



# **Team Development Handbook**



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## What is Relay For Life?

Relay For Life is the American Cancer Society's signature event, taking place across the nation and in countries around the globe. In fact, it's the largest annual not-for-profit fundraising event in the world! It brings together 3.5 million people to:

**Celebrate** the lives of those who have battled cancer. It is the strength of cancer survivors that inspires us to continue the fight.

**Remember** loved ones lost to the disease. At Relay, those who have walked alongside those battling cancer can grieve and find healing.

**Fight back** against a disease that takes too much. We make a commitment to save a life by taking up the fight

The event began in 1985 in Tacoma, Washington when Dr. Gordon Klatt walked for 24 hours to raise money for the American Cancer Society. Since then, Relay For Life events have raised \$2.5 billion to support programs aimed at eliminating cancer and supporting those affected by the disease. California Division's Relay For Life has made significant contributions to the fight against cancer since its inception. In 2007, the California Division had 303 Relays and raised \$33.3 million for the fight against cancer. In 2008, Relay For Life will take place in 313 communities and will raise an estimated \$36.5 million in California.

## How Relay Works:

Friends, family, coworkers and neighbors come together to form a Relay team, which collects donations leading up to the event. On Relay Day, team members take turns walking around the track during the 24 hours of Relay, making sure that someone is on the track at all times.

Why 24 hours? We are asking you to give a day out of your life for those who may not have another. There are similarities between the Relay For Life and a cancer patient's experience: It may get really hot during the day, and you may feel like quitting, but you keep on walking. It may get windy and cold at night – it might even rain. But you press on through the darkest hours knowing that the sun will come up and it will be a new day.

Each Relay For Life starts with the Survivors' Lap, during which cancer survivors from the community walk the first lap around the track to **celebrate** their victories and thank their caregivers while others cheer them on. At dusk, luminaria bags are lit, and remain lit throughout the night to create a path of hope. They are decorated to **remember** those lost to cancer and again honor caretakers and those that have survived the disease. The luminaria ceremony is a time for reflection, grieving and hope. These two inspiring and reflective ceremonies are followed by the Fight Back Ceremony, in which attendees literally and figuratively take up a flag against cancer and pledge to **fight back** against the disease.

Relay For Life is also an opportunity to deliver life-saving prevention and detection messages to participants.



### **The Mission of the American Cancer Society:**

Founded in 1913, 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.

### **Vision 2015 – A Sense of Urgency:**

The American Cancer Society is making tremendous progress in the fight against cancer, but there is still a long road ahead. Your involvement with the American Cancer Society is helping save lives and improve the quality of life for cancer patients and their families. The Society has ambitious goals for the next ten years and we need your help. By the year 2015, the Society aims to: double the number of lives saved from cancer; reduce the incidence of cancer by 25 percent and improve the quality of life of cancer patients and their families. Relay is a powerful vehicle communities can use to support the Society's mission to **fight back** against cancer!

### **The Mission of the American Cancer Society Relay For Life:**

The American Cancer Society Relay For Life represents the hope that those lost to cancer will never be forgotten, that those who face cancer will be supported and that one day, cancer will be eliminated.

### **The Lifesaving Impact of Relay For Life:**

Relay For Life is making a significant impact on the American Cancer Society's ability to meet our goal of eliminating cancer. Last year in California:

- Thousands of volunteers took part in 303 Relay For Life events across the state.
- Those volunteers recruited the more than 180,000 participants who heard the life saving messages of the American Cancer Society.
- 33,385 survivors were honored at Relay For Life activities.
- Relay For Life raised more than \$33.3 million dollars for the fight against cancer.

### **Cancer In Our Community:**

Cancer can affect anyone, regardless of age, gender, ethnicity or economic background:

- One out of two men and one out of three women will be diagnosed with cancer.
- In 2007, more than 1.4 million people nationwide will be newly diagnosed with cancer.
- In 2007, more than 133 thousand people in California will be newly diagnosed with cancer.
- There are approximately 10.5 million cancer survivors living in the United States.
- Practicing good nutrition habits, not using tobacco products and being physically active can prevent two thirds of cancer deaths.



## **Where the Money Goes:**

Funds raised by the American Cancer Society Relay For Life support the organization's programs, which focus on four distinct areas: research, education, advocacy and service.

## **Research**

The American Cancer Society was involved in many of the major cancer research breakthroughs of the last 90 years, including identifying smoking as cause of lung cancer, mammography screening for breast cancer and the PSA test for prostate cancer screening.

Currently, the Society is recruiting a diverse group of approximately 500,000 adults from across the nation for its third Cancer Prevention Study (CPS-3). CPS-3 works to better understand the lifestyle, environmental and genetic factors that cause or prevent cancer and ultimately help eliminate the disease as a major health concern for future generations. Enrollment is only available at select Relay For Life events across the nation. In 2008, enrollment will be held at 19 Relay For Life sites in California.

The California Division of the American Cancer Society has invested \$55 million in research in California. Nationwide, since 1946, the Society has funded nearly \$3 billion in research. By investing about \$130 million in research each year, the American Cancer Society dedicates more money to cancer research than any other private, not-for-profit, non-government organization in the United States. We have funded 42 researchers who later went on to be awarded the Nobel Prize.

## **Education**

Following American Cancer Society's wellness and cancer-detection guidelines can save your life or the lives of people you love. The American Cancer Society provides materials and educational programs on early detection and prevention of cancer to a variety of high-impact constituents in the community, including employers, schools, churches, local government, hospitals and community service groups.

## **Advocacy**

We fight for life-saving policy to increase federal research funding, reduce tobacco use, promote early detection of cancers, improve access to care and support cancer patients. The American Cancer Society has advocated the passage of legislation that has had a positive impact on controlling cancer. For example, lung cancer rates in the California have declined over the past several years thanks to several tobacco control initiatives.



## Service

Patient and family support services such as Look Good... Feel Better, Reach to Recovery and Road to Recovery help people with cancer during and after treatment. Anyone, anywhere can access cancer information and support 24 hours a day, seven days a week at 1.800.ACS.2345 or at [www.cancer.org](http://www.cancer.org).

## Getting Results:

American Cancer Society funded research, prevention and early detection programs are helping more people survive cancer than ever before in history:

- In 1946, one out of four cancer patients survived more than five years; today, two out of three patients are alive five years after diagnosis.
- More than 75,000 patients and survivors in California received American Cancer Society information and services or attended survivor events.
- Society Cancer Information specialists staffing the 24/7 toll free number answered more than 101,000 calls from across California seeking free support and information.
- Almost 8,500 people in California received transportation assistance for treatment appointments, for a total of almost 290,000 rides.

## Relay For Life National Event Standards:

### Mandatory

- 24-hour overnight event
- Opening and closing ceremonies
- Luminaria ceremony
- Survivorship activities
- Mission Delivery activities (education)
- Team registration/commitment fee
- Graphics standards on logo
- Tobacco and alcohol-free event

### Recommended

- Sponsorships
- Team and individual incentives
- Expense ratio of 10 percent or less
- Communication/newsletters
- Team captain meetings
- Bank night(s)
- Fight Back Ceremony



## **Relay For Life Committee Expectations**

When you become a member of the Relay For Life committee, you become an American Cancer Society volunteer. You, along with your fellow committee members are producing an event that will positively impact the lives of people in your community. By helping raise cancer awareness and money, you and everyone involved in Relay For Life are fighting back against cancer. Relay For Life is a community-owned, volunteer-driven event. Your staff partner is your coach and your resource.

### **As a Relay For Life Committee Member:**

- Plan on attending all committee meetings.
- Recruit help! As your event grows, you will need sub-committees.
- Two-year terms are recommended. Plan for your transition by appointing a co-chair.
- Assist other committee members when asked.
- Attend Society trainings about your committee position (i.e., Relay U or Track Chats).
- Recruit teams! This is the key to a successful Relay
- Complete a partnership agreement with event chair and subcommittee chairs.
- Have a team of your own or be a team member.
- Plan to be at the event to help set-up.
- Plan to camp out and be at the event the entire 24 hours.
- Plan to stay until the end and help clean up.
- Get all the work done prior to the event so you can enjoy the event.
- Attend the wrap-up meeting to brainstorm how to improve next year's event.

### **Tools you should have in your RELAY TRUNK:**

- A Relay For Life video
- Relay For Life posters
- Relay For Life brochures
- Relay For Life annual report booklet
- Your Relay For Life notebook





# Team Development



## Team Development

Your Relay For Life can have the best food and the greatest entertainment in town, but if nobody shows up it isn't a party and you've missed a great opportunity to fight cancer. To ensure the success of this event, your Relay committee must focus on teams, teams, and teams with everyone helping to recruit as many teams as possible.

Team Development begins with organizing committees of enthusiastic, energetic, and committed volunteers. Recruiting these volunteers is the first step. You must also follow-up in building relationships, retaining and mentoring team members, and recruiting new teams from untapped areas of the community.

### Tips for Great Teams

- Recruit teams early so they have more time to raise money.
- Get their Team Scannable Forms and Commitment Fee turned in as soon as possible to confirm their commitment.
- Know your Team Captains by taking time to meet them.
- Encourage teams to set fundraising goals and share their goals at Team Captain meetings.
- Mentor teams by checking in to see how they're doing and giving them fundraising tips.



