and using this time will allow the Event Manager to accurately calculate results from reports.

- Emails: A series of 4 emails can be sent for this challenge. See the schedule and suggested messaging here.
- Reports: To track emailing efforts and potential winners of this challenge, use the 04 Participant Emails Sent (Date Range Report) report in the Event Management Center. For more information or support about collecting challenge date, [see the Support section of this guidebook](#)
- Prize suggestions: Recognition on the Relay For Life website and social media pages; special badge/image for the winner to display in the Relay fundraising page or on social media; electronic gift (MP3 player, pedometer); top selection of campsite during Relay For Life.

Registration Challenge

- Basic information: Over a set period of time, but no longer than a week, all teams are encouraged to recruit new members to their team and get those individuals to sign up online. The team with the most new members registered online in the designated time period wins a prize.
- Schedule: This challenge is best executed Tuesday – Sunday. This allows the challenge to be announced on days in which people are checking their emails, and for people to plan their efforts accordingly. No matter the time zone of your event, **challenges should be run from 12:01 am CST on the start day to 11:59 pm CST on the end day**; all online activities are tracked in Central Standard Time and using this time will allow the Event Manager to accurately calculate results from reports.
- Emails: A series of 4 emails can be sent for this challenge. See the schedule and suggested messaging here.
- Reports: To track team member registration and potential winners of this challenge, use the 02 team summary with date range report in the Event Management Center. Pull a baseline report at the start of the challenge timeline; this will allow you to identify how many team members are signed up online before the challenge starts. At the end of the challenge, pull another report. Subtract the difference in the registered participants for each team to identify the winner. For more information or support about collecting challenge date, [see the Support section of this guidebook](#)
- Prize suggestions: Recognition on the Relay For Life website and social media pages; special badge/image for the winner to display in the Relay fundraising page or on social media; electronic gift (MP3 player, pedometer); special signage to be displayed on the campsite.

Email Templates

In the section below, find the corresponding email communications for the challenges that are approved and suggested for implementation to support local, regional, or Divisional online fundraising and team building. This language has been provided so that it is easier than ever to execute a competition. Each email is named as it appears in the Event Management Center for local customization and execution. The Event Manager simply needs to fill in the details of the challenge, including what action is being tracked, the timeline of the competition, and the prize details. Those elements that need to be updated are highlighted in red.

\$24 in 24 Challenge Email Templates

Over a 24 hour period, all registered participants are encouraged to raise \$24 or more online. Those who complete this challenge will be entered into an opportunity drawing or all who complete this challenge will receive a small token.

It is recommended to execute the 24 Hour Challenge Tuesday – Friday. This allows the Relay For Life event to announce the challenge during the week and allow the participants to engage in online fundraising when they are more likely to be at their computer.

Below, please find the suggested email templates to use when implementing the challenge.

Engagement \$24 in 24 Hour Challenge Email – 01 Announcement

Send at least 1 day prior to challenge start date to all currently registered participants.

Subject: You can save lives in just 24 hours

Dear **First Name**,

In just one day during Relay For Life, our community makes a stand in the fight against cancer. We can make the same difference in just 24 hours during the \$24 in 24 Challenge.

Beginning [**start date at 12:01 am**], we challenge all Relay For Life of **Event Name** participants to raise at least \$24 online in one day. Anyone who raises \$24 in the 24 hour period will [**be entered to win a prize or other recognition**].

By raising \$24+ online in just one day, we are showing our commitment to fundraising and creating a world with more birthdays.

[MY DASHBOARD](#)

Contact [coordinator email](#) for more information about the \$24 in 24 Challenge or this year's Relay For Life of [Event Name](#).

The challenge begins at midnight on [\[start date\]](#). Good luck!

Signature

\$24 in 24 Hour Challenge Rules:

- *All Relay For Life participants who raise \$24 or more online between [\[start date\]](#) at 12:01 am CST and [\[end date\]](#) at 11:59 pm CST will be eligible to win the challenge.*
- *Donations received offline through cash or checks do not apply to this challenge.*
- *American Cancer Society staff are not eligible to receive any prize.*

Engagement \$24 in 24 Hour Challenge Email – 02 Kickoff

Send the day the challenge begins to all currently registered participants.

Subject: Our 24 Hour Challenge Begins Today!

The \$24 in 24 Hour Challenge begins today! You are challenged to raise at least \$24 online during the next 24 hours and show your commitment to fundraising for a future without cancer.

All Relay For Life participants who raise at least \$24 online during this challenge will [\[be entered to win a prize or other recognition\]](#).

Check out these great fundraising tips to help you raise your \$24 online:

1. Donate to yourself. By making a donation to yourself, you are not only helping to reach the \$24 goal, but also leading others with your example.
2. Sending emails from the My Strides Dashboard is an easy way to let your family and friends know about the challenge and their opportunity to make a difference in 24 hours. Use the email templates available to ask your address book for support with a donation.
3. Download the Facebook Fundraising app to spread the \$24 in 24 Hour Challenge news to you social media network.

MY DASHBOARD

For more information about the \$24 in 24 Hour Challenge or for extra online fundraising tips, please let us know by emailing [coordinator email](#).

Good luck! Let's make today a great day for cancer-fighting!

