



welcome

TEAM CAPTAIN GUIDE



thank you

Cancer touches millions of people each year. We all know someone who has battled this disease or cared for someone who has fought it.

By joining the Relay For Life movement, you're helping paint the world purple and together, there is hope! The dollars that you and your team raise are critical in supporting the American Cancer Society's mission to save more lives from cancer.

WE CAN'T DO IT WITHOUT YOU!





you've got what it takes

Being a Team Captain is easier than it sounds! With some small steps, you can be part of a purple movement to save lives from cancer. To achieve success, there are just

THREE EASY STEPS:

RECRUIT. Who will join you and help fundraise?

Family | Friends | Coworkers | Neighbors

FUNDRAISE. With some smart thinking, you can easily fundraise by making it a part of the things you already do.

- Send out emails to your business contacts with your story.
- Host a lunch or dress-down day fundraiser at the office.
- Turn a hobby into a fundraiser.
- Ask your gym to host a workout class for donations.
- Sell gourmet snacks at soccer practice.
- Share why you're fundraising on social media.
- Host a movie night with friends.

JOIN US ON EVENT DAY.

relay day

closing ceremony

We make a commitment to keep on fighting.



opening ceremony

We kick off with a welcome and recognition of survivors and caregivers.



luminaria ceremony

The path is lit with luminaria bags, remembering loved ones lost to cancer and honoring those facing the disease today.



entertainment & activities

We'll have lots of activities to keep things fun and lively!



fundraising

Teams host on-site fundraisers throughout the event to raise even more money.

making an impact

IT'S A WIN-WIN!

You can earn rewards for reaching fundraising milestones, which is awesome. What's even better is helping the American Cancer Society educate people about reducing their risk for cancer or detecting it early, provide free information and support to people facing the disease, and fund research that will help protect future generations.

BECOME A HOPE CLUB MEMBER.

We challenge Relay For Life participants to raise \$100 or more for the American Cancer Society. Those who do become a Hope Club member and receive special recognition to celebrate their commitment to the cause, including the Relay For Life event T-shirt.

SET A GOAL BEYOND \$100!

The more you fundraise, the greater impact we make. You can earn rewards from the \$250 Bronze Club level all the way up to the \$10,000 Purple Club level. Be sure to visit relayforlife.org/awards to learn about all of our Fundraising Club levels and incentive prizes. We have Fundraising Club incentives for teams, too, from the \$1,000 Rising Star level up to the \$500,000+ Cure Club level!

resources

Lots of Relay resources are available to help you make the most out of your experience. Check these out today!

MY RELAY DASHBOARD. Your Relay personal fundraising page contains several great tools. You can send emails to recruit team members or ask for donations, track your progress, find fundraising ideas, and so much more.

RELAY RESOURCES SITE. Your personal link to this site is included in the welcome letter that came with this guide. Here you can download helpful resources, such as a team roster, track schedule, and information on how the Society is putting dollars raised to work. You can also order fundraising supplies to be mailed directly to you.

RELAY NATION. Visit relaynation.org, an online community for Relay participants to connect and share resources, stories, and inspiration. With millions of people participating in Relay For Life events each year, you're bound to find ideas you can use.

EVENT LEADERSHIP TEAM AND TEAM AMBASSADORS. Don't forget to check with your Event Leadership Team or Team Ambassadors if you need help. They are here to help you make the most out of your Relay event experience.



Thanks to the generous donations from corporate supporters and individuals like you, **we save lives** by helping people stay well and get well, by finding cures, and by fighting back.

cancer.org | 1.800.227.2345