## What We Know About Top Relay Teams

- They operate like a committee with everyone supporting the team.
- They recognize that they have “A,” “B,” and “C” team members.
  - “A” people have everything done yesterday. They are always on the ball and can be counted on to lead the team.
  - “B” people will get the job done, but may not be the most likely to attend the team meetings with any regularity.
  - “C” people are those whom you give a task for the day of Relay. Every team needs them for support like setting up the campsite, bringing hot chocolate at midnight, or walking the 3:00 a.m. lap.
- They have regular team meetings usually at somebody’s home in a fun, festive atmosphere. Members are given incentives to attend and there is always food.
- They have consistent and frequent communication. The Team Captain makes sure everyone is in the loop by communicating via e-mail, phone calls, team meetings, and other ways.
- They engage in year-round fundraising that promotes team, individual and on-site fundraising. Many do not set a minimum expectation of \$100, but leave the amount open based on the team goal. See the Fundraising Guidebook for fundraising ideas.
- All team members write letters to raise money. The Team Captain may write the “master letter” or each team member writes his/her own. Letters are sent to each person’s “Holiday Card” list along with a self-addressed, stamped envelope. After the Relay, the team members send a team newsletter touting their success. Even if the event is a Relay On-line event, the team members still write letters in addition to sending e-mail.
- They make Relay For Life FUN.



- **Team Development Chair**

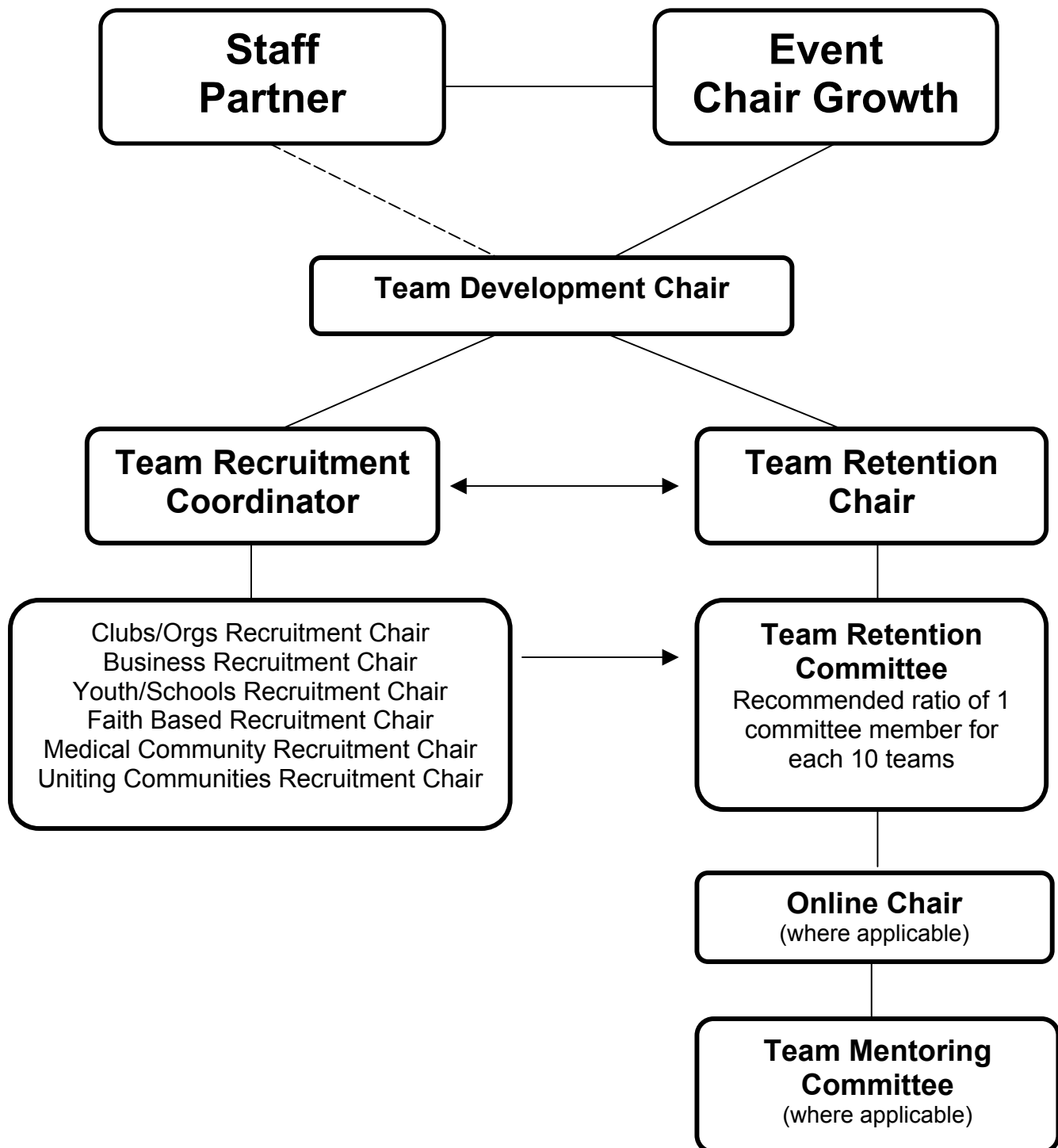
The Team Development Chair is someone who is good at recruiting and empowering leaders, and motivating people to get involved.

### **Duties and Responsibilities**

- Establish a Team Recruitment Committee and Team Retention Committee.
- Attend event committee meetings.
- Maintain communication with returning teams and coordinate Team Mentoring program.
- Recruit chairs for the Recruitment Committee and the Retention Committee and ensure there is a recruitment plan.
- Promote communication between the Team Retention and Team Recruitment Committees, and encourage them to meet early to identify how they will communicate with each other.
- Follow-up with committee members about attaining their goals for number of leads or number of teams, and identifying places for presentations.
- Ensure that the online tool (where applicable) is being shared and that everyone is trained on the product.
- Work with the Survivorship and Team Retention Committees to ensure that all survivors are invited to be on a team. (FYI: A recent survey showed that the only reason Survivors did not join a team was because they were not asked.)
- Create a strategy to reach the team recruitment goal.
- Motivate committees and recognize their efforts and achievements.

The Team Development Chair will need the help of the Relay committee to recruit both volunteers and teams. Each of us travels and interacts within certain parts of our communities. By looking at who each of us is, we'll be able to individually and collectively identify opportunities for volunteer and team recruitment. The exercise on the following page shows how much community potential there is for both volunteer and team recruitment. The value of this exercise is to show the committee what an impact they can have in these areas.

## Team Development Overview





## Who Are You?

What do you do? Where do you hang out? Who do you know?

**Name:** \_\_\_\_\_

**Work:** \_\_\_\_\_

**Talent:** \_\_\_\_\_

**Hobby:** \_\_\_\_\_

**School / Daycare:** \_\_\_\_\_

**Health Club / Gym:** \_\_\_\_\_

**Place of Worship:** \_\_\_\_\_

**Neighborhood / Sub-Division:** \_\_\_\_\_

**Grocery Store:** \_\_\_\_\_

**Favorite Dinner Spot:** \_\_\_\_\_

**Bank:** \_\_\_\_\_

**Post Office:** \_\_\_\_\_

**Night Spot:** \_\_\_\_\_

**Spa:** \_\_\_\_\_



**Club / Civic Connection:**

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# Team Recruitment





## Team Recruitment

Recruiting teams is the most critical element in organizing a successful Relay. You cannot have too many teams. Increasing the number of teams requires increasing the number of people on the Team Recruitment Committee. The Team Recruitment Coordinator is not responsible for recruiting all your teams. Everyone on the Relay committee must actively recruit teams. Existing Team Captains should be a part of your recruitment strategy.

Possible Sub-committees for Team Recruitment include Businesses, Youth and Schools, Service Clubs, Places of Worship, Medical Community, and Uniting Communities – Diversity.

### Tips for Great Teams

- Recruit teams early so they have more time to raise money.
- Get their Team Scannable Forms and Commitment Fee turned in as soon as possible to confirm their commitment.
- Know your Team Captains by taking time to meet them.
- Encourage teams to set fundraising goals and share their goals at Team Captain meetings.
- Mentor teams by checking in to see how they're doing and giving them fundraising tips.



## Team Recruitment Coordinator

The Team Recruitment Coordinator is someone who can motivate people to get involved and to raise money.

### Duties and Responsibilities:

- Recruit Team Recruitment Sub-committee volunteers.
- Develop a plan for recruiting and identifying “who knows who” as well as following-up on leads of potential new teams.
- Promote communication between Team Retention and Team Recruitment committees and encourages them to get together early to identify how committees will communicate with each other.
- Meet regularly with Team Recruitment volunteers.
- Along with Recruitment Committee, follow-up, on committee members’ goals for number of leads or number of teams and possible presentations.
- Along with Recruitment Committee, make presentations to groups.
- Along with Recruitment Committee, look at areas of the committee that need to recruit teams from and make cold calls if necessary. Recruitment Committee should also work with the Team Retention committee to identify opportunities for recruitment leads from existing teams.
- Establish a sub-committee for Team Recruitment and have each person focus on a different target group. (See Tools for Recruitment Coordinator.)
- Schedule and give presentations or arrange for someone to make presentations in your place.
- Work with Survivorship and Team Retention Committees to ensure that all Survivors are invited to be on a team. (FYI: A recent survey showed that the only reason Survivors did not join a team was because they were not asked.)
- Create a strategy to reach the team recruitment goal (See Recruitment Wheel on page 22). Break it down so each person on your committee knows how many teams they need to recruit.
- Motivate sub-committees and recognize their efforts and achievements.

