



South Tangipahoa Relay For Life

TEAM PLANNING & FUNDRAISING 101

Captain Name: _____ Team Name: _____

Step 1: Recruit Your Team

More than likely, you already have a network of amazing folks who have agreed to join your team. However, if you have fewer than 10 members, you may be able to use a few more. Think about people you know whose lives have been touched by cancer. They may be your Family, Friends, Neighbors, Co-Workers, Classmates, Business Contacts or members of your Church or Civic Group.

Ask individuals to join your team who you know have a passion to end cancer and to help others. Reach out to potential team members in person or through Email, Facebook, Phone Call, Text Message, Letter, Work Memo or Chat Message.

Step 2: Set Team Goals

A Goal is a dream with a deadline. We all need goals and we all need deadlines to help us take action.

Number of Team Members: _____ Individual Fundraising Goal Per Member: \$ _____

Total Team Fundraising Goal: \$ _____ Number of Team Fundraising Events: _____

Step 3: Delegate Team Duties

There is no "I" in TEAM. Your Relay For Life Team will be more successful when all members contribute to the goals and have a specific area they are in charge of. Below are the eight most important tasks that must take place before Relay Day. Assign one to two team members per task depending on the size of your team.

Task	Team Member(s) Responsible
Organize & Promote Luminaria & Cancer Fact Sign Sales	- -
Organize & Promote Survivor/ Caregiver Registration & T-Shirt Sales	- -
Organize Campsite Tent, Table, Chairs & Decorations for Relay Day	- -
Attend Team Captain Meetings & Communicate Info to Team	- -
Sign Up/ Schedule Team Members to Walk Throughout Relay Day & Organize Campsite Set-up and Teardown	- -
Organize & Promote Fundraising Activity #1 Before Relay Day	- -
Organize & Promote Fundraising Activity #2 Before Relay Day	- -
Organize & Promote Fundraising Activity On Relay Day	- -

Step 4: Plan Team Fundraisers

Meet With Your Team: Fundraising is a team effort and the entire team’s responsibility. Gather your team to discuss contacts, resources and strategies that can increase your team’s fundraising success.

Set Individual Goals: Determine how much each of your team members will be able to raise through personal asks and online fundraising.

Plan 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? See “Team Fundraising Ideas” handout.

Add It Up: Use the table below to record individual and team goals to determine your team’s fundraising goal. If it does not meet or exceed the Team Goal you set in Step 2, brainstorm additional fundraisers needed to meet your team goal.

Type of Fundraising	Planning				Team Goal
Individual and Online Fundraising (Before Relay Day)	Team Member Name	Online	Offline	Total: (At Least \$100)	\$
	1	\$	\$	\$	
	2	\$	\$	\$	
	3	\$	\$	\$	
	4	\$	\$	\$	
	5	\$	\$	\$	
	6	\$	\$	\$	
	7	\$	\$	\$	
	8	\$	\$	\$	
	9	\$	\$	\$	
	10	\$	\$	\$	
Team Fundraiser 1 (Before Relay Day)	Brainstorm Ideas			Goal:	\$
				\$	
				\$	
				\$	
Team Fundraiser 2 (Before Relay Day)	Brainstorm Ideas			Goal:	\$
				\$	
				\$	
				\$	
Relay Day Fundraiser (Turn in an Activity Registration to the Planning Committee)	Brainstorm Ideas			Goal:	\$
				\$	
				\$	
				\$	
Total Fundraising Goal					\$

Step 5: Communicate

Communication with both your Team and Donors is vital. Use the table below to organize Team Contact information and ask which communication method each team member prefers. Set up email groups, group chat, and group text messages to help you send out information and reminders to all members at one time.

Team Member Name:	Email Address:	Cell Phone Number:	Social Media Accounts:	Circle Preferred Contact Method
	_____@ _____	____ - ____ - _____	Facebook, Twitter, Instagram	Email, Text Message, Phone Call, In Person
	_____@ _____	____ - ____ - _____	Facebook, Twitter, Instagram	Email, Text Message, Phone Call, In Person
	_____@ _____	____ - ____ - _____	Facebook, Twitter, Instagram	Email, Text Message, Phone Call, In Person
	_____@ _____	____ - ____ - _____	Facebook, Twitter, Instagram	Email, Text Message, Phone Call, In Person
	_____@ _____	____ - ____ - _____	Facebook, Twitter, Instagram	Email, Text Message, Phone Call, In Person
	_____@ _____	____ - ____ - _____	Facebook, Twitter, Instagram	Email, Text Message, Phone Call, In Person
	_____@ _____	____ - ____ - _____	Facebook, Twitter, Instagram	Email, Text Message, Phone Call, In Person

Communicating the Mission of the American Cancer Society helps our community to understand WHY their donations are needed and how they are used. Use the “Our Mission” handout to list a few facts, programs and services that a donor is helping to support when they make a donation to your team.

