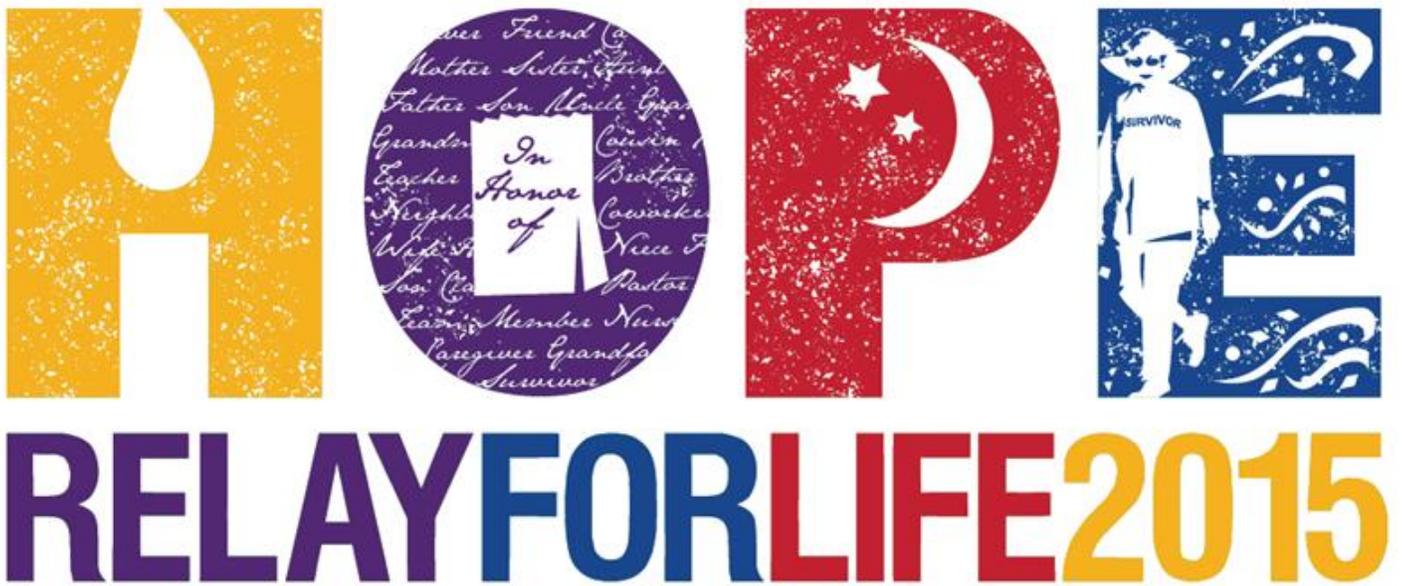


# Relay For Life of East Grand Rapids Team Captain Tools



**May 15 – 16, 2015**

**3pm – 3pm**

**East Grand Rapids High School**

# Relay For Life Glossary

In case it seems like Relay For Life events have a language all their own, here are some common terms you will hear at meetings and during the event. Be sure to share this glossary with your team.

## Bank Nights

Bank nights are a designated time when Team Captains can turn in their team's fundraising money prior to their Relay event. Several different bank nights may be held during the course of a year and may be held in conjunction with Team Captain meetings. It is the responsibility of the Team Captain to collect donations and to turn them in on bank nights.

## Caregiver

A caregiver is a family member, friend, loved one, or other support person who lends physical, emotional, or other support to someone at any time during the cancer journey. The role of a caregiver continues for those who have lost a loved one to cancer. Many Relay For Life events honor caregivers with a special Caregivers Lap.

## Corporate Sponsor

A company or organization that donates money or in-kind gifts to benefit the Relay event. In exchange, the sponsor receives special recognition at the event and in the community, such as their name on a banner or placement of the corporate logo on event T-shirts. Ask your Society staff partner for more information.

## In-kind Sponsor

A business or family that makes a donation of goods or services, such as food or entertainment, to support the Relay event.

## Fundraising Club Recognition Programs

These programs reward individual and team fundraising excellence. You and your team can achieve one of many fundraising club statuses, as well as earn special rewards for your efforts. Recognition programs are also available for youth and schools participating in Relay For Life, Relay Recess™, and Relay Field Day™ events.