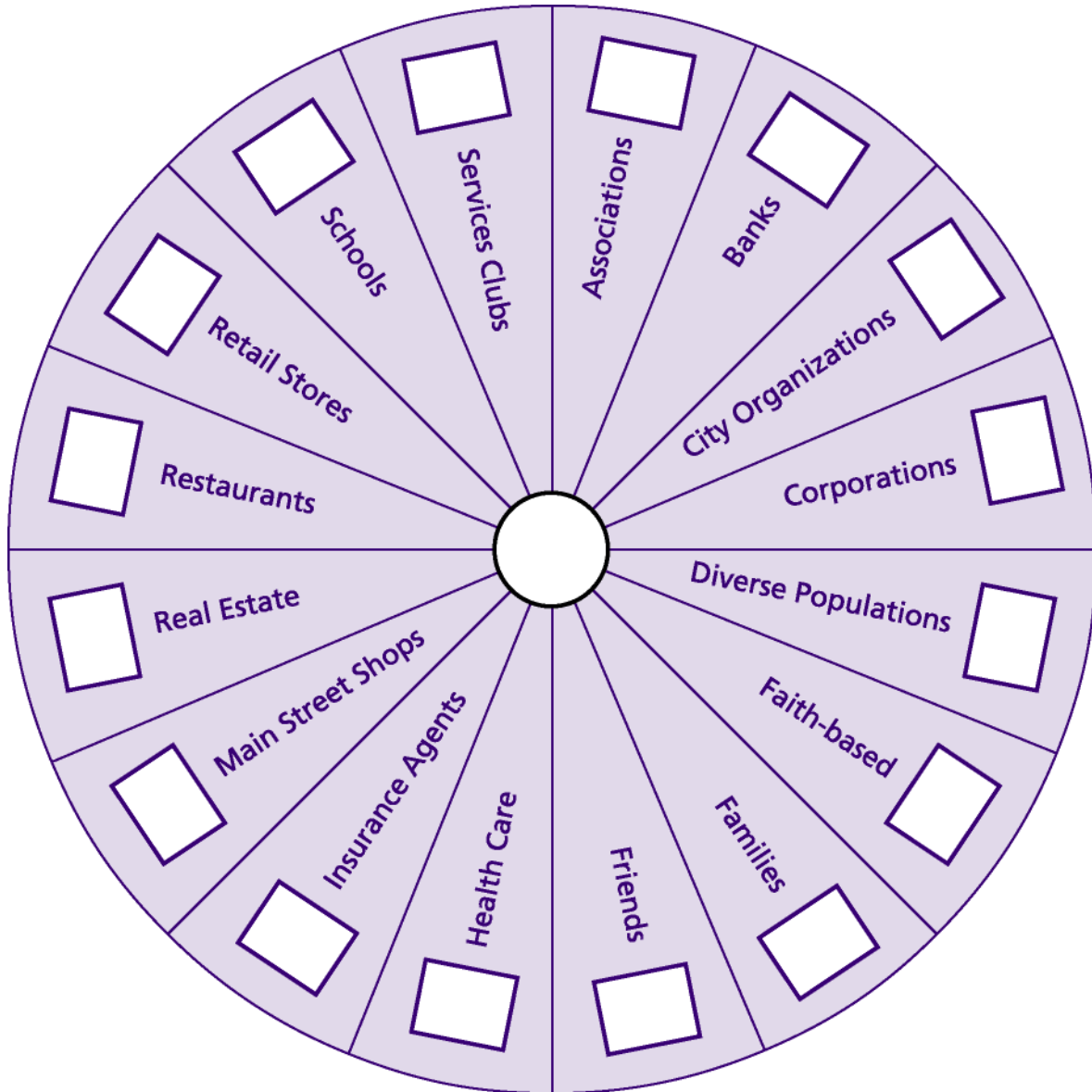


## Team Recruitment Wheel/Plan

The Team Recruitment Wheel on the following pages will help you develop a recruitment plan. It is best to do this exercise on a flip chart along with the group.

1. Draw a circle on a flip chart – “this is the community of \_\_\_\_\_.”
2. Then divide it up like a pie (10-12 pieces). “These are segments of the community from which we might recruit teams.”
3. Now fill in the segments as the group brainstorms from which segments of the community they might recruit teams. Keep the labeling generic, so that many teams could be recruited from each segment. Let them come up with the categories. They will probably come up with the following categories:
  - Corporations
  - Small businesses
  - Medical facilities
  - Faith-based organizations
  - Health clubs
  - Schools/Youth
  - Service clubs
  - Media
  - Support groups
  - City/County employees
  - Financial institutions
  - Families
5. Next, brainstorm how many teams they might recruit from each segment. Write that number in each slice of the pie.
6. Now examine what your committee looks like. Does your committee have a person from each slice of the pie? If not, whom can you recruit to get into that segment of the community?
7. Team Recruitment Coordinator should do this with the committee (better yet – their sub-committee) to determine who will recruit teams from each segment.
8. Identify who is responsible for making contact and be sure to follow-up.
9. The benefit of this approach is that you don’t have people trying to recruit from the same areas; and you don’t miss anything or anyone in trying to blanket the community in team recruitment.

## Team Recruitment Plan



1. Work with committee to identify what areas of the community our captains and committee come from (note: be sure to put numbers of teams in boxes).
2. Build a plan for who is going to contact people in the community (both for committee members and Captains).
3. Identify who is responsible.
4. Next meeting - Update progress and build on the plan.

# The Recruitment Plan

	Meeting #1	Meeting #2	Meeting #3
	Total Teams: <input type="text"/>	Total Teams: <input type="text"/>	Total Teams: <input type="text"/>
<b>Associations</b>			
How many are involved?	<input type="text"/>	<input type="text"/>	<input type="text"/>
How Many do we need?	<input type="text"/>	<input type="text"/>	<input type="text"/>
Who will contact new groups?	<input type="text"/>	<input type="text"/>	<input type="text"/>
	Total: <input type="text"/>	Total: <input type="text"/>	Total: <input type="text"/>
	Number: <input type="text"/>	Number: <input type="text"/>	Number: <input type="text"/>
<b>Banks</b>			
How many are involved?	<input type="text"/>	<input type="text"/>	<input type="text"/>
How Many do we need?	<input type="text"/>	<input type="text"/>	<input type="text"/>
Who will contact new groups?	<input type="text"/>	<input type="text"/>	<input type="text"/>
	Total: <input type="text"/>	Total: <input type="text"/>	Total: <input type="text"/>
	Number: <input type="text"/>	Number: <input type="text"/>	Number: <input type="text"/>
<b>City Organizations</b>			
How many are involved?	<input type="text"/>	<input type="text"/>	<input type="text"/>
How Many do we need?	<input type="text"/>	<input type="text"/>	<input type="text"/>
Who will contact new groups?	<input type="text"/>	<input type="text"/>	<input type="text"/>
	Total: <input type="text"/>	Total: <input type="text"/>	Total: <input type="text"/>
	Number: <input type="text"/>	Number: <input type="text"/>	Number: <input type="text"/>
<b>Corporations</b>			
How many are involved?	<input type="text"/>	<input type="text"/>	<input type="text"/>
How Many do we need?	<input type="text"/>	<input type="text"/>	<input type="text"/>
Who will contact new groups?	<input type="text"/>	<input type="text"/>	<input type="text"/>
	Total: <input type="text"/>	Total: <input type="text"/>	Total: <input type="text"/>
	Number: <input type="text"/>	Number: <input type="text"/>	Number: <input type="text"/>
<b>Diverse Populations</b>			
How many are involved?	<input type="text"/>	<input type="text"/>	<input type="text"/>
How Many do we need?	<input type="text"/>	<input type="text"/>	<input type="text"/>
Who will contact new groups?	<input type="text"/>	<input type="text"/>	<input type="text"/>
	Total: <input type="text"/>	Total: <input type="text"/>	Total: <input type="text"/>
	Number: <input type="text"/>	Number: <input type="text"/>	Number: <input type="text"/>
<b>Faith Based Organizations</b>			
How many are involved?	<input type="text"/>	<input type="text"/>	<input type="text"/>
How Many do we need?	<input type="text"/>	<input type="text"/>	<input type="text"/>
Who will contact new groups?	<input type="text"/>	<input type="text"/>	<input type="text"/>
	Total: <input type="text"/>	Total: <input type="text"/>	Total: <input type="text"/>
	Number: <input type="text"/>	Number: <input type="text"/>	Number: <input type="text"/>
<b>Families</b>			
How many are involved?	<input type="text"/>	<input type="text"/>	<input type="text"/>
How Many do we need?	<input type="text"/>	<input type="text"/>	<input type="text"/>
Who will contact new groups?	<input type="text"/>	<input type="text"/>	<input type="text"/>
	Total: <input type="text"/>	Total: <input type="text"/>	Total: <input type="text"/>
	Number: <input type="text"/>	Number: <input type="text"/>	Number: <input type="text"/>
<b>Friends</b>			
How many are involved?	<input type="text"/>	<input type="text"/>	<input type="text"/>
How Many do we need?	<input type="text"/>	<input type="text"/>	<input type="text"/>
Who will contact new groups?	<input type="text"/>	<input type="text"/>	<input type="text"/>
	Total: <input type="text"/>	Total: <input type="text"/>	Total: <input type="text"/>
	Number: <input type="text"/>	Number: <input type="text"/>	Number: <input type="text"/>

### Health Care

How many are involved?

How Many do we need?

Who will contact new groups?