Communicating WHY you Relay or WHO you Relay for is another effective way to elicit donations. Brainstorm a heartfelt mission statement that explains why you volunteer and raise funds for Relay For Life and the American Cancer Society.

ACS Mission: The American Cancer Society is the nationwide, community-based, voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service.

Team Captain Checklist:

	I have recruited amazing family, friends and co-workers to join my Relay For Life Team
	I have registered our team at www.relayforlife.org/hammondla and invited team member to join the team.
	Our team has discussed Individual and team fundraising goals for this year.
	Our team has exchanged contact information and discussed the best way to contact each other to discuss upcoming events, team meeting information, planning, support and reminders.
	Our team has updated our individual and team webpage with personal photos and a short statement explaining why we Relay
	Our team has distributed the team duties among all members so that we will work as a team.
	Our team is familiar with the mission of the American Cancer Society and can mention services or programs that community donations are helping to fund in our area.
	Our team has planned a couple of fundraisers to hold before the event and decided what activity we will host at our tent on Relay Day
	Our team has communicated our fundraising activities to the planning committee so they can promote our events on Facebook and through email.
	Our team is using Luminaria, T-Shirt Sales and Cancer Fact Signs as easy fundraisers that require little to no planning.
	Our team is using email, the Relay For Life website and Social Media to promote our individual and team fundraising efforts.
	Our team is seeking out and encouraging Survivors and Caregivers to register and participate in the opening ceremony on Relay Day.
	Our team will call or email a team representative below to ask questions and to seek help if needed. Erin March erin.march@tangischools.org 1-985-981-4985 Juanita Lee Juanita.lee@tangischools.org 1-985-974-3266 Candice Lauderdale candy82300@yahoo.com 1-985-290-8887 Tabetha Ficarra tabetha.ficarra@tangischools.org 1-985-320-7889

Team Meeting Dates:

Team Captain Meeting	Wed, August 19th	5:00 pm	North Oaks Diagnostic Center
Team Captain Meeting	Thur, September 17th	5:30 pm	Café NOLA
Team Captain Meeting	Thur, October 22	5:30 pm	Trey Yuen
Bank Night	Tuesday, November 10th	4 to 7:00 pm	North Oaks Diagnostic Center
Set Up Friday	Friday, November 13th	7:00 am to Dusk	at North Oak Park
RELAY 2015!!!	Saturday, November 14th	11:00 am to 6:00 pm	at North Oak Park

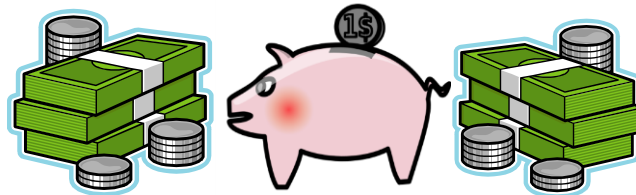


South Tangipahoa Relay For Life



How To Raise \$100 in 10 Days

<u>Day:</u>	<u>Action:</u>	<u>Total</u>
1	Put in your own \$10 donation	\$10
2	Ask your spouse for \$10	\$20
3	Place a canister at your place of employment	\$30
4	Ask a co-worker for \$10	\$40
5	Ask a friend for \$10	\$50
6	Ask a relative for \$10	\$60
7	Ask a neighbor for \$10	\$70
8	Ask your supervisor for \$10	\$80
9	Ask another neighbor for \$10	\$90
10	Ask another co-worker for \$10	\$100



How To Raise \$500 in 10 Days

<u>Day:</u>	<u>Action:</u>	<u>Total</u>
1	Put in your own \$25 donation	\$100
2	Ask Doctors/ Dentist to donate \$50 each	\$125
3	Ask 4 family members to donate \$25 each	\$225
4	Ask 3 friends to donate \$25 each	\$300
5	Ask your supervisor to donate \$25	\$325
6	Ask 2 local merchants to donate \$25 each	\$375
7	Ask 3 neighbors to donate \$15 each	\$420
8	Ask 2 co-workers to donate \$10 each	\$440
9	Ask 3 people from your church to donate \$10 each	\$470
10	Ask 3 of the parents of your children's friends for \$10	\$500