Signature

\$24 in 24 Hour Challenge Rules:

- *All Relay For Life participants who raise \$24 or more online between [start date] at 12:01 am CST and [end date] at 11:59 pm CST will be eligible to win the challenge.*
- *Donations received offline through cash or checks do not apply to this challenge.*
- *American Cancer Society staff are not eligible to receive any prize.*

Engagement \$24 in 24 Hour Challenge Email – 03 Midway

Send part way through the challenge to all currently registered participants. We recommend executing the email with 4-12 hours left in the challenge.

Subject: Have you raised \$24 yet?

Hi **First Name**,

The clock is ticking to an end of our Relay For Life of **Event Name** \$24 in 24 Hour Challenge. Be sure that you have raised at least \$24 online by midnight tonight to **[be entered to win a prize or other recognition]**.

Whether you are just starting today's online fundraising, or want to exceed the \$24 contributions, here are some tips to help you make an impact in our fight against cancer:

1. Everyone needs a reminder. Send an additional email to those who have not donated yet to remind them that you are counting on their donation today. Use the email templates available in the My Relay dashboard for help crafting your reminder note.
2. Offer an incentive. Promise donors that for every donation they contribute online to your fundraising goal today, you will provide a free service or goodie. Who wouldn't appreciate some extra babysitting, cookies, or some yard work help?
3. Update your social media feeds with a countdown to the end of the 24 hour challenge; share why it is so important to make a donation today to fight cancer!

MY DASHBOARD

Keep up the great work raising funds to support cancer research, education, and services. You have until midnight tonight to collect \$24 online.

Signature

\$24 in 24 Hour Challenge Rules:

- *All Relay For Life participants who raise \$24 or more online between [start date] at 12:01 am CST and [end date] at 11:59 pm CST will be eligible to win the challenge.*
- *Donations received offline through cash or checks do not apply to this challenge.*
- *American Cancer Society staff are not eligible to receive any prize.*

Engagement \$24 in 24 Hour Challenge Email – 04 Winners

Send at the conclusion of the challenge to all currently registered participants.

Subject: Thank you for an incredible 24 hours!

Thank you to everyone for participating in the Relay For Life of **Event Name** \$24 in 24 Hour Challenge. With your help, we raised **[\$Total raised online in the day]** online in one day! How incredible!

[Insert information about who won the drawing or if everyone will receive a special recognition for participating]

While the 24 hour challenge has come to an end, our efforts to fight cancer continue. Please continue to talk to your family, friends, neighbors, colleagues, and peers about why you are fighting cancer and how they can support you by joining a team or making a donation.

MY DASHBOARD

For any further fundraising support, or questions about how to use the online fundraising tools, please contact **coordinator email**.

Thank you for your tremendous support of the \$24 in 24 Hour Challenge,

Signature

\$48 in 48 Challenge Email Templates

Over a 48 hour period, all registered participants are encouraged to raise \$48 or more online. Those who complete this challenge will be entered into an opportunity drawing or all who complete this challenge will receive a small token.

It is recommended to execute the 48 Hour Challenge Tuesday – Saturday. This allows the Relay For Life event to announce the challenge during the week and allow the participants to engage in online fundraising when they are more likely to be at their computer.

Below, please find the suggested email templates to use when implementing the challenge.

Engagement \$48 in 48 Hour Challenge Email – 01 Announcement

Send at least 1 day prior to challenge start date to all currently registered participants.

Subject: Will you rise to the challenge this week?

Dear **First Name**,

Your support of the Relay For Life of **Event Name** is outstanding. But we want to challenge you to do more in the fight against cancer during the next two days. Introducing the \$48 in 48 Hour Challenge!

Beginning **[start date at 12:01 am]** and ending on **[end date at 11:59 am]**, we challenge you to raise at least \$48 online. Anyone who raises \$48 in the 48 hour period will **[be entered to win a prize or other recognition]**.

By focusing on this challenge for two days, we are showing our commitment to fundraising for our Relay For Life event and joining together to prove that a little extra money in a short period of time can make a big difference.

MY DASHBOARD

Contact **coordinator email** for more information about the \$48 in 48 Challenge or this year's Relay For Life of **Event Name**.

The challenge begins at midnight on **[start date]**. Good luck!

Signature

\$48 in 48 Hour Challenge Rules:

- All Relay For Life participants who raise \$48 or more online between **[start date]** at 12:01 am CST and **[end date]** at 11:59 pm CST will be eligible to win the challenge.

- *Donations received offline through cash or checks do not apply to this challenge.*
- *American Cancer Society staff are not eligible to receive any prize.*

Engagement \$48 in 48 Hour Challenge Email – 02 Kickoff

Send the day the challenge begins to all currently registered participants.

Subject: You've got 48 Hours!

First Name, can you increase your fundraising efforts over the next two days?

The Relay For Life of **Event Name** \$48 in 48 Hour Challenge begins today. We challenge you to raise at least \$48 online in the next few days to help take our event fundraising to the next level and show a commitment to raising funds to fight this disease.

All Relay For Life participants who raise at least \$48 online during this challenge will **[be entered to win a prize or other recognition]**.