<input type="text"/>		<input type="text"/>		<input type="text"/>		<input type="text"/>		<input type="text"/>	
<input type="text"/>	Total:	<input type="text"/>		<input type="text"/>	Total:	<input type="text"/>		<input type="text"/>	Total:
<input type="text"/>	Number:	<input type="text"/>		<input type="text"/>	Number:	<input type="text"/>		<input type="text"/>	Number:

### Insurance Agents

How many are involved?

How Many do we need?

Who will contact new groups?

<input type="text"/>		<input type="text"/>		<input type="text"/>		<input type="text"/>		<input type="text"/>	
<input type="text"/>	Total:	<input type="text"/>		<input type="text"/>	Total:	<input type="text"/>		<input type="text"/>	Total:
<input type="text"/>	Number:	<input type="text"/>		<input type="text"/>	Number:	<input type="text"/>		<input type="text"/>	Number:

### Main Street Shops

How many are involved?

How Many do we need?

Who will contact new groups?

<input type="text"/>		<input type="text"/>		<input type="text"/>		<input type="text"/>		<input type="text"/>	
<input type="text"/>	Total:	<input type="text"/>		<input type="text"/>	Total:	<input type="text"/>		<input type="text"/>	Total:
<input type="text"/>	Number:	<input type="text"/>		<input type="text"/>	Number:	<input type="text"/>		<input type="text"/>	Number:

### Real Estate

How many are involved?

How Many do we need?

Who will contact new groups?

<input type="text"/>		<input type="text"/>		<input type="text"/>		<input type="text"/>		<input type="text"/>	
<input type="text"/>	Total:	<input type="text"/>		<input type="text"/>	Total:	<input type="text"/>		<input type="text"/>	Total:
<input type="text"/>	Number:	<input type="text"/>		<input type="text"/>	Number:	<input type="text"/>		<input type="text"/>	Number:

### Restaurants

How many are involved?

How Many do we need?

Who will contact new groups?

<input type="text"/>		<input type="text"/>		<input type="text"/>		<input type="text"/>		<input type="text"/>	
<input type="text"/>	Total:	<input type="text"/>		<input type="text"/>	Total:	<input type="text"/>		<input type="text"/>	Total:
<input type="text"/>	Number:	<input type="text"/>		<input type="text"/>	Number:	<input type="text"/>		<input type="text"/>	Number:

### Retail Stores

How many are involved?

How Many do we need?

Who will contact new groups?

<input type="text"/>		<input type="text"/>		<input type="text"/>		<input type="text"/>		<input type="text"/>	
<input type="text"/>	Total:	<input type="text"/>		<input type="text"/>	Total:	<input type="text"/>		<input type="text"/>	Total:
<input type="text"/>	Number:	<input type="text"/>		<input type="text"/>	Number:	<input type="text"/>		<input type="text"/>	Number:

### Schools

How many are involved?

How Many do we need?

Who will contact new groups?

<input type="text"/>		<input type="text"/>		<input type="text"/>		<input type="text"/>		<input type="text"/>	
<input type="text"/>	Total:	<input type="text"/>		<input type="text"/>	Total:	<input type="text"/>		<input type="text"/>	Total:
<input type="text"/>	Number:	<input type="text"/>		<input type="text"/>	Number:	<input type="text"/>		<input type="text"/>	Number:

### Service Clubs

How many are involved?

How Many do we need?

Who will contact new groups?

<input type="text"/>		<input type="text"/>		<input type="text"/>		<input type="text"/>		<input type="text"/>	
<input type="text"/>	Total:	<input type="text"/>		<input type="text"/>	Total:	<input type="text"/>		<input type="text"/>	Total:
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## Potential Teams

### Service Clubs/Government

- Rotary—there may be several
- Kiwanis—contact all of the clubs because they often compete with each other
- Lions
- Soroptomist
- Moose/Elks/Women’s Club
- 20/30 Club—young professionals who do volunteer work
- City councils
- School boards
- City office—fire department, police department
- County government—board of supervisors, auditor’s office, sheriff’s department
- Mothers’ clubs

### Tips

- If you know anyone in a club, ask if they can get you on the program.
- If not, get on their meeting agenda and make a quick pitch.
- Show the Relay For Life video. This will inspire them.
- Give them lots of options. If they can’t form a team, perhaps they can sponsor another team. Or they could volunteer to set-up or clean up. Or they can serve a meal. Remember, Relay For Life offers opportunities for everyone to be involved at some level.
- Clubs can lead to multiple teams, because each club is made up of business professionals, many whom are top decision makers for their businesses.
- Get city and county offices to challenge each other. Spark some competition by encouraging them to place a challenge in the employee newsletter.
- Go to the senior center. You may get a team and you’ll definitely get volunteers.



## **Business**

- Tap into chambers of commerce to connect with businesses
- Corporations—encourage departments to form multiple teams and compete with each other
- Small businesses
- Grocery stores
- Retail
- Hotels
- Restaurants
- Insurance companies
- Mortgage companies
- Utility Companies—PG&E, GTA, cellular carriers
- Auto dealerships
- Golf courses
- Fitness centers / health clubs
- Real estate offices

## **Tips**

- Start with a personal connection. If you don't know anyone working at a company or organization, ask committee members or current Team Captains if they know anyone you can contact. If not, call the company and ask for the human resources manager or the person who coordinates the employee involvement program. If that doesn't work, ask the human resources person to direct you to someone in the organization who may be interested in cancer issues and would like to learn more about Relay For Life.
- Make sure your corporate sponsors have teams at the event.
- Think about what corporate sponsors you want for next year and get them to put a team together this year.





## **Youth and Schools**

- High school leadership classes—see Youth Handbook
- School clubs—Key Club/Interact/Chess Club
- Teachers—presentation at faculty meeting
- Parent/Teacher Associations (PTSA)—speak to the president if possible; attend a roundtable session that includes PTSA Leadership.
- Sports teams
- Boy Scouts, Girl Scouts, YMCA
- Pre-schools
- Public and private schools
- Youth hangouts
- Community clubs—gymnastics, 4-H, soccer clubs, swim team
- College and university faculties
- University fraternities and sororities

## **Tips**

- A high school leadership class is made up of school leaders most of whom belong to other clubs or teams. These classes have a great potential for organizing multiple teams. Many times, they also form the volunteerism branch of the school.
- Recruit the sports teams. Relay For Life can be a great pre-season conditioner for football players, volleyball teams, and cross country types.
- Get faculty involved. If the athletic director gets involved, chances are you'll have a solid faculty team. A faculty team can also chaperone a youth team then you have recruited two teams at the same time.
- Get a student on your committee to spearhead this recruitment.
- Make sure youth teams have a chaperone at the event the entire time.
- Talk to chaperones and make sure you know who they are.

See requirements for youth teams on the following page.



## **Youth Team Requirements**

For a youth team to participate in the Relay For Life, the following criteria must be met.

1. Only those people who are registered may be at the track after dark. Anyone not signed up on a team, will be asked to leave.
2. All youth teams **MUST** have a chaperone (at least 21 years old) at the track at all times. You must submit the name and phone number of your chaperone prior to the event. Your chaperone will be responsible for your teams' behavior.
3. The team must submit their registration form to the American Cancer Society office at least two weeks prior to the event. The chaperone's name and phone number should be written on your registration form.
4. All participants must have their parents sign the waiver and list an emergency contact number.
5. All participants must bring their picture I.D. (ASB card or driver's license) to the event, and be able to present it if asked.



## **Faith-Based Organizations**

- Churches
- Temples
- Synagogues
- Mosques
- Church youth groups

## **Tips**

- Start with anyone on the committee who belongs to a place of worship.
- Make sure your entire community is involved.
- Get churches/temples/synagogues to challenge each other.
- Make a Relay presentation at the clergy meeting. Most communities have a monthly meeting with all clergy. This gives you the opportunity to set up a challenge.
- If you have friends who attend a specific church, synagogue or temple, ask if they will be Team Captains and put together a team within their congregation.
- Place notices and articles in church bulletins to recruit Team Captains.
- Suggest they form a team in honor of someone in their congregation who is fighting cancer.



## **Medical Community**

- Hospitals—oncology department, human resources department, volunteer guild
- Cancer treatment facilities
- Public health department
- HMOs
- Health insurance companies
- Doctors offices
- Oncology Nurses Association
- Dentists—they treat oral cancer
- Physical therapy offices
- Support groups
- Pharmaceutical reps

## **Tips**

- Remember, a personal connection is always best. A medical facility is more likely to support Relay when encouraged by an employee.
- Connect with the community relations department, especially if the team prospect is a corporate partner.
- One way to encourage the medical community to be involved is to ask teams to staff the Medical Tent. This gives them a high profile and the opportunity to show the community their involvement in the Relay.
- Support group and doctors offices are usually interested in Survivor recruitment. Relay helps them support a quality of life activity that is beneficial to their patients.



## **Uniting Communities**

- Chambers of commerce—Black Chamber, Hispanic/Latino Chamber, others reflecting demographics
- NAACP
- Urban League
- Labor organizations
- Community-based organizations/agencies
- Gay/lesbian groups
- Senior centers
- Youth groups

## **Tips**

- Contact existing volunteers in the community.
- Review/Complete Relay For Life community assessment.
- Based on profile, determine strengths, weaknesses, opportunities and challenges. Determine where the American Cancer Society can improve involvement.
- Expand knowledge of the culture or community to be approached.







