

# Team Recruitment: Steps to a great Relay For Life Presentation



## ***Setting Up a Visit***

A warm visit is simply a visit when someone has given you a name. You already know a little information about this potential team captain or this company, church, organization, etc. Warm visits are easier because someone has already suggested you contact this potential team/team captain.

A cold visit is when you do not know a lot about the person or company you are speaking with. In this instance, it is important to do your “homework” to find out as much as you can about the company or organization.

## **Make a Phone Call**

People recruit people. In order to recruit teams, the best way is to visit the potential team captain face-to-face. In order to get face-to-face, you first need to set up a meeting, which in most cases will be by phone.

The person you initially speak with by phone may or may not be your future team captain. The key is to get your foot in the door. Be open-minded! When on the phone, if you already know the person or have been given their name as a potential team, use this to your advantage. Make small talk, be pleasant, and mention who gave you their name. Share with them why you thought of this person when looking for someone to help in the fight against cancer.

When on the phone do not try to overwhelm them with too much information. Instead, make it short, simple, and ask if you could visit with them in person. Some suggestions include:

- Ask if you could speak to their employees for 10-15 minutes at their next employee meeting.
- Ask if they would help you coordinate a “brown bag” lunch where their staff can gather to hear more about Relay
- If a formal presentation isn’t possible, ask if you could stop by his/her office to talk about Relay in more depth.
- For organizations, ask if you could attend their next meeting and speak for a few minutes about Relay For Life.

Here are a few sample phone scripts for a warm and cold call.

Sample 1:

“Hello, this is \_\_\_\_\_. I am a volunteer with the American Cancer Society. Your friend, Betty Smith gave me your name as someone who may be interested in helping us in the fight against cancer. Both Betty and I are very involved with Relay For Life, which is an amazing overnight event that honors cancer survivors, remembers loved ones lost to cancer, and raises much needed funds to fight cancer. It is a team event and we have so many wonderful corporate teams, family and friend teams and school teams. We would love to introduce your company and employees to Relay For Life and tell you a little bit

more about it. Would you be willing to help me with this? I truly think your company would embrace this opportunity.”

Sample 2:

“Hello, this is \_\_\_\_\_. I am a volunteer for the American Cancer Society. I am wondering if you could help me.... by directing me to an individual in your organization that has an interest in the issue of cancer and would like to learn more about our event, Relay For Life?”

### **Pack Your Team Recruitment Tool Kit**

Once you have a meeting set up, you need to be prepared and pack your tool kit. Some great materials to bring along to your meeting include:

- Relay For Life Video
- Survivor recognition piece
- Relay For Life Brochure
- Team Captain Packet
- Luminaria Information/Sample Luminaria bag
- T-shirt/giveaway
- Kick-off Information (if it has not occurred)
- Team Captain meeting information

### ***Making the Ask – Your Team Recruitment Presentation***

Great job! You have gotten your foot in the door and now you have a wonderful opportunity to paint a picture of Relay For Life to your audience. You are giving your audience a tremendous opportunity to DO something in the fight against cancer and take part in Relay. You are asking them to get involved. And, most people when asked will say “yes.”

#### **Step 1: Introduce yourself and explain why you are there...provide motivation and information. For example:**

*"My name is (name). I am a volunteer for the American Cancer Society Relay For Life here in (location). Thank you for inviting me here today. I am proud to support an organization that has been a leader in the fight against cancer in this community and across the country. Relay For Life is the #1 non-profit fund-raising activity in the world! More than 450,000 cancer survivors were honored during these events. On (date), our community will be holding our very own Relay For Life event." (Insert personal story here.)*

*"I ask that each person in this room today make a commitment to form a team of co-workers, family, and friends to participate in Relay For Life."*

#### **Step 2: Give a short background of the Relay For Life. For example:**

*"For 2 years, this community has hosted a Relay For Life. Last year, there were more than 2000 participants who raised an impressive (\$90,000). The event was started in 1985 by one man, Dr. Gordy Klatt of Tacoma, Washington, who walked and ran for 24 hours on a track. He raised \$27,000 for the American Cancer Society. The next year, he organized teams to walk and the Relay For Life—as we know it today—began. Today, more than 4000 communities across the United States hold Relay For Life events. It has been so successful that cancer organizations in several countries world-wide hold Relays."*