Get started today with these online fundraising tips:

1. Donate to yourself. By making a donation to yourself, you are not only helping to reach the \$48 goal, but also leading others with your example.
2. Sending emails from the My Strides Dashboard is an easy way to let your family and friends know about the challenge and their opportunity to make a difference in 24 hours. Use the email templates available to ask your address book for support with a donation.
3. Download the Facebook Fundraising app to spread the \$48 in 48 Hour Challenge news to your social media network.

MY DASHBOARD

For more information about the challenge or for extra online fundraising tips, please let us know by emailing **coordinator email**.

Good luck!

Signature

\$48 in 48 Hour Challenge Rules:

- *All Relay For Life participants who raise \$48 or more online between **[start date]** at 12:01 am CST and **[end date]** at 11:59 pm CST will be eligible to win the challenge.*
- *Donations received offline through cash or checks do not apply to this challenge.*
- *American Cancer Society staff are not eligible to receive any prize.*

Engagement \$48 in 48 Hour Challenge Email – 03a Midway

Send part way through the challenge to all currently registered participants. We recommend executing the email with 24 hours left in the challenge.

Edit this email and it can be sent multiple times during the challenge to provide an update to participants about who is leading the challenge.

Subject: The Challenge Is On!

Hi **First Name**,

The \$48 in 48 Hour Challenge is happening NOW for our Relay For Life of **Event Name**. In the next **[hours left in the challenge]**, we hope that you will raise at least \$48 online and qualify for **[prize, be entered to win a prize, other recognition]**.

Continue your fundraising efforts in the remaining hours of the challenge with some of these great online tools:

1. Everyone needs a reminder. Send an additional email to those who have not donated yet to remind them that you are counting on their donation today. Use the email templates available in the My Relay dashboard for help crafting your reminder note.
2. Offer an incentive. Promise donors that for every donation they contribute online to your fundraising goal today, you will provide a free service or goodie. Who wouldn't appreciate some extra babysitting, cookies, or some yard work help?
3. Update your social media feeds with a countdown to the end of the 48 hour challenge; share why it is so important to make a donation today to fight cancer!

MY DASHBOARD

Thank you for your hard work these 2 days, and every day, as you show your commitment to ending cancer.

Signature

\$48 in 48 Hour Challenge Rules:

- *All Relay For Life participants who raise \$48 or more online between **[start date]** at 12:01 am CST and **[end date]** at 11:59 pm CST will be eligible to win the challenge.*
- *Donations received offline through cash or checks do not apply to this challenge.*
- *American Cancer Society staff are not eligible to receive any prize.*

Engagement \$48 in 48 Hour Challenge Email – 03b Midway

Send part way through the challenge to all currently registered participants. We recommend executing the email with 6-12 hours left in the challenge.

Edit this email and it can be sent multiple times during the challenge to provide an update to participants about who is leading the challenge.

Subject: Just [hours left] in the \$48 in 48 Hour Challenge!

The clock is ticking as we approach the end of the \$48 in 48 Hour Challenge. Have you raised your \$48 online yet?

It's not too late to [be entered to win a prize or other recognition]. Continue collecting donations through [end date and time]!

MY DASHBOARD

Don't forget to take advantage of the tools available in your My Relay dashboard to ask your friends, family, neighbors, colleagues, and peers for help. We have all been touched by cancer in one way and want to make a difference; let's make a big difference as we wrap up a powerful 2 days.

Stay tuned after [end date and time] for our final fundraising totals and the big winner!

Signature

\$48 in 48 Hour Challenge Rules:

- All Relay For Life participants who raise \$48 or more online between [start date] at 12:01 am CST and [end date] at 11:59 pm CST will be eligible to win the challenge.
- Donations received offline through cash or checks do not apply to this challenge.
- American Cancer Society staff are not eligible to receive any prize.

Engagement \$48 in 48 Hour Challenge Email – 04 Winners

Send at the conclusion of the challenge to all currently registered participants.

Subject: What a wonderful 48 hours!

Thank you to everyone for participating in the Relay For Life of Event Name \$48 in 48 Hour Challenge. With your help, we raised [\$Total raised online in the challenge] online in two days! How incredible!

[Insert information about who won the drawing or if everyone will receive a special recognition for participating]

While the 48 hour challenge has come to an end, our efforts to fight cancer continue. Please continue to talk to your family, friends, neighbors, colleagues, and peers about why you are fighting cancer and how they can support you by joining a team or making a donation.

MY DASHBOARD

For any further fundraising support, or questions about how to use the online fundraising tools, please contact [coordinator email](#).

Thank you for your tremendous support,

[Signature](#)

72 Hour Challenge Email Templates | Most online funds raised

Over a 3 day period, all registered participants are encouraged to raise as much money through credit card donations as possible. The individual or team that raises the most only in the designated time period wins a prize.

It is recommended to execute the 72 Hour Challenge Tuesday – Saturday. This allows the Relay For Life event to announce the challenge during the week and allow the participants to engage in online fundraising when they are more likely to be at their computer.

Below, please find the suggested email templates to use when implementing the challenge.

Engagement Most Online Raised Challenge Email – 01 Announcement

Send at least 1 day prior to challenge start date to all currently registered participants.

Subject: Fight Cancer and Win!

Dear **First Name**,

When we fundraise for Relay For Life, we are making a difference in the fight against cancer. The funds we raise support the American Cancer Society's research, programs, services, and advocacy efforts.