## Luminaria

A candle, or a battery-operated light, in a bag dedicated in honor or memory of someone who has survived cancer or who lost their battle. The candle is supported by sand (or sometimes a canned good to be donated to a local food bank). Relay luminaria are personalized and placed in a circle

around the track. Luminaria can be ordered before or during a Relay event. Typically, order forms are available on the event Web site or from teams or committee members and distributed in the community.

## On-site Team Fundraiser

A fundraiser held at a team's campsite at the Relay event, such as food or crafts.

## Relay Kickoff

The kickoff is an opportunity to invite all new and returning Team Captains to inaugurate the Relay season of Team Captain meetings and fundraising. Depending on the community, the kickoff is held three or four months prior to the Relay event itself.

## Survivor

The American Cancer Society defines a cancer survivor as anyone who has heard the words "you have cancer."

## Survivors Lap

A lap around the track, typically the first of the event, dedicated to cancer survivors in the community.

## Survivor Reception

A reception at a Relay event dedicated to cancer survivors in the community.

## Team Captain Meetings

These meetings happen in the months leading up to a Relay event to bring together representatives from every team to share ideas, inspiration, and updates on how their teams are doing in preparing for the event. These meetings are also great places to ask questions of fellow Team Captains, committee members, or your Society staff partner.

## Team Theme

A theme used to create team spirit and enthusiasm. Teams can express their chosen themes through campsite decorations, costumes, and activities.

## Theme Laps

Specific hours when participants dress, dance, or play according to themes.





# Team Roster

Relay For Life of \_\_\_\_\_  
 Team name: \_\_\_\_\_

This roster is for use by Team Captains to track Team Member information and T-shirt distribution. **It is not an official event registration form.** For additional team members, please use a second copy of this form.

	Team Members <i>(Indicate Captains with **)</i>	Phone	Email	Registration Type <i>(Circle one)</i>	Registration Fee Paid <i>(Yes/No)</i>	T-shirt Size	Survivor <i>(Yes/No)</i>	Youth Waiver <i>(Yes/No)</i>
1				Online Scannable Form				
2				Online Scannable Form				
3				Online Scannable Form				
4				Online Scannable Form				
5				Online Scannable Form				
6				Online Scannable Form				
7				Online Scannable Form				
8				Online Scannable Form				
9				Online Scannable Form				
10				Online Scannable Form				
11				Online Scannable Form				
12				Online Scannable Form				
13				Online Scannable Form				
14				Online Scannable Form				
15				Online Scannable Form				



# American Cancer Society Relay For Life Team Fundraising Goal Worksheet

How does your Relay For Life team set an attainable fundraising goal? It's easy to think big when you break achieving your fundraising goal into smaller steps. Use this worksheet to figure out how much your team can raise.

## Meet with your team.

Fundraising is the entire team's responsibility. Gather your team to discuss contacts, resources, and strategies that can increase your team's fundraising success.

## Set individual fundraising goals.

Determine how much each of your team members will be able to raise individually through personal asks, writing letters, online fundraising, etc.

## Brainstorm team fundraisers.

What fundraising ideas interest your team? How many fundraisers would your team like to do? Were past fundraisers successful? How can you improve them for this year? Use the Team Fundraiser Planning Guide as a resource. Contact your event's fundraising chair for additional ideas and support.

## Add it up.

Use the table below to record individual and team goals and to determine your team's fundraising goal.

Type of Fundraising	Planning				Team Goal
	Name	Online	Offline	Total (At least \$100)	
Individual & Online Fundraising (Pre-event)		\$	\$	\$	\$
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
Team Fundraising (Pre-event)	<b>Fundraising Activity</b>	<b>Goal</b>			\$
		\$			
		\$			
		\$			
On-site Fundraising	<b>Fundraising Activity</b>	<b>Goal</b>			\$
		\$			
		\$			
Team Fundraising (Post-event / Year-round)	<b>Fundraising Activity</b>	<b>Goal</b>			\$
		\$			
		\$			
		\$			
<b>FUNDRAISING TOTAL</b>					\$



# American Cancer Society Relay For Life Team Fundraiser Planning Guide

Has your Relay For Life team decided to have a fundraiser, but you don't know where to start? This document will guide you through the essential steps of planning and implementing your fundraiser.