## Notes





# Team Retention



## Team Retention

Recruiting committed and enthusiastic teams is the first important step in organizing a successful Relay For Life. However, once your teams are on board, you must keep them motivated and active in meeting, and possibly exceeding their goals.

Team Captains are the heart and soul of the Relay For Life. The relationships you build with them can ensure the success for your event this year and for many years to come. Possible Sub-committees for Team Captains are Youth and Schools, Service Clubs, Churches, and Medical Community.

### Team Retention Chair

This person is someone who is good at mentoring people, building relationships, and motivating people to get involved and raise money.

#### Duties and Responsibilities

- Recruit a team of volunteers to assist you and regularly meet with them.
- Maintain listing of teams.
- Select, order, and deliver incentive prizes.
- Attend event committee meetings.
- Communicate with teams throughout Relay season.
- Prepare Team Captain packets.
- Mentor new and existing Team Captains and train new Team Captains.
- Recognize and thank Team Captains on an ongoing basis at the Relay event.
- Maintain communication between Team Retention and Team Recruitment Committees and meet with them early to identify how you will communicate with each other.
- Establish a sub-committee of Team Captains if Relay is large and have each person focus on a different target group. (A 1-10 person ratio is a good equation when the committee is mentoring captains.)
- Schedule 4 to 5 Team Captains meetings.
- Build long-term relationships with and empower volunteers by sharing information at Team Captain meetings. Such information covers the event and how to plan for it, fundraising, American Cancer Society programs, and Risk Reduction. Volunteer Opportunities; How To Be A Team Captain; Best Practices.
- Motivate sub-committees and recognize their efforts and achievements.



## **Nurturing Teams**

- When recruiting a potential team, be sure to get a contact person, phone number, and e-mail address to follow-up with them later.
- Once a team is organized, make sure the Commitment Fee is paid and the Team Roster is turned in. This helps teams feel more committed to the Relay.
- Provide teams with all the materials and tools they need to be successful—Team Captain packet, posters, Relay For Life video, fundraising tips.
- Have a system to contact your Team Captains on a regular basis. A two-way communication is recommended every 30 days.
- Have each committee person be a mentor to a number of teams. It's been shown that mentored teams raise more money.
- Make sure someone from each team attends the Team Captain meetings. In this way, every team will understand that the Relay is a celebration of the fundraising that takes place prior to the event.
- Share fundraising tips with teams and make it easy for them to be creative in raising money.
- Encourage teams to decorate their tent at the event as a way to strengthen team morale.

## **Rewarding Teams**

- Have each team set a team goal for how much money they will raise. Check in regularly with the teams about progress toward their goals. Since Team Captains tend to be overachievers, they will most likely surpass their goal.
- Give teams a perk for turning in their money on Bank Night. Offer incentives to get as much money in as possible prior to the event.
- Reward teams that excel at fundraising. Give a Relay For Life sweatshirt to the Team Captain whose team raises at least \$3,000; give a prize to each member of the top fundraising team and a prize to each member of the team who raises the most money. Ask these Team Captains to train others how to raise money.
- Highlight top fundraising teams in your publicity. Create some competition by letting the media know who has raised what prior to the event.
- In your post-event newsletter, list the teams and how much money they raised. Such peer pressure works well for the next year.



- Get teams to buy into Relay on a deeper level by having each be responsible for an activity such as a game, onsite fundraising, garbage duty, or recycling duty.
- After the event, be sure to ask if any Team Captains would like to be on the Relay Committee next year.

## **Top Teams Are Valuable**

- Top teams often raise more money than some Major Gift donors.
  - Recognize these teams.
  - Recognize their efforts and thank them often.
- In addition to raising more money, returning teams raise more money while bringing experience and great ideas that will energize your event.
- Continue to cultivate relationships with teams during the year through regular communications. For example:
  - Send the “Progress” research newsletter to let them know specifically how they are making a difference.
  - Send a holiday card.
  - Invite them to your Rally and recognize them there.
  - Give Team Captains a special gift that makes them stand out at your Relay.
  - Ask them to volunteer.
- Ask your Top Team Captains to mentor new Team Captains or to hold a “Team Captain University.”
- Encourage top teams to recruit other teams.
- Be sure to ask top teams back next year.
  - This may seem obvious, but don’t assume they’ll come back without being asked.
  - Be sure to collect team participant information by using the scannable forms so that you can contact the team members even if the Team Captain moves away.



## Team Captains

### Who Makes a Good Team Captain?

- Survivors make great Team Captains because people rally around them.
- Other people with a connection to cancer. They have a passion to find a cure because they have watched a friend or family member fight cancer.
- The company cheerleader who can get everyone excited about anything.
- Everyone on the Relay committee should be on a team. Encourage them to find someone else to be the Team Captain to evoke greater buy-in to the event.
- Anyone who can get others excited about Relay For Life and motivated to go out and raise money prior to the event.

### Team Captain Checklist

- Make sure all Team Captains have a Team Captain packet.
- Make sure Registration/Commitment Fee are paid.
- Mentor Team Captains to make sure they are moving along.
- Give Team Captains fundraising tips and encouragement.
- Get to know your Team Captains.
- Support Team Captains in arranging presentations (mini Relay Rallies) to recruit teams.
- Give Team Captains a copy of the Relay For Life video.
- Share responsibility for heading Team Captain meetings.



## Team Captain Commitment Form

Team Captains are an integral part of the success of Relay For Life. As a Team Captain, you will:

- Recruit up to 15 members for your team.
- Collect and turn in the registration fees.
- Turn in all required paperwork (scannable forms, waiver, luminaria names, etc).
- Set a goal for your team, and determine how much money each person will raise.
- Communicate with team members on a regular basis.
- Insure that at least one team member is on the track the entire 24 hours.

You will make sure that team members:

- Turn in all required paperwork.
- Collect contributions prior to the event. It takes \$100 to get a T-shirt.
- Set a personal fundraising goal. (Incentive prizes are available).
- Walk a portion of the 24 hours and participate in activities.
- Are ready to have the time of their lives at the Relay For Life.

\*\*Incentive prizes will be given for paperwork and funds turned in prior to the event--specific details will follow.\*\*

**“I am committed to becoming a Relay For Life Team Captain for the \_\_\_\_\_(city) event. My team fundraising goal is \$\_\_\_\_\_.”**

\_\_\_\_\_  
(Print Name)

\_\_\_\_\_  
(Sign Name)

\_\_\_\_\_  
(Address)

\_\_\_\_\_  
(E-Mail)

\_\_\_\_\_  
(City, State, Zip)

\_\_\_\_\_  
(Phone Number)



## Communication

### New Team Captain – Making The First Call

This call should be made after the Team Captain has been recruited. Hopefully some level of commitment has been made and at this point the Team Captain is eager for information about the event and materials to begin recruiting a team.

Hello. My name is \_\_\_\_\_ and I am a volunteer with the \_\_\_\_\_ Relay For Life.

Do you have a moment for us to talk?

I got involved \_\_\_\_\_ (tell personal reason for involvement).

I am excited that you have decided to join the \_\_\_\_\_ Relay For Life. What brought you to this event?

I would like the opportunity to meet with you to give you some materials (Team Captain packet, video, brochures, etc.) and to answer any questions you might have about the event. Would that be possible? (Set a date to meet or direct captain to “Rookies” meeting).

I will be touching base with you on a monthly basis. I will be your ongoing support system to the event throughout the next few months. Please feel free to call me anytime. My phone number is (number).

It’s been great talking to you and I look forward to getting to know you better.



## Monthly Conversations With Team Captains

It is important that you have a two-way conversation with all of your Team Captains on a monthly basis. Please keep a list of whom you have spoken with (note dates). If a captain is not returning your calls/e-mails for two months, please try to make a personal visit. If the captain continues to not communicate with you, you should give their name back to the Recruitment Committee so they know that the captain has “fallen off” and not count this team in your team count.

Hello. It is just \_\_\_\_\_ checking in again.

I wanted to take a moment to tell you about the Team Captain meeting we have planned this month. It’s going to be a lot of fun and you will learn some great tips for your team and learn about new creative ideas to fundraise. If the date is not convenient for you, please feel free to send either your co-captain or another individual from your team. We will be giving out important information that you will want for your team.

The meeting will be held on \_\_\_\_\_.

This list is of questions that you can ask your captains to see how they are doing. It is helpful to take notes and refer to them from one call to the next. Please do not ask all of these questions every time you speak with your captains.

- How are things going with your team?
- Do you know someone else who might like to form a team (explain incentive)?
- Do you have all the materials you need?
- Have you recruited a co-captain, and if so, who?
- Do you have a team member who is highly enthused and might like to help the steering committee plan the event?
- How many members do you currently have signed up?
- We recommend that each team set a goal for how much money they plan to raise. Once you set this goal as a team, each member can figure out how much they need to raise to help the team meet it’s goal. What is your team’s goal?
- Have you had the opportunity to have a meeting yet?
- How is the group doing on fundraising?
- As you know, we are trying to get as many teams as possible registered by \_\_\_\_\_. Do you think you will be able to make this date?
- Remember Bank Night is on (date). This event is a lot of fun and like a pre-party to the event. You will be able to get the T-shirts for the team, wristbands, and, of course, turn in any money you have collected by that date.