To inspire us to fundraise more, take part in our 72 Hour Challenge! The individual who raises the most money online between **[start date and time]** and **[end date and time]** wins bragging rights and **[prize]**.

We all can make a greater impact in the fight against cancer and build a better Relay For Life event if we increase our fundraising efforts. And we hope this challenge will be a fun way to do it!

MY DASHBOARD

Thank you for your hard work during this challenge.

Signature

Most online funds raised Challenge Rules:

- *The Relay For Life participant who raises the most money online between **[start date]** at 12:01 am CST and **[end date]** at 11:59 pm CST will be eligible to win the challenge.*
- *Donations received offline through cash or checks do not apply to this challenge.*
- *American Cancer Society staff are not eligible to receive any prize.*

Engagement Most Online Raised Challenge Email – 02 Kickoff

Send the day the challenge begins to all currently registered participants.

Subject: Ready, Set, Fundraise. The Challenge begins today!

Hi **First Name**,

We're kicking off the Relay For Life **Event Name** 72 Hour Challenge today and asking you to pull out all the stops in your online fundraising.

We know that you are dedicated to making a difference in the fight against cancer. Now is your chance to show that – and do more – by raising as much money online as you can in the next three days.

The Relay For Life of **Event Name** participant that raises the most money online between **[start date and time]** and **[end date and time]** wins bragging rights and **[prize]**.

Start your online fundraising efforts today with these tips:

1. Lead by example and donate to yourself. By making a donation to yourself, you are showing others your commitment to raising funds. Others will follow your lead.
2. Sending emails from the My Strides Dashboard is an easy way to let your family and friends know about the. Use the email templates or eCards available to ask your address book for support with a donation.
3. Expand your network and download the Facebook Fundraising app from the My Relay dashboard. The app will allow you to post fundraising messages to all your social media contacts!

MY DASHBOARD

For more information about the challenge or for extra online fundraising tips, please let us know by emailing **coordinator email**.

Good luck!

Signature

Most online funds raised Challenge Rules:

- *The Relay For Life participant who raises the most money online between **[start date]** at 12:01 am CST and **[end date]** at 11:59 pm CST will be eligible to win the challenge.*
- *Donations received offline through cash or checks do not apply to this challenge.*
- *American Cancer Society staff are not eligible to receive any prize.*

Engagement Most Online Raised Challenge Email – 03a Midway

Send part way through the challenge to all currently registered participants. We recommend executing the email with 24 hours left in the challenge.

Edit this email and it can be sent multiple times during the challenge to provide an update to participants about who is leading the challenge.

Subject: The Competition is Getting Fierce

First Name,

On [state date], we challenged Relay For Life of Event Name participants to help expand our cancer-fighting efforts and raise as much money as possible online. The individual who raises the most money online between [start date] and [end date] wins the challenge and [prize information].

And you have risen to the challenge! With your help, our event has already raised [\$# raised online during the challenge] since the challenge began! Thank you for your hard work.

Congratulations to the leaders of the Challenge thus far:

1. Individual and \$ raised during the challenge
2. Individual and \$ raised during the challenge
3. Individual and \$ raised during the challenge
4. Individual and \$ raised during the challenge
5. Individual and \$ raised during the challenge

There is still time to raise more money for Relay For Life before the challenge ends on [end date]. Check out these tips that you can implement today:

1. Send a friendly reminder. We all need reminders once in a while. Send an email to those who haven't donated to you yet and ask for their help before the challenge is over. The reminder and upcoming deadline may be just what people need to take action.
2. Customize your Relay For Life fundraising page short URL; add the custom URL to the bottom of your email signature, on your outgoing voicemail message, and everywhere else people connect with you with your message on why they should donate.

MY DASHBOARD

Keep up the great work!

Signature

Most online funds raised Challenge Rules:

- *The Relay For Life participant who raises the most money online between [start date] at 12:01 am CST and [end date] at 11:59 pm CST will be eligible to win the challenge.*
- *Donations received offline through cash or checks do not apply to this challenge.*
- *American Cancer Society staff are not eligible to receive any prize.*

Engagement Most Online Raised Challenge Email – 03b Midway

Send part way through the challenge to all currently registered participants. We recommend executing the email with 6-12 hours left in the challenge.

Edit this email and it can be sent multiple times during the challenge to provide an update to participants about who is leading the challenge.

Subject: Only [hours left] hours in our challenge!

Time is coming to an end on our 72 Hour Fundraising Challenge. But there is still time to raise a lot of money and make a bigger impact in the fight against cancer.

Remember, the individual who raises the most money online between [start date] and [end date] wins the challenge and [prize information].

Check out our leaders of the challenge thus far:

1. Individual and \$ raised during the challenge
2. Individual and \$ raised during the challenge
3. Individual and \$ raised during the challenge
4. Individual and \$ raised during the challenge
5. Individual and \$ raised during the challenge

Continue fundraising and you may be the winner! You have until the challenge ends on [end date and time] to collect money online.

MY DASHBOARD

Keep up the great work!