## Types of Fundraisers

With the help of your team members, determine what type of fundraiser you are interested in having. Think about the skills and resources of the individuals on your team. Also, keep in mind the four types of fundraising: individual, team, online, and on-site.

- **Individual fundraising:** Ask ten friends, coworkers, neighbors, or family to contribute \$10 each to your fundraising efforts.
- **Team fundraising:** As a team, host a golf tournament, car wash, bake sale, or spaghetti dinner.
- **Online fundraising:** Do you have friends and family who live out of state or who prefer to donate by credit card? Send them an email from your personal Relay fundraising page.
- **On-site fundraising:** Are there services or goods you and your team can provide at the event in exchange for a donation, such as massages, handmade jewelry, or homemade treats?

## Goal-setting and Planning

Deciding which type of fundraiser you want to have is the first step. Next, you'll want to set a goal for how much money you would like to raise. When setting your goal, don't forget to take expenses into account.

For example, let's say you plan to host a neighborhood movie night and would like to raise \$300. You estimate your expenses are going to be \$50, which will cover popcorn, soda, candy, and the movie rental. Try working with local businesses to get the rental and concessions donated.

You'll want to break down the goal to determine how many people will need to attend in order to raise \$300. For example, if you charge \$10 a person to attend, and the in-kind donations come through, then you only need 30 people to attend to reach your \$300 goal.

And don't forget about the Nationwide Team Fundraising Club program. When setting your team goal, aim for a Team Fundraising Club level. For more information about the Team Fundraising Club program, visit [relayforlife.org/fundraisingclubs](http://relayforlife.org/fundraisingclubs).

## Logistics and Details

Now that you know what you're doing and have a goal, you'll want to think about the logistics and details of the fundraiser itself.

- What time of year would be best for your particular fundraiser?
- Which day of the week and what time?
- Do you have the location secured?
- Is there adequate parking?
- Is there enough seating for everyone?
- Are decorations and/or signage needed?
- Make a plan to get the word out about your fundraiser. Think about the audience that you're trying to reach and the best ways to engage them.

Once you have a list of all your logistical needs, determine which team member(s) will be responsible for what and when each task needs to be completed. Remember, this is a team fundraiser, so it should be a team effort! Be sure to review the Fundraising Guidelines section of the Team Captain Guidebook.

## Wrap-up

Congratulations, your fundraiser was a huge success! Now what?

- **Thank-yous:** Make sure you acknowledge and thank everyone who attended, contributed to, and helped with your fundraiser, especially your team.
- **Evaluation:** Meet with your team to review the great things that happened and to look at any challenges you experienced. If you decide to hold a similar fundraiser in the future, you'll know where to make some changes.

**Now it's your turn! Use the Team Fundraiser Planning Worksheet to plan your Relay For Life team fundraiser!**



# American Cancer Society Relay For Life Team Fundraiser Planning Worksheet

Team name: \_\_\_\_\_

Name of fundraiser: \_\_\_\_\_

## Goal-setting and Planning

### Estimated Income

Type of Income	Income	Quantity	Total
Tickets	\$10 per person	25 people	\$250
<b>Total Estimated Income</b>			<b>\$</b>

### Estimated Expenses

Type of Expense	Total	Cost
Food		\$50
<b>Total Estimated Expenses</b>		<b>\$</b>

Total Estimated Income: \$ \_\_\_\_\_

- Total Estimated Expenses: \$ \_\_\_\_\_

Net Fundraising Goal: \$

## Logistics and Details

Event date: \_\_\_\_\_ Event time: \_\_\_\_\_

Event location: \_\_\_\_\_

Task	Team Member Responsible	Date Completed
Buy decorations	Rachel Smith	1/31/2015

## Don't forget ...

- Before implementing your fundraiser, check with your local American Cancer Society staff partner to inquire about local and state laws that may affect your fundraiser's success.
- Make a plan to get the word about your fundraiser out to the audience you are trying to reach.
- Thank everyone who attended, contributed to, and helped with your fundraiser, especially your team.
- Meet with your team after your fundraiser is complete to evaluate what worked well and what you might want to do differently in the future.