## Motivating Team Captains

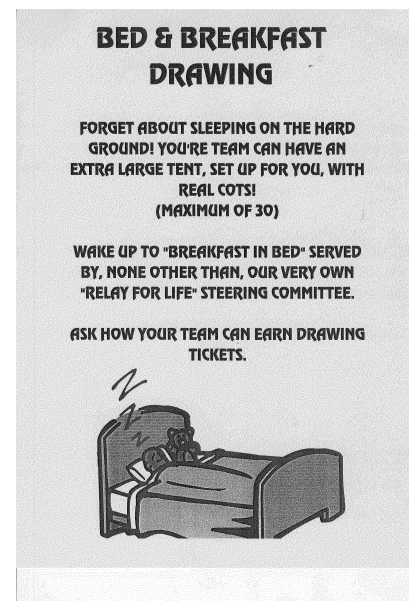
- Give each Team Captain a gift like a Relay T-shirt, bag, or hat for turning in their registration form by a certain date.
- Offer an incentive for the Team Captain recruiting the most teams. This could be the “Bed & Breakfast” drawing described below, Relay wear, something from your community, or a gift certificate good for \$25 at your Relay store.
- Give each Team Captain something to recognize their efforts above and beyond participation. Generally, the item has Team Captain printed on it somewhere, but it doesn’t have to the title. Some Relay’s have given Team Captains matching hats or pins with their names on them. Discuss this idea with your committee and American Cancer Society Staff Partner.
- Always recognize Team Captains after the event. Have a wrap-up and thank-you party. Remember, your Team Captains are the future leaders of your Relay For Life.

## Bed and Breakfast Drawing

This idea helps motivate teams to recruitment more participants as well as to attend Team Captain meetings. The team that wins the “Bed and Breakfast” receives one or more of the prizes listed below. Team Captains or their stand-ins receive a ticket for the drawing when they attend a Team Captain meeting, recruit a team that turns in their registration form and money, and/or identify a group where the Recruitment Committee can make a presentation.

### Prizes

- A tent set up at the field: The military, awning provider, or others from the community can provide and set up the tent.
- Cots: The city, military, or Boy Scouts can loan this item.
- Breakfast: It is fun to have your steering committee “cater” breakfast of bagels and coffee or other items.





## Team Captain Meetings

As Retention Chair your goal is to make Team Captain meetings fun and informational so team members want to return for the next meeting. Current Relay For Life Team Captains report that team members want to connect with other people in the community, so try building in networking opportunities at your Team Captain meetings.

### Tips and Suggestions

- Distribute Team Captain tools contained at the end of this section.
- Teach Team Captains how to motivate their teams.
- Hold an icebreaker so captains can get to know each other (The “Who Are You” exercise can be used here.).
- Make this the place where captains ask questions and pick-up materials.
- Arrange for location and dates of meetings as early as possible, and share the schedule with captains.
- Show the Relay For Life video.
- Give them a copy of the Relay For Life annual report.
- Explain the National and California Relay For Life standards.
- Have a Survivor speak.
- Teach Team Captains about the American Cancer Society and how funds support programs.
- Talk briefly about logistics of the event.
- Teach Team Captains how to fundraise and give them the tools to do it.
- Have teams set a fundraising goal and give updates on successes.
- Give participants a glimpse of what to expect.
- Distribute copies of newsletters (local edition, Relay Cool Stuff, Relay Tracking).
- Share Information On Elected Official Guidelines.
- Hold the last Team Captain meeting at the stadium to answer their questions.
- Plan on having 3 to 5 Team Captain meetings.
- Get invitations to meetings out at least two weeks prior to meeting.
- Get other captains and/or committee members to help facilitate meetings.
- Always have food and giveaways.
- Encourage other committee members to attend Team Captain meetings; introduce them so captains know whom to turn to at the Relay for questions.
- Limit the meeting to one hour.
- Always have an agenda and follow it.
- Ask what the captains need at the meetings and give it to them.
- Always thank Team Captains for their time and be respectful of their time.



## Theme Ideas

Team Captain Meeting Coordinators always ask how to get people to come to meetings. The answer is to plan ahead and make meetings fun. Below are ideas for fun, innovative meetings. Begin by thinking of these meetings as social gatherings for a good cause.

- **No Siesta at this Fiesta!**—Hold your meeting at a Mexican restaurant and ask people to dress as if they are vacationing in Mexico. Have salsa dance lessons or other cultural activities.
- **Power of Purple Party**—Purple is the color of the night. Invite people to dress in purple and award a prize for the best dressed. Serve purple food (such as punch, grapes, and eggplant). Share the history of Relay and how it began.
- **A Fruity Celebration**—Ask people to bring their favorite fruits and make a giant fruit salad. Educate them on nutrition and eating five fruits and veggies a day. Also have some exotic fruits to share to show participants new ways to get their 5 a day.
- **Let's Get Physical**—Have your Team Captain meeting at the track. Provide yoga or similar activities on the field, and then conduct your meeting in small walking groups for to have some exercise while learning more about Relay.
- **Show Me The Money!**—Focus this meeting on fundraising. Have a skit based on the movie, *Jerry McGuire* that made this a popular phrase famous. Then, play a game show contest with American Cancer Society trivia and allow people to win Relay Bucks. At the end of the meeting, they turn in their bucks for a prize.

Be creative. Have your committee come up with new and exciting ideas, and run with them. Keep meetings short, fun, and full of information; and committee members will come back.





## Team Progress Report

Date: \_\_\_\_\_

To: \_\_\_\_\_

From: \_\_\_\_\_

I can be reached at: \_\_\_\_\_

RE: \_\_\_\_\_

Just checking in to see how your Relay For Life team is doing. We hope you are working to motivate your team members... as they go out and raise money for the fight against cancer. Please take a moment and fill out this Team Progress Report and fax it to the American Cancer Society office at (XXX) XXX-XXXX.

### PLEASE CHECK OFF WHEN COMPLETED:

- have a team packet
- registration fee paid
- team roster turned in

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

# people on team: \_\_\_\_\_ Team goal: \$ \_\_\_\_\_ So far, we've raised \$ \_\_\_\_\_

Comments or questions:



# Team Captain Tools

## Meeting Agendas and Notes

### Meeting Agenda (Returning Team Captain)

- **Welcome**
- **Introductions**
- **Last Year's Relay Recap**  
Last Year's Final Results—Teams, Survivors, Total Amount of Money Raised  
Favorite Things  
Things to Improve
- **Kick-Off Rally**  
Date, time, location
- **How To Sign Up**  
Distribute Team Captain Packets  
NEW THIS YEAR -Online (sign-up and fundraising) (Where applicable)
- **Questions, Comments, Concerns**

**REMINDER: Next Team Captain Meeting**



## Meeting Notes (Returning Team Captain)

- **Welcome**

Introduce yourself and why/how you came to Relay.

- **Introductions**

Go around the room and ask everyone to introduce themselves, what team they're on, how many times they've been a team, etc. Since these people are Veteran Relayers some may already know each other and have fun insights about different teams.

- **Last Year's Relay Recap**

- **Last Year's Final Results**—Announce totals for teams, Survivors, total amount of money raised. Mention a few Relay Highlights, i.e. a special entertainment act, a cancer control activity, etc.
- **Favorite Things**—Go around the room and ask them to share their favorite Relay experience from last year.
- **Things to Improve**—Go around the room and ask them to share 1 or 2 things they think could be improved upon for this year.

- **Kick-Off Rally**

Give the group details about the Kick-off Rally and invite them all to come and bring their friends and family so they can form teams too. You may also want to have some invitations or Kick-Off Rally Fliers they can take with them to help promote this event.

Fill in the spaces on the agenda so if nothing else, they get the information—date, time, location.



## **Agenda for First Meeting (New Team Captain)**

- **Welcome**
- **Introductions**
- **Relay For Life Basics**  
Teams, Teams, Teams
- **How to Recruit a Terrific Team**  
Handouts, discussion, videos
- **Fundraising**  
Incentive Program, Team Captain Tips Handout, Sample Letter Handout, Online Fundraising (Where applicable)
- **American Cancer Society Mission and History**  
Services Handout, Annual Report Handout
- **Video**
- **Questions, Comments, Concerns**

**REMINDER: Next Team Captain Meeting**





## Notes for First Meeting (New Team Captain)

- **Welcome**

Introduce yourself and why/how you came to Relay

- **Introductions**

Go around the room and ask people to introduce themselves—what team they are on, how many times they've been a team, etc.

One objective of these meetings is to build camaraderie among team members by helping them get to know each other.

You may want to do an icebreaker to help everyone have fun.

- **Relay For Life Basics**

**Teams, Teams, Teams**—Explain the **basics of Relay**. Teams are formed of people from the community, have 10-15 people, take turns walking around the track, campout and have fun. We will have live entertainment, activities, and cancer education. Specific details about the entertainment, food, and activities will be given at the last meeting.

Explain the **community atmosphere of Relay** and how the team spirit and team portion of the Relay creates so much fun.

Explain that almost all of the money raised from Relay comes from the teams and that **teams are the heart and soul** of Relay.

- **How to Recruit a Terrific Team**

**Handout**—Don't read the handout to them, simply cover the bolded words and give your own opinions on it. Also, if you are a long-time resident or very familiar with the people in your community you may want to offer to let people stay after to talk to you about different ideas of who to recruit for their teams. You may have some contacts to help them.

**Discussion**—Let people ask questions about this and get people talking.

**Videos**—Let people know that we have video presentations available that show Relay and that can be borrowed to take to work, show their friends and neighbors, etc. Let them know we will also be showing one of the videos at each meeting, so they don't want to miss it.



## Notes for First Meeting (continued)

- **Fundraising**

**Incentive Prizes**—Show everyone the actual prizes by displaying them. Let team members know how much they need to raise for each prize and also let them know that they can defer the prize and the money will go back to the American Cancer Society and our Relay.