Signature

Most online funds raised Challenge Rules:

- *The Relay For Life participant who raises the most money online between [start date] at 12:01 am CST and [end date] at 11:59 pm CST will be eligible to win the challenge.*
- *Donations received offline through cash or checks do not apply to this challenge.*
- *American Cancer Society staff are not eligible to receive any prize.*

Engagement Most Online Raised Challenge Email – 04 Winners

Send at the conclusion of the challenge to all currently registered participants.

Subject: Congratulations to all of us!

Congratulations, **First Name**. With your fundraising help over the last 72 hours, our Relay For Life of **Event Name** has raised [**\$Total raised online during the challenge**] to help the American Cancer Society fight cancer. We couldn't have done it without your tremendous dedication and efforts.

A special congratulations to [**winner name**], the 72 Hour Fundraising Challenge winner who raised [**\$Total raised online during the challenge**]. Way to go!

While this challenge has come to an end, we are still challenged to fight against cancer every day. Please continue to talk to your family, friends, neighbors, colleagues, and peers about why you are fighting cancer and how they can support you by joining a team or making a donation.

MY DASHBOARD

For any further fundraising support, or questions about how to use the online fundraising tools, please contact **coordinator email**.

Thank you for your tremendous support,

Signature

72 Hour Challenge Email Templates | Most emails sent

Over a 3 day period, all registered participants are encouraged to send as many emails as possible through the My Relay dashboard. The individual or team that sends the most emails in the designated time period wins a prize.

It is recommended to execute the 72 Hour Challenge Tuesday – Saturday. This allows the Relay For Life event to announce the challenge during the week and allow the participants to engage in online fundraising when they are more likely to be at their computer.

Below, please find the suggested email templates to use when implementing the challenge.

Engagement Most Emails Sent Challenge Email – 01 Announcement

Send at least 1 day prior to challenge start date to all currently registered participants.

Subject: An email can save a life

Dear **First Name**,

The number one reason why people support the American Cancer Society and Relay For Life is because they were asked to. So we have a challenge to help you make that life-saving ask.

Beginning on **[start date and time]**, we challenge all Relay For Life of **Event Name** participants to send as many email as they can from the My Relay dashboard. The individual who sends the most emails by **[end date and time]** wins bragging rights and **[prize]**.

The more emails we send, the more donations we can collect and the more people we can recruit to join us on the track. And we hope this challenge will be a fun way to support our great Relay For Life efforts!

MY DASHBOARD

Thank you for your hard work during this challenge.

Signature

Most emails sent Challenge Rules:

- *The Relay For Life participant who sends the most emails from the My Relay dashboard between **[start date]** at 12:01 am CST and **[end date]** at 11:59 pm CST will be eligible to win the challenge.*
- *Only emails sent from the My Relay dashboard will be counted in this challenge.*
- *American Cancer Society staff are not eligible to receive any prize.*

Engagement Most Emails Sent Challenge Email – 02 Kickoff

Send the day the challenge begins to all currently registered participants.

Subject: Relayers, start your emailing!

First Name, get ready to send some emails.

Over the next 3 days, the Relay For Life of **Event Name** is asking you to share your commitment to fundraising and team building by emailing everyone you know to ask for their support. We are kicking off the 72 Hour Emailing Challenge.

The Relay For Life of **Event Name** participant that sends the most emails from the My Relay dashboard between **[start date and time]** and **[end date and time]** wins bragging rights and **[prize]**.

Here are tips to be successful at this challenge:

- Upload the email addresses of your friends, family, co-workers, neighbors, everyone to your My Relay Dashboard.
- Take a look at the template emails that are already available in the My Relay Dashboard to help you in crafting your message. There are also fun e-Cards that can be sent out.
- Send emails to everyone sharing your reason for participating in Relay For Life, asking them to donate to your efforts and invite them to the event!
- Be sure to send reminder emails if you haven't heard back from emails that you have sent.
- Remember to email a Thank You to your donors; this will keep them coming back year after year!

By sending emails to our family, friends, neighbors, colleagues, and peers, we easily share our dedication to the fight against cancer and give others the opportunity to show their dedication as well.

MY DASHBOARD

Thank you for your hard work during this challenge.

Signature

Most emails sent Challenge Rules:

- *The Relay For Life participant who sends the most emails from the My Relay dashboard between **[start date]** at 12:01 am CST and **[end date]** at 11:59 pm CST will be eligible to win the challenge.*
- *Only emails sent from the My Relay dashboard will be counted in this challenge.*
- *American Cancer Society staff are not eligible to receive any prize.*

Engagement Most Emails Sent Challenge Email – 03a Midway

Send part way through the challenge to all currently registered participants. We recommend executing the email with 24 hours left in the challenge.

Edit this email and it can be sent multiple times during the challenge to provide an update to participants about who is leading the challenge.

Subject: Have you emailed everyone you know?

[Insert when competition began] ago, we challenged you to tell everyone you know about our fight against cancer through the American Cancer Society Relay For Life. We challenged you to spread the word using the email tools in the My Relay dashboard. And you responded to our challenge. Congratulations to our top emailers since [start date and time]:

1. Individual and emails sent during the challenge
2. Individual and emails sent during the challenge
3. Individual and emails sent during the challenge
4. Individual and emails sent during the challenge
5. Individual and emails sent during the challenge

Remember, you have until [end date] to send out as many emails as you can from the My Relay dashboard. The individual that sends the most emails from the My Relay during the challenge wins bragging rights and [prize].

