



AMERICAN CANCER SOCIETY RELAY FOR LIFE

Celebrate.

Remember.

Fight Back.

## Team Fundraising

Team fundraising is a mainstay of Relay fundraising. There are tons of fundraisers that teams can do after the event – you just have to be a little creative!

## Mission Integration

**Awareness Ribbon Sales.** Ask the local library or town hall to post a display selling colored ribbons that corresponded to various cancers. Ask people to tie ribbons to a small tree at the library/town hall in honor or remembrance of a loved one touched by cancer

## We Just Can't Stop Lapping the Track!

This is a post-event take on a common onsite fundraiser. Start by using coin cans to collect coins for a few weeks. Then, select a day (either a busy weeknight when traffic is busy) or a Saturday and start laying the collected coins next to each other around "the track." The "track" can be the sidewalk of a small city block or a parking lot adjacent to a busy street. Create large signs that volunteers can hold on busy streets requesting more coins to try to get the entire "track" covered that day.

## The Old Standbys

Garage/Yard sales, Bake sales, car washes – so many people do them because they work!

## Corner Collections

A familiar site - many of us have seen the fire fighters in our community on a popular street corner filling their boots with donations. Some communities sell special editions of their local newspaper at certain times of the year at intersections around the city with donations benefiting various charities. Why not Relay? Consider staking out a popular intersection with signs that say...We Won't Stop Relaying 'Til We Reach Our Goal! or some other creative slogan!

## Auctions

- **"Charity" Auction:** Get new, old, refurbished and/or unique chairs donated from businesses, individuals, painters, or crafters. These items should be very unique since people enjoy bidding on items they can't find locally or are a specialty item. Examples: a chair for the baseball lover – handmade using baseball bats for the legs and painted in a baseball theme. An old, refurbished chair painted in a garden theme for the garden lover to put out on a sun porch or displayed in their garden area. Make sure that your auction is advertised everywhere to gain the most exposure and to get the biggest crowd.
- **Service Auction:** A Service Auction is an auction where individuals or businesses can donate a gift certificate for a service or unique specialty to be auctioned. A Service can be anything from child care, dinner, car detailing, pest service, lawn care, home maintenance, painting, scrapbooking, maid service, run errands, tax prep, computer repairs, carpet cleaning, etc. Design a unique flyer to promote Service Auction and advertise event. Create nice, elegant certificates with the service outlined and have auctioneer announce service in detail. Provide appetizers or sell refreshments
- **Live and Silent Auction and Dinner:** Items are solicited for both a LIVE and SILENT Auction. Higher priced items are put into the LIVE auction and smaller items in the Silent auction to help raise more money. Team members prepare a meal such as a spaghetti dinner, chili, BBQ, Chicken, etc for \$5.00-\$7.00 per person. Auction attendees can purchase a meal and eat before the auction begins and scope out the items or the community can come out and purchase to-go meals. Either way it helps increase your auction income. Donated items can include: Gift certificates, gift baskets, house wares, lawn care items, jewelry, tools, etc. Some auctions have also had success with allowing gently-used items to be included in the auction such as lawn furniture, lawnmowers, baby items, etc. This style of auction can also be done several times throughout the year with different themes. Spring Fling, Valentine's Day, Fall Feast, or a Holiday Auction. Make use of any and all free advertisement opportunities and

make colorful flyers to distribute everywhere to promote that your event has 2 auctions and a dinner – this will increase your event traffic.

- **Purse Auction:** New or gently used purses are donated and filled with NEW items that reach a minimum value set (ex: \$25.00 minimum). The contents of the purse are to be kept secret which tends to make the Purse Auction more exciting. The contents can be a mixture of gift certificates, cosmetics, lotions, jewelry, cash, etc., whatever the imagination will allow. Some purses are even geared towards men such as a Men's grooming kit, a race car cooler/lunchbox with car wash items, or a tool box with tools. The Purse can have a theme and be sports, back to school, racing, hunting, spa, grooming, family night, a night out on the town, picnic related or a combination of many things.

