

THE TEAM CAPTAIN EXPERIENCE · SPRING 2014



RELAY
FOR LIFE



TEAMING UP TO

FINISH THE FIGHT

THE TEAM CAPTAIN PLAYBOOK

Welcome to the 2014 Team Captain Experience!

As captain for your team you must step into the role of coach. This playbook is to help guide you to a winning season in the fight against cancer. So take some time to plan out your strategies for the big game called Relay. This playbook will have resources to help guide your Relay season and support your team to reach its goals. We are teaming up to finish the fight against cancer and we need everyone all in.

American Cancer Society Programs

As you begin your journey with Relay For Life you may be asked about what the American Cancer Society does. The simple answer is that they support those affected by cancer by providing funding for research, education, advocacy and patient programs. Below are just a few of the programs offerings.

Cancer Resource Center	Provides cancer information, referrals to community programs and resources by volunteers for individuals affected by cancer.
Reach to Recovery	Provides a woman facing a diagnosis of breast cancer with contact and support from a breast cancer survivor. All volunteers are trained and certified by Reach to Recovery standards.
Road to Recovery	Provides ambulatory cancer patients with ground transportation to and from cancer treatment. Rides are dependent on volunteer driver availability.
Look Good, Feel Better	Provides a free two-hour workshop for women undergoing cancer treatment. This program helps improve the self-image, appearance, and quality of life of patients by teaching beauty techniques to help cope with the temporary appearance-related side effects of cancer treatment.
Patient Navigator	Provides personal support, cancer information, referrals and to community programs and resources by a trained non-clinical Patient Navigator for individuals affected by cancer.
Hope Lodge	Provides cancer patients and their caregivers a free, temporary place to stay when their best hope for effective treatment may be in another city.
Cancer.org	On this site you'll find information on cancer prevention, reducing cancer risk, cancer types and treatment options, support programs and resources, and cancer research. It offers a personalized experience with interactive tools including online communities for patients, survivors, and caregivers.
800.ACS.2345	Trained Cancer Information Specialists can answer questions 24 hours a day, every day of the year to empower you with accurate, up to date information to help you make educated health decisions. The goal is to connect patients, caregivers, and family members with valuable services and resources.

Team Captain's Checklist

Thank you for becoming a team captain – this checklist is a fast-play guide to get you started with the basics.

- Get yourself registered and set up your Team page online.
- Get your team together. Talk to everyone you know—in your company, congregation, neighborhood, clubs, school, and family—about Relay. This is how you'll form your team.
- Turn in your team registration fee. Team members can pitch in to cover it, or you can ask a company to sponsor you. Ask your dentist, doctor, insurance agent, and attorney. Get creative!
- Fill out and turn in your team and participant registration forms or get your team registered online as soon as possible including the individual \$10 fee for each participant. Encourage team members to customize their personal fundraising pages online.
- Have your team members set a goal for how much money they can raise. Each team member is encouraged to raise a minimum of \$100. Follow up to see how they are doing – celebrate their progress!
- Hand out team member materials to each participant. Get them started early! Share fundraising tips and encouragement.
- Attend team captain meetings and Relay rallies.
- Hold a team meeting to establish a team name and theme. Give purpose to your team – dedicate your efforts to someone who has been touched by cancer, for example. Continue to hold team meetings to keep your team informed and motivated.
- Stay in touch with your team. Let them know what to expect when they come to Relay For Life. Give everyone a job to do and encourage them to stay for the entire event.
- Collect all donations from your team members and turn in at designated time.
- Be a leader and help your team reach its goal. Challenge other teams.
- Attend Relay Wrap Up Party! Say THANK YOU to your team members and recognize their success!

Building Your Game Plan

Characteristics of a Good Coach (Effective Leadership)

We have all worked with or recognized great leaders. What are some of the traits they all have that seem to attract people and enable them to accomplish extraordinary things?

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Ideas to Draft a Winning Team (Recruiting)

Recruitment can be a difficult task for a team captain. Remember it's not just your job to recruit but it's a team effort. What can you do to create an environment that people want to be a part of and where do you look for teammates?

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Ideas for Sending the Right Signals (Communication)

Sometime we get our signals crossed which can cause a communication breakdown. What are some ways that we can communicate with our teammates to maximize our potential?

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Ideas to Pump Up Your Teammates (Motivation)

Everyone needs some additional motivation from time to time. With Relay sometimes it's as simple as refocusing on what brought us here to begin with. What are some other ways we can provide motivation for our teammates?

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How to Recruit a Terrific Team!