**Team Captain Tips Handout**—Read this handout ahead of time and pick out 1 or 2 things you think are really important and review those.

**Sample Letters Handout**—Read in advance and share any insights for them. At this point they may still be getting their teams together so we don't want to hammer the fundraising aspect, but give them enough information. They can start to plan and maybe finalize some ideas before the next meeting.

**Online Fundraising**—Share overview and benefits.

**American Cancer Society Mission and History**—Follow the History and Mission page of information; you don't have to read it word for word, except for the mission. Read this to them. Then refer them to the services handout for a specific description of our current services along with the Annual Report. Services Handout. Annual Report Handout

**Terry Zahn Video**—Show the video. Remind them they can borrow a copy to use in recruiting teams and raising money.

- **Questions, Comments, Concerns**

- If people have really detailed or specific questions, ask them to stay after to talk to you about it. Don't bog down the meeting with someone's issue that may only apply to them.
- Please try (very hard) to end the meeting right at an hour. People will be more willing to come back

**REMINDER: Next Team Captain Meeting** \_\_\_\_\_



### **Notes for First Meeting (continued)**

Remind people verbally about the next meeting and mention a few of the topics you will be discussing. You may also want to invite them to bring a few team members along if they have questions, this is up to you since it depends on the number of teams and size of group.



## **Agenda for Second Meeting**

**Date:**

**Location:**

- **Welcome**
- **Introductions**
- **Recap Team Building-Update**

### **Fundraising**

Handouts- Go the Extra Miles, Fundraising Tips  
Online Fundraising – How to do it.  
Handout- Fundraising Guidelines and Handbook

- **Youth Video**  
Youth Requirements Summary
- **Survivors At Relay**  
Survivor Celebration (handout Survivor Flyer)  
Invite Survivors (handout invitation)  
Luminary Ceremony (handout Luminaria Order Form)
- **American Cancer Society and Research**
- **Questions, Comments, Concerns**

**REMINDER: Next Team Captain Meeting \_\_\_\_\_**



## Notes for Second Meeting

- **Welcome**

Introduce yourself and why/how you came to Relay.

- **Introductions**

Ask everyone to quickly introduce themselves and the name of the team they represent. Welcome new teams, maybe single them out and have everyone applaud them.

- **Recap Team Building-Update**

Quickly ask everyone if they have their teams completely put together and are ready to go. For those who don't and want more help or have specific questions, you may want to ask them to stay after so you can help them.

- **Fundraising**

**Handouts- Go the Extra Miles, Fundraising Tips**—Review a few of the ideas to raise money with them and then ask everyone to brainstorm ideas together, you could also get a flip chart or construction paper to write their ideas on, get everyone thinking outside the box, you may also want to provide paper for notes.

### **Online Fundraising** (Where applicable)

Hands on training if possible.

### **Handout-Fundraising Guidelines and New Fundraising Handbook**

This handout is self-explanatory.

- **Youth Video**

Show the **youth video** (approx. 10 minutes).

### **Youth Requirements Summary**

Review the sheets following these notes about youth team requirements and share with the group, mainly that they must have ID with them at all times, and have to have a chaperone. They should have received a copy of the youth requirements in their packets so remind them.

- **Survivors at Relay**

#### **Survivor Celebration** (handout Survivor Flyer)

Tell them about the plans for your site's Survivor Celebration and that you need their help to get all the survivors from your community to come. Hand out extra Survivor Flyers so that they can be passing them out, and encourage them to tell their team members to be doing the same.

#### **Invite Survivors** (handout invitation)



## **Notes for Second Meeting (continued)**

Remind them of the cancer survivor invitation that was in their packet and have extra copies on hand for those who misplaced it or need more. Share information about the recent feedback from survivors indicating that they would like to be more involved with the event (i.e. teams, committee, etc.) but no one asked. Encourage them to ask survivors they know to be more involved.

### **Luminaria Ceremony (handout Luminaria Form)**

Tell them about the plans for your site's Luminaria Ceremony and encourage them to be involved and to give flyers to their friends, neighbors, and co-workers, especially those who can't come to the event

- **American Cancer Society and Research**

Briefly mention some of the American Cancer Society successes in Research. Here are a few facts:

American Cancer Society is only second to the U.S. government in the amount of money spent each year on cancer research.

American Cancer Society has funded 38 scientists who have later gone on to win the Nobel Prize.

Some of the major research accomplishments American Cancer Society has helped fund include the mammogram, the PAP test, the PSA test, Tamoxifen, Glyvec, Bone Marrow Transplant, Cord Blood treatments, the connection between smoking and cancer.

- **Questions, Comments, Concerns**

**REMINDER: Next Team Captain Meeting \_\_\_\_\_**



## **Agenda for Third Meeting**

**Date:**

**Location:**

- **Welcome**

- **Introductions**

- **Fundraising**

Handout-How to raise \$200 in ten days.

On-line Fundraising – What’s working, who needs assistance.

Brainstorming Session: What’s working in your community and what’s not working.

- **Team Spirit**

Handout

Handout- team awards

- **Logistics Overview**

Campsite selection

Getting your tent

- **Uniting Communities Through Diversity Video**

- **Questions, Comments, Concerns**

**REMINDER: Next Team Captain Meeting \_\_\_\_\_**



## Notes for Third Meeting

- **Welcome**

Introduce yourself and why/how you came to Relay.

- **Introductions**

Ask everyone to quickly introduce themselves and the name of the team they represent. Welcome new teams, maybe single them out and have everyone applaud.

- **Fundraising**

Handout- How to Raise \$200 in Ten Days—Quickly review the handout, they should already have one in their packets but you may want to give them a new copy. Now that there is only a short time until Relay this handout becomes even more applicable. Encourage them to just ask.

- **Online Fundraising** (where applicable)—Share the top online fundraisers and amounts and ask them to share how they are being successful.

- **Brainstorming Session**—Use a chalkboard, white board, or large butcher paper to brainstorm ideas of what’s working and what’s not in your community. Pick out the veteran Team Captains, especially those who have attended all the meetings, and ask for their ideas.

The point here is, that each community is different. And different things will work in different places. Find what that is and help them all utilize the information. The emphasis of the time should be spent on this section helping everyone get new ideas of fundraising.

- **Team Spirit**

### **Handout**

Emphasize that teams “make” the event. We need their creativity and enthusiasm at our event. Review the handout of ideas they can do to help build the camaraderie between their team members and everyone at Relay.

### **Team Awards**

You, the committee, and the staff person should decide on the team awards. Please print out ahead of time what these awards are and distribute at this time. Don’t forget to aware the Team Captain that recruits the most teams to the event.

- **Logistics Overview**

### **Campsite Selection**

Show the group the enlarged logistics map (it should be completed at this time). Show them where the campsites will be set up along with other important areas like the stage, speakers, food booths, kids kampf, etc. Remember to bring the map to the meeting, or at least put a small copy in your binder.





Remind them that they will get to select their campsite at Bank Night when they turn in their money. The Team Captain will choose the campsite locations. Teams will get to choose campsites based on their place in line—first come first served. Any teams not present will be randomly selected after everyone else at Bank Night has chosen.

- **Uniting Communities Through Relay For Life** (about 10 minutes long)

Remind them that Relay is for everyone. Encourage them to tell their friends and families about Relay and get them involved.

- **Questions, Comments, Concerns**

Ask new Team Captains to stay after the meeting so that you can visit with them and update them up on things they missed in prior meetings.

**REMINDER: Next Team Captain Meeting** \_\_\_\_\_



## Agenda for Fourth Meeting

**Date:**

**Location:**

- **Welcome**
- **Introductions**
- **Team Spirit Recap**

- **Event Logistics**

Event Map Handout  
What to Bring Handout  
Logistics Handout

- **Bank Night Details**

Turn in all Money Raised  
Campsite Selection  
Incentive Prizes  
Get Your T-shirts

- **Questions, Comments, Concerns**

**REMINDER:**

Bank Night is \_\_\_\_\_ at \_\_\_\_\_ p.m. located at

\_\_\_\_\_

Campsite Set-Up Begins \_\_\_\_\_

PLEASE REMIND THE SURVIVORS YOU KNOW TO COME TO THE SURVIVOR CELEBRATION.



## Notes for Fourth Meeting

- **Welcome**

Introduce yourself and why/how you came to Relay.

- **Introductions**

Ask everyone to quickly introduce himself or herself and the name of the team they represent. Especially welcome any new teams, maybe single them out and have everyone clap.

- **Team Spirit Recap**

Ask people about their finalized ideas on what they are doing at the event. This will give last-minute people ideas and get everyone more excited about the upcoming event.

- **Event Logistics**

### **Event Map Handout**

Show the group the enlarged logistics map (This should be the finalized map). Show them where the campsites will be set up along with other important areas like the stage, speakers, food booths, Kidz Kamp, etc. Make a small copy of the logistics map and give one to each person.

Help everyone get excited about the event by showing the activities that are part of the event.

### **What to Bring Handout**

Everyone should have one of these handouts but have extra on hand. Pick out a few that are really important, like a chair to sit on, and something for shade, and draw their attention to those items. Also remind them to bring the items they have planned as part of their Team Spirit Activities, such as decorations, games, items to sell, etc.

### **Logistics Handout**

Take the handout and either recreate it or fill it in. Make copies and distribute to all Team Captains. They need to know the details about what we will be providing in way of food and entertainment at the event so that they can plan their team food and activities around this. You may even have early sign-ups for some of the competitions, which you could also bring to the meeting and have people sign up for now.