### **Auction Ideas**

#### **Kids**

- Baby basket filled with lotion, powder, bibs, blanket, toys, etc.
- Gift Baskets of children's toys or movies
- Playhouse (outdoor)
- Ride with Santa in the Holiday parade
- Gift certificate for admission to the Children's Museum, Science Center or Zoo
- Toy store gift certificates
- Gift certificate for a visit from Santa at your home
- Gift certificate for a clown or pony at a birthday party
- Bicycle or Power Wheels Battery Ride Toy

#### **Food and Drink, Cooking and Entertaining**

- Gift certificates from local restaurants (both fine and casual)
- Fine bottle(s) of wine
- Gift certificate for a cooking class
- Cookbooks, kitchen knives, set of cooking ware
- kitchen appliances such as a Kitchen Aid mixer, espresso machine
- Chocolate basket, coffee basket, bread basket, wild rice basket: any type of theme can work!
- Gift certificate/basket from a local food company (ex: chocolate, honey, cheese, wine)
- Dinner prepared by a local chef
- Certificate from a local brewery to learn how to make your own beer
- Set of wine glasses or barware
- Wine lover basket – wine, cheese knife set, cheese board, glass charms, coasters, cocktail napkins, air pressure cork remover, insulated wine carrier

#### **Garden/Yard**

- Gift certificate from a local nursery or local florist
- Garden bench, outdoor fire pit, Garden sculpture, bird feeder, or porch swing
- Gift certificate from a local landscaper, a lawn service, or for dirt, rock, or mulch
- Use of a piece of heavy landscape equipment for a weekend
- Adirondack chairs, patio furniture, grill
- Lawn mower, snow blower, shovel,
- Yard clean-up/gutter cleaning/window washing gift certificate

#### **For Her**

- Classic jewelry (for example, a pair of gold hoop earrings or a single strand of pearls).
- Gift certificate from a local jeweler
- Handmade jewelry
- Gift certificate for manicure, pedicure, massage, haircut, spa day
- Basket of spa/bath products (for example The Thymes, Crabtree and Evelyn)
- Basket of fine soaps, lotion, etc.
- Handmade/hand knit scarves
- Relaxation basket: bubble bath, aroma therapy candle, music CD, etc.
- Handbag from Coach, Brighton, etc.
- Stress reliever basket: hand and foot relief, body cleanser, bath salts, bath bar, bath oil
- Swedish Massage from an elegant spa

#### **Sports/Outdoors**

- Tickets for a professional or college game: hockey, basketball, baseball, football
- Memorabilia signed by professional players (baseball, bobble head, photo, jersey)
- Sports equipment: golf clubs, tennis racket, fishing rod, tackle box filled with lures
- Gift certificate for golf, diving, tennis, lessons, skiing, martial arts, rock climbing, fishing, yoga

#### **House and Home**

- Tool box filled with new tools
- Electronics: tv, stereo system, iPod, television, etc.

- Set of CDs around a certain theme
- Digital camera or video camera
- iPod Shuffle MP3 player
- Artwork
- Gift certificate for a painting of your house, maid service, room makeover, professional organizer, handyman service
- Box/bucket of "fancy" cleaning products
- Gift certificate from a local photographer or craft class
- Handmade quilt or certificate for handmade quilt
- Electric tools
- Silk or dried floral arrangement
- Household items such as vases, bowls, platters, candlesticks, pillows
- Gift Baskets: set of dishes, table cloth, napkins, candle holders, silverware, crystal, etc.
- Piano tuning
- Longaberger basket
- Dyson vacuum cleaner
- Handmade afghan
- Glass items (vases, martini set, lamps)
- Home repair & fix it basket: home repair book, tool set, plumbing repair kit, picture hanging kit,
- safety glasses, tape, wood filler, sand paper, super glue, caulk, WD 40, wood glue, drop light, disposable gloves, masks, extension cord, etc.

#### **Just for Fun**

- Tickets to local arts and culture events (music, theatre, dance, opera, museums etc)
- Gift certificates for dance lessons, movies, bowling, bed/breakfast, hotel-stay, limo ride, Horse-drawn carriage ride, Hot air balloon ride, local winery tour, getaway packages, etc.
- Lunch in the garden and a private tour at a special museum
- Dance lessons: learn to tango etc.
- Personal Shopper
- Introductory Flight lessons
- Helicopter ride around cities

#### **Miscellaneous**

- Gift certificate for tax preparation
- Personal coaching sessions
- Basket of pet-related items
- Gift certificate for veterinary services
- Items signed by celebrities
- Gift certificates for car washes or detailing
- Paddleboat rides

