



# Fundraising Tips for Individuals and Teams

The number-one reason people don't donate is because they are never asked. Fighting cancer is a cause that is easy to rally around and one that many people will gladly support. Below are a few suggestions to jump-start your fundraising efforts.

## **Make a list and check it twice.**

Make a list of potential donors. Include everyone you know, and send them each a letter or an email using your Relay dashboard on RelayForLife.org. Start by making a donation yourself and ask others to match it!

## **Ask every day.**

Ask one person each day to make a contribution. If you get five \$20 gifts, you'll have raised \$100 in less than a week! Cancer is an issue that affects us all, and most people are happy to donate – even in tough economic times. Don't assume the answer is no – give everyone the opportunity to help finish the fight against cancer by making a tax-deductible donation.

## **Honor someone.**

Encourage a cancer survivor to walk or participate on your team. Let everyone know your team is walking in their honor. A real-life story makes your fundraising personal.

## **Talk it up.**

Ask for a few minutes on the agenda of any meetings you'll be attending. Explain why you are participating in the event, and ask for everyone's support. If you're dedicating your efforts to someone who has had cancer, tell that person's story.

## **Fundraise online.**

Use your personal Relay fundraising site to send emails and track your progress. Send an email to friends, family members, coworkers, and others asking for their support. Let them know if you're walking in honor of someone and explain why the cause is important to you. A personal, heartfelt message will get the best response.

## **Fundraise as a team.**

Teams can have a lot of fun organizing activities and events to raise money for the American Cancer Society. There are many team fundraising ideas, but we've found that fundraising activities that provide a service that people would already spend money on are most successful. For example, Relay teams could offer baby-sitting or host movie nights, garage sales, spaghetti dinners, or car washes – the sky is the limit!

## **Double your money.**

Many employers offer matching gift programs. Your \$50 donation could turn into \$100 just by asking your personnel or human resources department. And don't forget to give your donors this opportunity as well. Many of them work for companies that may offer matching gifts. Share this information with your donors when they make their contributions to your fundraising efforts.

## **Post on social media.**

Be sure and let all your friends and followers on social media know about your involvement in the Relay For Life event! Post often about your reasons for participating, and include the link to your fundraising page so people in your network can support you with a donation. Social media is also a great way to recognize those who have supported you.

## **Fundraise on the go.**

The Relay For Life Web site has been mobilized! You can download our app or find a mobile-friendly version of RelayForLife.org. Fundraise wherever you go, and keep track of donations made and the latest information on your event page.

## **Join the conversation on Relay Nation.**

In 2013, the American Cancer Society launched a new online community for Relay volunteers – Relay Nation. It is a global network of volunteers just like you who are passionate about saving lives from cancer. Share ideas, find resources, make friends, and learn about easy and fun ways you and your team can fundraise. Join the conversation today at RelayForLife.org/RelayNation!

## **Fundraise at the event.**

On-site fundraising at your Relay campsite is great "icing on the cake" for your team and helps create a fun, carnival-type atmosphere. Activities like face painting, lap beads, and karaoke are a blast and are great for a little extra toward your team total!

# Fundraising Guidelines



Team fundraising is a key component of the success of the Relay For Life program. As a Team Captain, the following information is provided to help guide your team's fundraising efforts. If you have any questions or to get more specific information on how these guidelines apply in your state, please contact your American Cancer Society staff partner.