Here are a couple of friendly My Relay dashboard email reminders:

- Load your personal email address book into the My Relay dashboard to make it easier to connect with your family and friends,
- Check out the email templates provided to you in the My Relay dashboard or write your own personalized message.
- In the email, be sure to include your why you are ask for support and why Relay For Life is so meaningful for you.
- Don't forget to send a thank you email after someone donates.

MY DASHBOARD

Thank you for your hard work during this challenge.

Signature

Most emails sent Challenge Rules:

- *The Relay For Life participant who sends the most emails from the My Relay dashboard between [start date] at 12:01 am CST and [end date] at 11:59 pm CST will be eligible to win the challenge.*
- *Only emails sent from the My Relay dashboard will be counted in this challenge.*
- *American Cancer Society staff are not eligible to receive any prize.*

Engagement Most Emails Sent Challenge Email – 03b Midway

Send part way through the challenge to all currently registered participants. We recommend executing the email with 6-12 hours left in the challenge.

Edit this email and it can be sent multiple times during the challenge to provide an update to participants about who is leading the challenge.

Subject: Send 10 more emails today

First Name, did you know that Relay For Life participants that sent at least 10 emails from the My Relay dashboard on average raised over 6 time more than those who sent fewer emails?

If that isn't inspiration enough to email 10 family and friends today, then maybe the upcoming end to our challenge will be! Remember, the Relay For Life of **Event Name** participant that sends the most emails from the My Relay dashboard between **[start date and time]** and **[end date and time]** wins bragging rights and **[prize]**.

Continue sending emails and you may be the winner. You have until the challenge ends on **[end date and time]** to increase your emailing efforts through the My Relay dashboard.

MY DASHBOARD

Thank you for your hard work during this challenge.

Signature

Most emails sent Challenge Rules:

- *The Relay For Life participant who sends the most emails from the My Relay dashboard between **[start date]** at 12:01 am CST and **[end date]** at 11:59 pm CST will be eligible to win the challenge.*
- *Only emails sent from the My Relay dashboard will be counted in this challenge.*
- *American Cancer Society staff are not eligible to receive any prize.*

Engagement Most Emails Sent Challenge Email – 04 Winners

Send at the conclusion of the challenge to all currently registered participants.

Subject: Winner!

With your fundraising help over the last 72 hours, our Relay For Life of **Event Name** has sent **[# of emails during the challenge]** to help the American Cancer Society fight cancer. We couldn't have done it without your tremendous dedication and efforts.

Special congratulations to **[winner name]**, the 72 Hour Fundraising Challenge winner who sent **[# of emails]** from the My Relay dashboard. Way to go!

While this challenge has come to an end, we are still challenged to fight against cancer every day. Please continue to send emails to your family, friends, neighbors, colleagues, and peers about why you are fighting cancer and how they can support you by joining a team or making a donation.

MY DASHBOARD

For any further fundraising or recruitment support, or questions about how the My Relay dashboard, please contact [coordinator email](#).

Thank you for your tremendous support,

[Signature](#)

Registration Challenge Email Templates

Over a set period of time, but no longer than a week, all teams are encouraged to recruit new members to their team and get those individuals to sign up online. The team with the most new members registered online in the designated time period wins a prize.

This challenge is best executed Tuesday – Sunday. This allows the challenge to be announced on days in which people are checking their emails, and for people to plan their efforts accordingly.

Below, please find the suggested email templates to use when implementing the challenge.

Engagement Registration Challenge Email – 01 Announcement

Send at least 1 day prior to challenge start date to all currently registered participants.

Subject: Help us build a bigger Relay For Life event!

Dear **First Name**,

Thank you for joining the American Cancer Society and Relay For Life of **Event Name**. By walking the track and raising funds, you are making a great impact in the fight against cancer.

What if you could make an even greater impact in our shared mission and fight? Get ready for the Registration Challenge!

Increase your team building efforts; beginning **[start date]**, we challenge everyone to recruit new members to our Relay For Life event and help them sign up online. The team with the most new members registered online by **[end date]** will win the challenge and **[prize information]**.

Log into your My Relay dashboard to send emails, download the Facebook application, and find creative new ways to fill the track with passionate Relay For Life participants.

MY DASHBOARD

Contact **coordinator email** for more information about the Registration Challenge or this year's Relay For Life of **Event Name**.

Thank you,

Signature

Registration Challenge Rules:

- *The Relay For Life team who have the most team members registered online between **[start date]** at 12:01 am CST and **[end date]** at 11:59 pm CST will be eligible to win the challenge.*

Engagement Registration Challenge Email – 02 Kickoff

Send the day the challenge begins to all currently registered participants.

Subject: The Registration Challenge Begins Today!

The Registration Challenge begins today! Are you ready to bring more people to Relay For Life, **First Name**?

By having more participants join our Relay For Life of **Event Name** on **date**, we can make a greater impact in the fight against cancer. Take part in the Registration Challenge; beginning today, we challenge you to recruit new members to our Relay For Life event and help them sign up online. The team with the most new members registered online by **[end date]** will win the challenge and **[prize information]**.

