The Spirit of Relay Awards

To all the fearless fighters, hope enablers, community mobilizers, and big dreamers who embody the very essence of the Relay For Life movement, it’s time to celebrate you!

The Spirit of Relay Awards honor and recognize those who have gone above and beyond to help the American Cancer Society lead the fight for a world without cancer through the Relay For Life movement. From engaging survivors or an entire school community, to promoting your event or creating an event experience to remember, we are better because of the passion and determination you bring to everything you do.

We present Spirit of Relay Awards in two categories: application-based (some data is needed) and data-determined. Winners will be announced in September after all the data has been finalized. **The deadline to submit application-based award entries is August 31. Visit RelayForLife.org to learn more.**

**APPLICATION-BASED AWARDS**
(data and growth will also factor into some awards)

All application-based awards require a narrative that highlights the best practices activated in an event or team and a three-point summary that describes how the best practice was put into action. Application-based awards are open to both campus and community events. Afterward, the three-point summary will be shared across the nation so others may learn from it.

**Nationwide Mission Integration Award**
At the center of the Relay For Life movement is the mission of the American Cancer Society. The Nationwide Mission Integration Award recognizes one event that has shown dedication to the American Cancer Society’s mission as evidenced by engaging the community in various mission activities, campaigns, and communications. This event should also show an increase in the Voice of the Customer Survey for overall knowledge about the American Cancer Society’s mission.

**Digital Innovation Award**
Online and digital communications are highly effective in engaging people everywhere in the fight against cancer. From executing social media and email campaigns to using apps and online fundraising tools, the Digital Innovation Award will recognize one Online - Social Media Lead who has achieved great results by using new and emerging online platforms.

**Innovation Award**
Show us – in a video or digital media presentation of 3 minutes or less – how your Relay spirit is being highlighted at your event. The Innovation Award will go to the event that is deemed most effective in innovating to demonstrate the Relay spirit.

**Local Marketing Award**
(honoring Hall of Fame Member Terry Zahn)
Effective communications is the backbone behind every Relay For Life event, and this award recognizes one Marketing Lead nationwide for achieving excellence in promoting and marketing their event. Success should be demonstrated by executing an effective grassroots PR campaign, garnering media coverage, and/or securing media sponsorships. Additionally, this winner should show a measured increase in the Voice of the Customer Survey for event promotions.
Leadership is critical in the fight against cancer, and our volunteers are vital in elevating the Relay For Life event. A narrative should be provided by both the ACS staff and the volunteer.

Exemplary Volunteer Award
Leadership is critical in the fight against cancer, and our volunteers are truly leading the way. At each event, at least one volunteer goes above and beyond to help accomplish the mission. This award highlights that volunteer who has shown exemplary leadership during the past Relay season. This individual has attacked cancer from every angle – mission, fundraising, communication, and leadership. The exemplary volunteer has shown leadership in their community and at their event. A narrative should be provided by both the ACS staff and the ELT lead.

Customer Experience Award
Each year, Relay For Life events provide a meaningful and memorable experience for all those touched by cancer. This award recognizes two Customer Experience Leads nationwide for their efforts to create an unforgettable event experience. Two events will receive this award – one recognizing the highest customer experience score in the nation and one for the largest increase in score.

Raise Your Way (RYW) Award
The possibilities are endless when it comes to the way one can fundraise for their Relay For Life event. The RYW Award will recognize one individual for organizing an innovative RYW fundraiser that achieved success in terms of participants and dollars raised.

Advocacy Award
Through our partnership with the American Cancer Society Cancer Action Network (ACS CAN), we can help fight cancer through public policy. The Advocacy Award will recognize one event nationwide for their efforts to recruit ACS CAN members and engage in meaningful advocacy efforts.

DATA-DETERMINED AWARDS
These awards will be solely based on data collected in American Cancer Society records.

Gordy Klatt Number One Net Income Event Award
This award is given to the number one nationwide fundraising community in the country based on net income recorded in American Cancer Society records.

Gordy Klatt Number One Per Capita Award
This award goes to the number one per capita county in the country based on net income from American Cancer Society records and county population.

Gordy Klatt Power of Hope Award
Survivors are the heart of the Relay For Life movement, and this award recognizes one county for having the most number of survivors, and survivors on teams, in the nation.

Power of Hope Award
The Power of Hope Awards will be given to the top county in each of the 16 population buckets that have the overall most number of survivors, and survivors on teams.

Nationwide Region Per Capita Award
This is given to the top Region with the highest per capita net income based on American Cancer Society records and total county population in the Region.

Nationwide Number One Rookie Event
This award is given to the first-year community event with the top net income recorded in American Cancer Society records.

Nationwide Per Capita Award
This award is presented to the top 5 per capita counties in one of 16 different population size range categories based on net income from American Cancer Society records and county population of all the Relay events in each county. The overall number one county is the Gordy Klatt Number One Per Capita Award winner.

Nationwide Team of Excellence Award
This award recognizes all teams that raise $50,000 and more.

Nationwide Top Individual Fundraising Award
This is awarded to the top 10 individuals who raise the most funds nationwide based on funds raised by participants from American Cancer Society records.

Nationwide Top Net Income Events
This award goes to the top 10 nationwide fundraising events in the country based on net income from American Cancer Society records. The overall number one event is the Gordy Klatt Number One Net Income Event Award winner.

Nationwide Top Team Fundraising Award
This award goes to the top 10 fundraising teams in the country. Awards are given to the top 10 teams with 50 or fewer participants, and top 10 teams with 51 and above.

Nationwide Top Teams Fundraising Award
This is for the top company or organization that has multiple teams in events across the country, based upon net income combined for these teams.

Explosive Growth Award
This award is given to the top six events that have shown the highest net increase in their fundraising from last fiscal year to this fiscal year. The top three events in percentage growth (with a minimum of 25% increase in dollars raised in 2017) would be awarded. The top three events in net increase in dollars raised would be awarded.