



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 for you to be celebrated!

The Spirit of Relay Awards seeks to honor and recognize all 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.

There are two categories of Spirit of Relay Awards: application-based (some data is needed) and data-determined. Award 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/awards to learn more.**

APPLICATION-BASED AWARDS

(data and growth will also factor into some awards)

All application-based awards will 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

At the center of the Relay For Life movement is the mission of the American Cancer Society. The mission integration award seeks to recognize one event nationwide that has shown dedication to the American Cancer Society's mission as evidenced by engaging the community in various mission activities, campaigns, and communications. Additionally, 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 proving to be a highly effective way of engaging people everywhere in the fight against cancer. From executing social media and email campaigns to utilizing apps and online fundraising tools, the Digital Innovation Award will recognize one Online - Social Media Lead who has achieved great results by utilizing new and emerging online platforms.

Multicultural Engagement Award

Cancer does not discriminate. It impacts people from all walks of life. As such, this award will celebrate the accomplishments of one event nationwide for engaging multicultural communities in the Relay For Life movement. The winner of this award will need to have accomplished outreach work with multicultural communities, resulting in a Relay For Life event that is reflective of the people in the community it serves.

Local Marketing Award

(honoring Hall of Fame Member Terry Zahn)

Effective communications is the backbone behind every Relay For Life event, and this award seeks to recognize one Marketing Lead nationwide for achieving excellence the promotion and marketing of 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.

Youth Achievement Award

In order to put an end to cancer, we must start work today to help project future generations – and that starts with education. The Youth Achievement Award will recognize one Youth Lead nationwide for achieving excellence in youth engagement at their event, as evidenced by increased in youth participation and successful youth campaigns and activities.

Great Collaborator Award

It takes a team to fight cancer, and The Great Collaborator Award will be awarded to one volunteer and one staff partner who have demonstrated success with their event as a result of their partnership. The winner will need to provide examples of how the partnership elevated the Relay For Life event. A narrative should be provided by both the staff and the volunteer.

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.

Do It Yourself (DIY) Fundraising Award

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

Advocacy Award

Through our partnership with the American Cancer Society Cancer Action NetworkSM (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 seeks to recognize 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 Division Per Capita Award

This is given to the top Division 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

Awarded 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 a 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 \$25,000 raised in 2016) would be awarded. The top three events in net increase in dollars raised would be awarded.