Here are a few tips to help:

- **Get excited!** Your enthusiasm is contagious.
- **Relay is for everyone.** You don't have to be athletic to participate in Relay For Life. People will be walking, running, strolling, dancing, and wheeling around the track. ANYONE can be part of this great community event.
- **Arrange an employee presentation at work.** Lunch is a great time or at an all-employee meeting. Tell your co-workers what Relay For Life is all about. Try to set up a challenge between departments or other locations. Ask your company to sponsor your team (by paying the registration fee). If you'd like a speaker from the American Cancer Society, just ask.
- **Recruit your family and friends.** Build your team roster by including family members. It's a family affair. Other potential members can be found at your place of worship, doctor's office, neighborhood, etc.
- **Dedicate your team to a cancer survivor.** If you know someone who is dealing with cancer, why not pay tribute by dedicating your team to them? Also, invite cancer survivors to participate. The Survivors' Lap is for them.
- **Get the word out.** Put up Relay For Life posters and display the brochure to invite others to participate. Become your organization's Relay For Life champion.
- **Create a team theme.** Tap your creativity. Come up with a unique name and plan to decorate your tent city with props that match your theme.
- **Motivate your team.** Hold regular team get-togethers to build spirit and keep everyone informed. Share your Relay story to help connect them with why Relay For Life is important.
- **Set a team goal for fundraising.** Have each participant set a personal goal, and then set a team goal. Encourage team members to meet their goal by keeping in touch.

Engaging Team Participants

- **Set individual goals.** Have each participant make an individual goal.
- **Get to know your teammates.** During team meetings have fun activities so everyone can get to know each other. Maybe a quick questionnaire that you can use at later times throughout the year to keep them engaged such as birthday, recognition style, etc.
- **Recognize.** When teammates hit a fundraising level recognize them at the meeting. Find other creative ways to recognize whether they put on a fundraiser, recruited a new team member, etc.
- **Lead by example.** Stay positive and model the behavior you want to see, whether it's that you want everyone to be a grand club member or you want everyone to be on time to the meeting.
- **Encourage.** Encourage your team to dream big and to really think outside the box to reach their fundraising goal.
- **Delegate.** By delegating tasks prior to Relay and for day-of activities you not only relieve yourself from feeling overwhelmed but you engage your teammates on a deeper level.
- **Communicate.** Make sure to inform your teammates of what the expectations are and also any changes that come along the way.
- **Team Meetings.** This will help everyone to work together and stay informed. It's also a great way to keep your team feeding off of the great enthusiasm. During the meetings you can recognize and include mission information to keep everyone excited about finishing the fight.
- **Mission Moments.** Include mission moments whenever you can. This helps teammates to know that they are making a difference. They can also spread those missions to others as they are asking for donations or recruiting new team members.

Show Me the Money

Yes, Relay For Life is a fundraiser! We make no apologies for that. After all, it is the funding that fuels the mission of ACS and enables the life-saving research and programs to continue. While there are many ways you can fundraise they can be grouped into the following categories. So what are some ways you plan to raise money this year?

Individual Fundraising

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Online Fundraising

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Team Fundraising

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On-site Fundraising

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Becoming a Well-Rounded Player

So how can you become more of a well-rounded player? By expanding our efforts to many facets we grow both personally and as a team. It begins with setting goals so we clearly know what we want to achieve and how we want to get there. When setting your goals, consider non-monetary goals as well such as how many teammates you're planning to recruit or how many survivors/caregivers you're going to ask to join your team or support your efforts. Then develop your goals into SMART goals which have actionable steps to increase your chances of achieving them.

Here's a great example of a SMART goal that we hope everyone sets for themselves this year:

- I will become an ACS CAN member today!

Setting Your Personal Goals:

- I plan to recruit _____ teammates by _____.
- Our team goal is to have _____ team members and will we do _____ to reach that goal.
- My individual fundraising goal is _____ and I plan to achieve this by _____.
- I plan to send out _____ emails to ask for donations, thank donors, or recruit other teammates by _____.
- I will ask _____ people per _____ how they can support me in finishing this fight.
- I will learn about _____ ACS programs so I can direct people to the resources they need.
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Don't Forget the Cheerleaders & MVPs

Sometimes we get so focused on what tasks we need to get done that we forget to recognize and celebrate our accomplishments. And, let's face it...we all like to be recognized on some level for doing our part. So who exactly do we need to recognize and celebrate?

Here are some questions to consider:

- What ways are you publicly or privately recognizing and celebrating your teammates?
- What types of accomplishments are you celebrating?
- What types of encouragement and support are you providing teammates who may feel like their struggling?
- How are you and your teammates recognizing individuals or businesses who've donated to your efforts?
- What ways do you share your accomplishments with your supporters?