South Tangi Relay For Life Team Fundraising Ideas



Oldies But Goodies

<p>Car Wash- Local Auto Parts stores will often provide parking lot and materials for free!</p>	<p>Bake Sale/Stand- At work, church, business storefront, athletic games, local park or at the yard sale.</p>	<p>Services- Offer yard work, cleaning, babysitting, or laundry service for donations. Your team working together makes it fast and easy!</p>	<p>Raffles- Always a hit! Find someone to donate their vacation home for a weekend or a pair of home game tickets.</p>
<p>Yard Sale- Use social media to ask friends for items to sell if you don't have lots of extra items available.</p>	<p>Donation Can- Decorate cans to place at work, church or a friends business for donors to drop coins or cash into.</p>	<p>Box Dinners- Jambalaya, Fried Fish, Spaghetti, BBQ. See if a local grocery will donate needed ingredients.</p>	<p>Football Pools- Let all or part of this years football pool be a donation to Relay For Life. Maybe the winner will donate their portion too!</p>

Get Techy

<p>RFL Website- Add photos and a personal message, then send links to your website for friends to donate online.</p>	<p>Email- Put your address book to use and send personalized emails to potential donors explaining why Relay is important to you. Add a page link to your email signature.</p>	<p>Crazy Challenge- Ice Bucket Challenge, Dyed Hair, Hair Shaving, Pig Kissing- Use technology to challenge your friends to help you meet a goal or to save you from it!</p>	<p>Pictures- Use pictures in email, social media and your webpage to show past fundraisers and the loved ones you honor through your hard work.</p>
<p>Social Media- Facebook, Twitter and Instagram can all help you find team members, ask for donations, publicize your fundraisers and thank donors.</p>	<p>Text Messages- Text friends to invite them to fundraisers, remind team members to sign up, ask for donations, take pictures at events or thank those who help your team.</p>	<p>Tag Away- When posting updates or pictures, Tag friends and family that you know have been touched by cancer to ensure that they see your posts.</p>	<p>QR Codes- Use www.qrstuff.com To make those weird squares that people can scan with their phones. Create one with a link to your RFL Website and print the code on any fundraiser flyers or raffles you make this year.</p>



South Tangi Relay For Life Team Fundraising Ideas



Businesses Givebacks:

The following chain businesses offer “Giveback Nights” where a portion of the proceeds will be given to your team when customers mention you at checkout. Check out their websites or contact these businesses directly to schedule a night and to learn more. Sometimes it will depend on the local owner/manager if they choose to participate in these givebacks. Others may have programs too, just ask!

- Applebees**
- Arby’s**
- Charming Charlies**
- Chic-Fil_A**
- Chili’s**
- Menchie’s**
- Raisin’ Canes**
- Santa Fe**
- Subway**
- Wendy’s**

Local businesses are the heart of our community. Although they may not have national campaigns, many local businesses would love to support your team. They may offer a special promotion just for you- such as a specific amount of money donated to your team when a customer mentions your team (after all , that means you are sending them business) or they may be able to donate items for a raffle or ingredients that you need for a bake sale or box dinner sale. All you have to do is ASK. If you are a loyal customer, I bet they will want to support your team in some way.

Just remember- the worst they can say is no. Don’t take it personally- just try the next place. The best they can say is YES and all it took was you asking :)

**We can provide receipts to ANY business or individual so that they may use their donation as a tax write-off.

Hammond Relay For Life Sponsored

<p>Yard Signs- \$100 Your Team will earn \$100 for each “Cancer Fact Sign” that you sell. Short messages or business names are printed with a Cancer Facts on Yard Signs placed along the walking track.</p>	<p>Jar of Hope- \$25 Your Team will earn \$25 for each “Jar of Hope” that you sell. Glass jars with “HOPE” written on the side will be illuminated with Luminaria and may be taken home.</p>	<p>Angel of Hope- \$15 Your Team will earn \$15 for each “Angel of Hope” that you sell. These special Luminaria are decorated with angel wings and halos and may be taken home.</p>	<p>Suns/ Moons/ Cupcakes/ Feet- \$1? These donation cards are given freely to any team and may be used to display the names of donors who contribute at least \$1 to their fundraising campaign.</p>
<p>Torch of Hope- \$50 Your Team will earn \$50 for each “Torch of Hope” that you sell. Recipient Names and Givers names are engraved on a keepsake plaque and Torches may be taken home.</p>	<p>#PackThePark 20th Anniversary T-Shirt- \$20 Your Team will earn \$20 for each shirt that you sell. Baseball style ¾ sleeve shirts are also available. T- Shirts and Baseball Style are offered in Purple & Green.</p>	<p>Luminaria- \$10 Your Team will earn \$10 for each Luminaria that you sell. These lighted bags may be decorated by the purchaser. If not, student volunteer will decorate. Luminaria may be taken home.</p>	<p>Relay For Life Fundraising App Download the Relay For Life fundraising App from the iTunes or Google Play store for simple fundraising and social media posts from your mobile device!</p>