- **Bank Night Details**

### **Turn In All Money Raised**

They should try the best they can to get all money turned in by bank night so that we can count as much money as possible prior to the event. Reiterate this to them again.



## **Notes for Fourth Meeting (continued)**

### **Campsite Selection**

Remind them that the teams will be served on a first come first served basis. You must be present at Bank Night to select a site; otherwise they will be randomly given sites and can find out when they check in at the event.

### **Incentive Prizes**

Everyone has the option of forfeiting his or her incentive prize and the money will then be donated back to the event. They need to indicate this preference in their registration form and let the volunteers know at Bank Night or at Registration when they check.

The incentive prizes will be ordered after the event. Participants will be contacted by letter and phone to pick up their prizes at a convenient location or at the Wrap-up Party.

### **Get Your T-shirts**

We will have the T-shirts printed and ready for bank night so that they can wear them to the event. Anyone who raised \$100 or more will receive their T-shirt at Bank Night. T-shirts will also be available at the event for those who haven't raised their \$100 yet or couldn't come to Bank Night. The event T-shirts cannot be "purchased." Their "price" is \$100 raised prior to the event.

- **Questions, Comments, Concerns**

Stay after the meeting to answer questions and to make sure any newcomers feel comfortable and know what is happening. **READ THE REMINDERS AT THE BOTTOM OF THE PAGE**



Insert Finalized Site Map Here diagram from original copy



## Raising A Lot of Money

The tips below are designed to achieve the maximum return on your investment of time and effort. These tips may require stretching beyond your comfort zone. However, they can also yield greater results in terms of money raised for the fight against cancer and increased confidence and satisfaction for you and your team.

### Tips for Team Captains

- Recruit team members who will commit to raising a minimum of \$250 and spending at least one or two hours on the track. Why the \$250 and not the \$100 asked by the event leadership? Because it is easy to do and the goal is to raise the money. State these two requirements clearly and specifically, and the team will do it, or at least get close to meeting these goals. Do not set a minimum and see what you get.
- Hold one two-hour team meeting about two months prior to your event. If you don't have that much time, do it as soon as possible. Divide the meeting agenda between fundraising and the day of the event. Make the meeting a potluck so there is plenty of food and everyone can participate. Have necessary envelopes and forms at the meeting.
- Start the meeting on time and see which people you can count to show up on time. Ask attendees to briefly introduce themselves and why they are participating. As a reward, those at the meeting may sign up first for their lap shift preferences.
- Key elements in leading the fundraising part of the meeting:
  - Talk up where the money goes. Refer to your packets that have all this information. We should be proud of how we spend the money we raise to fight cancer.
  - Reinforce the commitment everyone has made for the \$250 minimum.
  - Ask the group for their successful fundraising ideas. Keep it positive.
  - Share how to create a prospect list, sample letters, best use of time, breaking up the activity into manageable steps.
  - Establish deadlines for people to meet their goals and report back to you.

**NOTE:** Duplicating your efforts, tips, and enthusiasm through team members allows you to leverage your time and energy for the benefit of your community.



## Fun Fundraising Ideas

- Write a personalized letter to the people on your holiday list. Tell them why you're doing the Relay, and ask them to sponsor you. Let them know when and where to send their checks.
- Use e-mail even though it is not as personable as a letter. E-mail is a great way to reach your co-workers. Include a cancer fact list when you ask people to support you. Also, invite them to join your team or form a team of their own. Tell them all about Relay.
- Get everyone at work involved by having departments challenge each other. Ask if the company will come up with a prize for the team that raises the most money.
- Have a RELAY FRIDAY that allows employees to wear jeans to work if they contribute \$5 to the Relay team. You could do this several weeks prior to the event.
- Corporate Matching Gifts is 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, hairdresser, coffeehouse owner, dry cleaner.
- Remember, almost everyone in the community has been touched by cancer. Don't be afraid to ask. Most people are honored to give to the American Cancer Society.



## Team Fundraising

Team fundraising is becoming an increasingly important facet of overall fundraising for Relay For Life events in California. Teams in California raising the most money are those that combine individual fundraising such as letter writing campaigns with team fundraising activities and events that raise money for the team. They are doing so while raising the awareness of Relay For Life in the community. All of these activities promote year-round fundraising efforts on behalf of the American Cancer Society.

Our goal is to make it as easy as possible for your Relay For Life teams to raise money, while still adhering to prudent risk management standards and applicable legal requirements and constraints. Since there are many of creative and novel fundraising ideas being proposed, we want to clarify the California Division's policy and provide some "do's and don'ts" regarding Relay For Life team fundraisers.

### General Guidelines

- All checks written as donations to any Relay For Life team fundraising activity should be made payable to the American Cancer Society. Also, ensure that teams or participants are getting the checks turned in and deposited in a timely manner upon completion of the team fundraising event/activity.
- Any contribution of \$10 or more (check made payable to the American Cancer Society) will be receipted through our nationwide donor acknowledgment program. The check must include complete information (including address) about the donor in order for the gift to be captured in Siebel and receipted. This all happens once American Cancer Society receives the check.
- All promotional literature for Relay For Life team activities shall identify the sponsoring team and state that all proceeds from this activity will go to support the American Cancer Society.

For additional ideas and details regarding Relay For Life team fundraisers, please refer to the Relay For Life Fundraising Tips handbook.

### Fundraising Ideas

- **Private Parties**—Invite close friends, co-workers, or neighbors to a private party to raise money for your Relay For Life team. This may include a Wine and Cheese Party, Champagne and Chocolate Party, Progressive Dinner Party or Cocktail Party. Be creative. Just gather any group of people for a party who are willing to make a donation to the American Cancer Society in order to attend. Here you have an instant Relay For Life team fundraiser.





- **Open Parties/Fashion Shows**—Some teams find it productive to have a community-wide Tea Party, BBQ, or Dinner/Auction to raise money for their Relay For Life team. While these events require more coordination and preparation, they can be big fundraisers. Again, ask attendees to make their checks payable to the American Cancer Society.
- **Car Washes**—A team car wash is usually held at a local gas station where people make a donation to the American Cancer Society in exchange for having their car washed. This is a great team fundraiser, with excellent exposure for the upcoming Relay For Life event in the community. To reduce risk, be sure to use good car washing products, and ensure that youth have a chaperone on-site.
- **Garage Sales**—Garage sales are fun and fairly lucrative. This activity is a great way to get rid of unwanted items while benefiting the American Cancer Society. Have team members bring garage sale items to your house (or someone’s house) and price them. Pick a weekend and have the garage sale. If you have valuable leftover items, contact your local Discovery Shop and see if the item(s) are of interest to them.
- **Opportunity Drawings**—Popular with teams everywhere, drawings at a pre-Relay event or at their campsite during the event give them a chance to win donated gift baskets, sporting event tickets, and other appealing items. You cannot call the event a “raffle” and although you can establish a “suggested” donation for each ticket or “opportunity” given out, you must give a ticket or “opportunity” to anyone requesting one, even if they donate less than the “suggested” amount or nothing at all. You don’t need to advertise this fact, just be aware of it, in case anyone asks.
- **Percentage of Sales**—Ask a local restaurant or merchant to donate a percentage of its sales to the American Cancer Society. When conducting this type of activity it is important to clearly state in all promotional literature the percentage of each sale being donated to the American Cancer Society by the participating merchant.
- **Food**—If your team fundraiser involves the sale of food, contact your local health department to be sure you comply with local safety and food handling requirements.
- **On-Site Activities**—Dunk tanks, bounce houses/ inflatables, climbing walls, and other such activities on-site as fundraisers is permissible, as long as you make sure the operator is properly licensed (if required) and insured; and participants sign either a general Relay For Life waiver and release or one just to participate in this activity (such as children of registered participants or “walk ons” to the event who have not signed a waiver and release).



- **Items For Sale**—Teams like to sell items from donated stuffed animals to home-made afghans at or before Relay as a team fundraiser. These items should not have on them the Relay For Life or any other American Cancer Society logo. When we brand something with the logo we must pay sales tax.
- **Car Sweepstakes**—A car dealership raffles off one of its cars and donates the proceeds to the American Cancer Society. If you are lucky enough to have a donor willing to do this, please refer to the Car Sweepstakes Procedure located in our database (or contact Jared Goldin in the California Division Legal Department) for guidance.
- **Golf Tournaments**—Teams are conducting golf tournaments as team fundraisers, which are a great way to gain community exposure for Relay For Life.
- **Public events involving alcohol**—“Celebrity Bartender” events are not permitted, since it can be inferred that we are encouraging alcohol consumption (the more alcohol sold, the more money we raise). Instead, make it a “Celebrity Waiter” event, where tips (or a percentage) go towards the Relay team. In contrast, alcohol may be (responsibly) consumed at team activities held in private homes.
- **High-Risk Activities**—Potentially dangerous activities such as skydiving, fireworks, hot air balloon rides, motorcycle poker runs/bus trips (whether offered on the spot or as an opportunity drawing to win) are not permitted due to the unacceptable level of risk. Consult with your Staff Partner if you think that a proposed activity might fit into this category of non-permitted activities.
- **“50/50 Drawings”**—This type of fundraiser is considered to be a raffle in California. Since even permissible raffles require at least 90 percent of the amount raised from ticket sales (or “put into the pot” so to speak) go to the sponsoring non-profit organization, these types of fundraising activities are not permissible.





## Notes