Invite your family, friends, colleagues, and neighbors to join you at Relay For Life this year. Here are some recruitment tips:

1. Send emails for the My Relay dashboard to your family and friends asking them to join your team. The email templates make it easier than ever to recruit members.
2. Download the Facebook app to share your Relay For Life participation on social media.
3. Working with your team captain, customize the short URL for your team's fundraising page. Add the custom URL to the bottom of your email signature, on your outgoing voicemail message, and everywhere else people connect with you.

MY DASHBOARD

For more information about the Registration Challenge, contact **coordinator email**.

Good luck and happy recruiting,

Signature

Registration Challenge Rules:

- *The Relay For Life team who have the most team members registered online between **[start date]** at 12:01 am CST and **[end date]** at 11:59 pm CST will be eligible to win the challenge.*

Engagement Registration Challenge Email – 03 Reminder/Midway

Send part way through the challenge to all currently registered participants.

Edit this email and it can be sent multiple times during the challenge to provide an update to participants about who is leading the challenge.

Subject: Are you leading the challenge?

Hi **First Name**,

On **[state date]**, we challenged Relay For Life of **Event Name** participants to help expand our cancer-fighting community with the Registration Challenge. The team with the most new members registered online between **[start date]** and **[end date]** wins the challenge and **[prize information]**.

And you have risen to the challenge! With your help, our event has already registered **[# new participants]** since the challenge began! Thank you for your hard work.

Congratulations to the leaders of the Registration Challenge:

1. Team Name with # of new participants registered during the challenge time period
2. Team Name with # of new participants registered during the challenge time period
3. Team Name with # of new participants registered during the challenge time period
4. Team Name with # of new participants registered during the challenge time period
5. Team Name with # of new participants registered during the challenge time period

There is still time left to recruit more Relay For Life participants before the challenge ends on **[end date]**. Check out these recruitment tips that you can implement today:

1. Send a reminder email to all your family and friends asking them to join your team. Let them know that we need more cancer-fighters to make a greater impact and that with their help, your team could win the challenge!
2. As you are out in the community and doing your normal-everyday activities, be sure to carry your smartphone with you. As you talk about why you participate in Relay For Life to those you meet, invite them to sign up for your team right on your phone!

MY DASHBOARD

Keep up the great work spreading the Relay For Life mission and inviting others to take part. The winner/s of the Registration Challenge will be announced on **[date of winner email]**.

Thank you,

Signature

Registration Challenge Rules:

- *The Relay For Life team who have the most team members registered online between **[start date]** at 12:01 am CST and **[end date]** at 11:59 pm CST will be eligible to win the challenge.*

Engagement Registration Challenge Email – 04 Winners

Send at the conclusion of the challenge to all currently registered participants.

Subject: Thank you for expanding our Relay community

Wow! What a wonderful [insert time of challenge/week/72 hours/etc.] our Relay For Life of **Event Name** has had. With your help during the Registration Challenge, [# of new members] new Relay For Life participants will join us on **date** and help to raise funds and awareness to create a world with less cancer.

Thank you for all your recruitment efforts!

Congratulations to the Registration Challenge winner: [Team Name] who recruited [# of new participants] online during the challenge. [Optional - Insert any special note about the winner or a quote from the team captain about his/her success.]

While the recruitment challenge has come to an end, our efforts to spread the Relay For Life movement has not. Please continue to talk to your family, friends, neighbors, colleagues, and peers about why you are fighting cancer and how they can support you by joining a team or making a donation.

MY DASHBOARD

Thank you for your tremendous support of the Registration Challenge,

Signature

Generic Challenge Email Templates

While there are a number of pre-designed Relay For Life challenges to help guide your event in hosting a competition, events may wish to explore other challenge opportunities that still follow the best practices outlined in this guidebook. The below templates are available to fit any challenge communication. The Event Manager simply needs to fill in the details of the challenge, including what action is being tracked, the timeline of the competition, and the prize details. Those elements that need to be updated are highlighted in red to make it even easier!

Engagement Generic Challenge Email - 01 Announcement

Generic challenge email template. Send to current participants to announce challenge. Online Chair to fill in the blanks.

Subject: Are you up for a challenge?

It's time to increase our Relay For Life of **Event Name** efforts! Are you up for the challenge to make a greater impact in the fight against cancer?

Join our online **[fundraising/emailing]** challenge. The individual who **[raises the most money online/sends the most emails through the My Relay dashboard]** between **[start date]** and **[end date]** wins bragging rights and **[prize]**.

MY DASHBOARD

Log in to your My Relay dashboard to pull out all the stops for your **[fundraising/emailing]** online efforts. Together we will have fun and get closer to our event goals.

Stay tuned for challenge updates!

Good luck,

Signature

Engagement Generic Challenge Email - 02 Reminder/Midway

Generic challenge email template. Send to current participants at the half-way point of the challenge. Online Chair to fill in the blanks.

Subject: Challenge updates!

First Name,

Last [week, day], we challenged you to pull out all the stops for your Relay For Life event! And you have risen to the task.

Thus far, we have collectively [raised \$x/sent x emails]. Wow! Congratulations to those that are leading the charge:

1. Participant Name and what they have accomplished
2. Participant Name and what they have accomplished
3. Participant Name and what they have accomplished

But there is more that we can do before the challenge ends on [end date]. Log in to your My Relay dashboard and [tip/keep fundraising/keep sending emails].