#### **Hymns For Hope**

How about hosting *Hymns for Hope* as a fund raising strategy? This is a great team fund raiser! Here's how it works:

- Solicit church choirs/or music groups to perform free of charge at the event.
- Those groups encourage their congregations/followers to attend and bring donations.
- The choir/group with the most donations is recognized as the Hymns for Hope winner.
- The event is advertised in the local papers and a small donation is requested at the door for all attendees.
- After each performance, that choir or group collects their monetary votes.
- This is also a great place to hold a luminaria ceremony. Offer luminaria at the door and have the choirs perform for the ceremony.
- Food and beverages at the event for donations would also increase revenue.
- Promote the survivors activities for the upcoming Relay For Life, provide prevention and early detection information as well as information on how to get involved in ACS CAN.

#### **Wine Tasting Party**

One team sent invitations to 200 people. The cost to attend was \$100/couple or \$75/individual. The wine, glasses, tablecloths, flowers, and invitations were all donated for their use. They had a sponsor underwrite the cost of the food. The event took place on a Friday night, and the wine company sent out a representative to educate the guest on the various wines that are offered. A seven-course meal was served with a different wine for each one. *Tip:* A silent auction could be added to this event to ensure its success.

### **Celebrity Waiter Event**

Celebrity Waiters is a quick way to make good money. One county held its first event in the fall of 2005 and raised almost \$20,000.

- The key to a successful event is getting good waiters and making the event fun and festive. When recruiting waiters, make sure waiters know that this is an honor to be asked and they we only have so many tables available.
- The committee is responsible for identifying and recruiting high profile community leaders to serve as waiters. Waiters should represent a broad range: bankers, director of schools, ministers, attorneys, doctors, CEO's of companies, etc.
- After waiters are identified, they are sent a personal letter asking for participation in the event. Committee members follow up with phones calls to secure the waiters. Once the waiters agree, another letter is sent explaining the event, being asked to find 10 friends, co-workers, etc. to sit at their table.
- Other duties of the committee are to secure a location (for example, a country club), secure food, door prizes and waiters' prizes.
- The fun part of the event is the table decorations. Waiters decorate their table anyway they choose. There is a prize for the best decorated table.
- The waiters work with the staff at the location to actually serve the food. There are envelopes on the table with the waiter's name. Guests pass around the envelope and give the waiters BIG tips for their service. The waiter who earns the most money gets a nice prize. There is usually a short program and local entertainment.

### **Fight Like A Girl Fundraisers**

Fight Like A Girl T-shirts are a great way to raise some money in your Relay events. Below you will find a hyperlink where you can place online orders for Fight Like A Girl T-shirts, car magnets and window clings to sell in your communities. This website also has information about Real Men wear Pink shirts that are available to order as well. The Fight Like A Girl shirts have sold really well in several communities so far with some raising over \$20,000. This is a great new fundraiser for you to raise some extra money for your events.

[http://relay.acsevents.org/site/DocServer/flag\\_flyer.pdf?docID=91375](http://relay.acsevents.org/site/DocServer/flag_flyer.pdf?docID=91375)

### **Kids Purple Lemonade Stand**

Are there any annual spring/summer events in your community? Could you set up a **Purple Lemonade Stand** at the event? Kids offer the lemonade for \$1 donation. One community raised \$5000 in just a couple of days. Look at your community calendar, know what is going on and make sure you have plenty lots of American cancer Society signage at your stand.

### **Movie Nights**

Enjoy a movie with your friends and neighbors by tossing up a sheet in the back yard and borrowing a projector. Charge a fee for the movie and concessions. You could also host a **Date Night** for parents. Ask the community firehouse to set up a movie screen with a family friendly flick. For a donation of \$20 parents can drop their kids off for a movie, pizza, and a tour of the firehouse.

### **Bunko Tournaments**

Four people sit at a table, throw dice and the rounds move quickly. People move throughout the tables all night long. It is a simple game of dice and a great social event. I bet your community has several bunko groups who play monthly. To turn bunko into a team fundraiser, ask everyone to make a donation to play and give away silly door prizes throughout the evening. Obviously, more participants equal more revenue. Women love this game and you may even be able to tie into an existing group and ask them to dedicate a month to your RFL team. Easy and fun! Charge \$20-\$25 a player. You can also hold a silent auction along with Bunko.