## How Will You Raise Your \$100?

- Donate \$20 yourself, and ask four friends for \$20 each.
- Ask 20 friends for \$5 each.
- Ask 10 friends for \$10 each.
- Send a personalized letter to family and friends explaining what the Relay For Life event is and ask for a donation. Always ask for more than you expect. For example, if you want \$25, ask for \$50. Be sure to include a return-by date.
- Carry your donor envelope around with you 24/7 to collect donations you might get on the spot.
- Dedicate your personal effort to someone who has won their battle with cancer, to someone who is currently battling cancer, or to someone who lost their life to this disease. A personal touch make people more willing to give.
- Online fundraising is fun and easy! Send email to faraway friends and watch your totals rise.
- Send a letter from your pet to family and friends. You might also want to send it out to your veterinarian.
- Take a walk around your neighborhood. Knock on doors and ask your neighbors for their support.
- Arrange a “dress down” day at work. Anyone dressing down will have to make a donation. Be sure you have a sign that says, “Please excuse our appearance today. We are dressing down to benefit the American Cancer Society Relay For Life.” You could request a donation anywhere from \$1 to \$5 per person to dress down. You could arrange these on a weekly or monthly basis.
- Collect donations by displaying cut-out suns and moons that are available through your American Cancer Society staff partner. These can be in honor or in memory of loved ones.
- Corporate matching gifts are an effortless way to double your money. Ask if your company offers matching gifts.
- Ask the businesses that you support to support you – your banker, doctor, dentist, hairstylist/barber, coffeehouse owner, dry cleaner, etc.

**Remember, almost everyone in the community has been touched by cancer in some way. Don't be afraid to ask. Most people are honored to give to the American Cancer Society.**



# What Does Your Dollar Do?

The impact of fundraising on the American Cancer Society



- The American Cancer Society asks every Relay For Life participant to raise at least \$100.
- Relay For Life teams are encouraged to have at least 15 people on each team.
- Also, teams are urged to set individual and team fundraising goals.
- Every Relay participant who raises at least \$100 receives a commemorative Relay For Life T-shirt.
- For many, the T-shirt is a “Badge of Honor” representing:
  - The miles walked at a Relay For Life event
  - Their individual reason to participate in a Relay event – the person or people they are honoring through a Relay For Life event
  - All of their fundraising efforts for the Relay For Life event
- In the end, the T-shirt illustrates how a Relay participant is doing something to fight back against cancer and save more lives.

The \$100 you raise for the Relay For Life program allows the American Cancer Society to ...

- Help pay for lodging at an American Cancer Society Hope Lodge®. Last year, nearly 38,000 patients and caregivers stayed at a Hope Lodge facility.
- Help cancer patients get to treatment and back home again through the Road To Recovery® program. The American Cancer Society helped more than 15,000 patients to and from treatment last year.
- Support Reach To Recovery volunteers as they visit newly diagnosed breast cancer patients.
- Cover the cost of providing information to those facing cancer. Every day, more than 2,200 people call the American Cancer Society for help and information.
- Help guide patients through their cancer journey through the American Cancer Society Patient Navigator Program.
- Fund groundbreaking research and new clinical trials.



# Contact Information

**Volunteer Event Lead: Hannah O'Brien**  
Email – [Hannah.Obrien212@gmail.com](mailto:Hannah.Obrien212@gmail.com)  
Cell – 616.481.9912

**American Cancer Society Representative: Lauren Wagner**  
Email – [lauren.wagner@cancer.org](mailto:lauren.wagner@cancer.org)  
Office – 616.551.4039

**Toll free number: 1.800.227.2345**  
[cancer.org](http://cancer.org)

**Event Website: [RelayForLife.org/EastGrandRapidsMI](http://RelayForLife.org/EastGrandRapidsMI)**  
**Facebook: [Facebook.com/EGRRelay](https://www.facebook.com/EGRRelay)**