MY DASHBOARD

Thank you for helping to be a part of the online challenge and making an impact in our mission to end cancer. Keep up the great work.

Signature

Engagement Generic Challenge Email - 03 Winners

Generic challenge email template. Send to current participants as end to challenge. Online Chair to fill in the blanks.

Subject: Congratulations!

What a wonderful [48 hours, week] we have had! The online challenge was a huge success and brought our Relay For Life event closer than ever to its goals.

[Winning information]

While the challenge has come to a close, you can still make a huge impact on Relay For Life of event name. Continue fundraising online and sending emails from the My Relay dashboard. Every dollar raised and email sent helps expand our mission to end cancer and create a world with more birthdays.

If you have questions about other upcoming challenges, or challenges you can host as a team, please contact coordinator name.

Thank you,

Signature

Challenge Data Usages

Based on the best practices determined for Rely For Life challenges, online competitions should encourage activities on the following collectable actions/data.

- Emails sent through the My Relay dashboard
- Online fundraising (credit card and PayPal only)
- Online luminaria fundraising (credit card and PayPal only)
- Online registration

The Relay For Life website vendor is located in Texas; therefore all online transactions and activities is collected and recorded in the Central Time Zone. No matter the time zone of your event, challenges should be run from 12:01 am CST on the start day to 11:59 pm CST on the end day. By tracking challenges in the Central Standard Time, Event Managers are able to more accurately calculate results from Event Management Center reports.

The following are **not** recommended challenge parameters as the winner cannot be easily determined by existing data/

- Offline fundraising (check or cash donations). Offline Estimated Revenue (OLER) can be added to the website in error; donations can still be in the mail by the time the challenge has ended. There are many opportunities for inaccurate data capture regarding offline giving that it should not be considered when creating challenge parameters.
- Percentage increases. By awarding an individual/team what has the highest percentage of online income growth, etc during a certain period of time, the challenge penalizes individuals who may have already excelled in their online activity. For example, a participant that raised \$2000 online has raised an additional \$500 during the challenge, or a 25% increase. For that same challenge, a participant that had NOT been actively fundraising prior to the challenge raises \$100 or a 100% increase.
- Geographic donations. While asking participants to collect as many donations as they can from various states encourages individuals to look outside of their normal circles for support, it is difficult to track.

Local events may manage challenge data by pulling the following reports from the Event Management Center:

- 02 Team Summary with date range: Calculates the number of participants on each team in a specific date range.
- 04 Participant Emails sent (Date Range): Calculates the number of emails each participant has sent from the My Relay dashboard in a specific date range.
- 05 Participant Fundraising (date Range Report): Calculates the online (credit card and PayPal) fundraising totals by participants in a specific date range.

Executing Your Own Challenge

The templates and competition suggestions outlined in this guidebook are provided to help you implement local, regional, and Divisional challenges. These are collected as the best competitions we have seen executed and can be managed by you for impactful recruitment, online fundraising, and constituent management tools.

If you are looking to execute Relay For Life challenges that are not included in this guidebook, please ask yourself the following questions to ensure accurate data can be collected, communication can be executed, and people can get excited and engaged with this competition. These are essential questions that will allow you to build your challenge in 2015.

- Have you define your challenge timeline to ensure it is short?** The challenge should hold people's attention. Keep the challenge short, no longer than a week.
- Is your challenges online focused?** All activities (fundraising, emailing, registration, etc.) should be made online by participants.
- Are there clear parameters to the challenge?** Be sure to define what it takes to win the challenge and if there are any additional factors to the tasks.
- Can the winner of this challenge be determined through measurable actions?** Ensure that the challenge action is measurable with the reports available in the Event Management Center or through a simple report requested via the Online Portal.
- When was the last challenge you hosted and when is the next one?** Space out a season of Relay For Life challenges to ensure that there is proper timing and space between competitions; challenges lose their special status if one follows another after another.
- Do you have a prize or exciting incentive?** Find a prize that participants will be excited for. Pricey prizes don't always get the most attention, so think about what your community will want.
- How will you communicate the challenge?** Plan out email communications, social media posts, website updates, and meeting announcements to ensure that everyone knows about – and is excited by – the challenge.
- Have you talked to your legal department representative?** States have different laws regarding raffles and competitions; be sure to ask your supervisor and legal department to review the rules of the challenge before executing.

Support For Your 2015 Challenges

While we are here to support you, you are responsible for managing your own challenges at the local level, including sending email, updating the website, posting on social media, and running reports. If you need additional support to implement your challenges, please use the following tools for support.

Email Support: Please submit an email request survey for messaging assistance. The Email survey can be found in the [eRevenue Request Center](#).

Report Support:

- Please complete the report request survey for data assistance. The Report survey can be found in the [eRevenue Request Center](#).
- If you have concerns about the report (or the data included) that you have run from the Event Management Center, please open an [iSupport ticket](#). Include the reports that you pulled along with what your questions are.

Website Support: Please submit an [iSupport ticket](#) to request assistance with updating your Relay For Life website.

General Online Question: Please submit an [iSupport ticket](#) with any general online questions or concerns.