### **Step 3: Explain how the event works. Show a video. For example:**

*Let me show you how the event works. (Show video)*

*Participants in the Relay belong to a team of approximately 10 to 15 people. They take turns on the track throughout the event. When not on the track, you can help your team by helping with on-site fundraising, joining in fun activities, spending time with your family and/or team, eating, or sleeping. Each participant agrees to raise a minimum of \$100 prior to Relay. All of the money raised goes directly to The American Cancer Society services and programs.*

### **Step 4: Have a survivor speak. For example:**

*A survivor who has participated in Relay For Life is a great choice. Keep their story short but emotional.*

### **Step 5: Explain what you want from the potential volunteers. Go through the team packet. For example:**

*"What I'm offering to you is the opportunity to put a team together to represent (name of company, organization, neighborhood, etc.) and join the rest of your community in raising funds to fight cancer. How many of you think this looks like a fun thing to do with your families and co-workers?" Trust me, this is an incredible event and you won't want to miss it.*

*In your team packet you should find everything you need to get started:*

- ★ *Registration form*
- ★ *Team Captain Handbook (steps for organizing your team, fundraising ideas, and Luminaria forms to copy)*
- ★ *Collection Envelopes (write your team name on everything)*

### **Step 6: Ask the group to sign up. Ask them to attend the Kick-Off if it hasn't been held.**

*Ask who is interested in being a team captain and let them know you will be following up with them. Close the sale while you are there by getting a check for the registration/commitment fee. Then, for those who do not commit, get names and phone numbers and leave them your business card.*

*For example: "Thank you for your time. If you have any questions you can call me or the ACS office at the number on the back of the brochure I gave you. I'll be following up with your company (organization) regarding team development, Team Captains' meetings and other event information."*

### **Step 7: Answer questions.**

*Answer any questions that the group members may have. Encourage them to call you with additional questions and concerns.*

### **Great Phrases to Describe Relay During a Recruitment Meeting.....**

Making the ask can sometimes be awkward and frightening. It is important to be prepared and know exactly how you want to talk about Relay. It is also important to keep the concept simple and focus on these types of phrases:

- This will be an overnight experience you will never forget.
- This is an opportunity for your company/organization to come together in the fight against cancer.

- This experience touches the entire community.
- This is our opportunity to honor cancer survivors.
- This is our opportunity to bring cancer awareness to our community.
- Relay not only honors cancer survivors in your community, it brings awareness and cancer issues to our community. It raised thousands of dollars for cancer research, patient programs, education and prevention, and advocacy through the American Cancer Society...And it was fun!
- Relayers across the country know that if cancer patients can go through all of their treatment...then they can give up one night of their life to fight cancer, honor survivors, and remember those lost to cancer.
- Relay is the largest non-profit fundraising event of any kind!
- One in 100 Americans participates in Relay!
- There are over 9 million cancer survivors today! We want to honor all of those courageous people in our community. Do you know of any survivors at your company/organization?

### **When Waiting For An Answer....**

Always remember to BE QUIET and WAIT FOR A RESPONSE.

- If their response is an immediate “yes”, GREAT! Give them a Team Captain’s Packet; explain what is in the packet and what their first step should be (recruiting their team members). Get their name, email, address and phone number. Let them know the date of the next Team Captains’ meeting or Kick-Off. Also let them know that someone will be in touch with them to follow up.
- If their response is that they need to think it over then take their name and number, leave them a RFL Brochure and a contact name and phone number. Let them know that someone will follow up with them.
- If their response is “no”, ask if they would be interested in supporting the event in another way (then present your other support opportunities for the event).
- Be sure to invite all contacts you make to the Kick-Off or event regardless of their commitment.
- Thank them for their time once again.

### ***Follow-Up/Transition to Team Retention Committee***

As a follow-up, always make sure to send a personalized thank you note. Thank the person for their time and the opportunity to talk about Relay For Life. If someone on your committee suggested the potential team to you and helped set up the meeting in any way, please also send them a thank you note.

If you had teams sign up and take team packets at your Team Recruitment presentation, make sure to give the full contact information of the new team and new team captain to the Team Retention Committee right away. You will want to work with

Team Retention to make sure the new team is added to the team list, is invited to the Team Captain's meetings and will receive Relay newsletters.

#### Relay Recommendations for Team Recruitment

- Relay For Life is a family event. Encourage company teams to include their families.
- At a company, speak at a staff meeting, if possible.
- Set committee goals of number of new and returning teams.
- A team is not considered "official" until the commitment/registration fee is paid.
- Set an early registration deadline. Offer a discount or a drawing for all teams that pay their registration fee by that date.