1. The American Cancer Society asks that individuals carefully consider their fundraising efforts before they begin. A plan should be developed and the following considered: Is the fundraiser ethical? Is this fundraiser offensive to any group? What is the financial risk/income potential? Does the event follow state and local laws? The bottom line is that your fundraising should be consistent with the mission and image of the Society. If you are unsure, ask!
2. All net proceeds from Relay For Life fundraising activities must go to the American Cancer Society and may not be shared with another charitable organization. Ideally, any costs associated with fundraising activities should be donated by the team or another party.
3. Use of the American Cancer Society or Relay For Life name or logo to promote your team fundraiser (e.g., signs, posters, ads) must be discussed with your staff partner. All promotional materials must identify your team and must state that all proceeds from the activity will support the American Cancer Society. Any materials created will require approval from your staff partner.
4. The American Cancer Society has very specific rules about raffles and, as a nonprofit, must adhere to state and federal laws or risk being subject to penalties or loss of our nonprofit status. Please talk to your staff partner before moving forward with any plans related to a raffle. Note: A raffle is considered anything where winners are chosen randomly. If the Society becomes aware of an unlicensed raffle, we will take steps to discontinue the activity.
5. Bank accounts cannot be established by teams or participants in the name of the American Cancer Society or Relay For Life events to deposit checks made payable to the Society. The deposit of donations only into accounts controlled by the American Cancer Society allows us to be compliant with IRS and state laws and regulations, and it best protects our volunteers and donors. If the Society becomes aware of a bank account established in our name, we will work with the financial institution to close the account.
6. Teams may not use the Society's tax exemption to purchase items for team fundraising activities. The sales tax exemption is only applicable to items purchased by the Society itself, which is never the case in a team fundraising situation. If merchandise is being sold by the team/participant, payment of applicable state and local sales taxes is the responsibility of the seller.
7. The American Cancer Society reserves the right to request that you not approach a particular donor, business, or organization for the purpose of underwriting or contributing to your project due to potential conflicts of interest.
8. The American Cancer Society and Relay For Life trademarks may not be used to produce merchandise to be sold by the team or participant without permission. Please talk to your staff partner if you have any questions.
9. As Relay For Life events are family-friendly and community-oriented, alcohol must not be a part of team/participant fundraising activities.
10. Donations of merchandise by local merchants to your Relay For Life fundraiser(s) are tax-deductible for the merchant, provided a gift donation form is completed and submitted to the American Cancer Society.

The American Cancer Society greatly appreciates your team efforts to raise dollars for our mission. Your adherence to these guidelines protects the name and reputation of the American Cancer Society and helps ensure that our lifesaving work can continue.

One of the most valuable assets of the American Cancer Society is the tax-exempt status that is granted to the organization by the IRS. The Society follows IRS rules, which states we may not sell products for profit. Sales of products, other than IRS-approved American Cancer Society holiday cards, could result in the loss of our nonprofit status.



# Relay Safety Guidelines

There are several issues you should consider as you plan your team's pre-event and on-site fundraising and/or other activities. Safety is a key component to the success of Relay events for the experience of all participants. Please review the guidelines below to help plan a successful and safe event. If you have any questions or need more specific information on how these guidelines apply in your state, please contact your American Cancer Society staff partner.

1. While the American Cancer Society insurance covers approved fundraising activities on-site at the Relay For Life event, the Society does not provide insurance coverage for team/participant fundraising activities taking place before or after the Relay event or off-site. The team planning the activity assumes responsibility for this, and this may be a factor in deciding whether your team can move forward with a particular activity.
2. High-risk activities of any nature should be discussed with your staff partner before moving forward with any plans to have these on-site at an event. These activities include fireworks, car smashes, dunk tanks, tethered hot-air balloons, climbing walls, and contact sport activities. These activities must be thoroughly evaluated and, if approved, will require additional methods of mitigating and transferring risk from the Society.  

The Society is prohibited from conducting or allowing activities at Relay For Life events that are excluded from our insurance policy, which include watercraft, aircraft, untethered hot-air balloons, bungee jumping, and motorized racing, no matter if a third party is willing to insure the activity.
3. Other on-site activities or elements that teams or the committee may want to have at the event site and which have a degree of risk that may require extra safeguards are:
  - » Golf carts
  - » Bounce houses
  - » Cooking grills
  - » Fire pits

Additional safety precautions (such as the use of waivers), as well as approval from the site owner, may be necessary.
4. Youth teams must be accompanied by a chaperone at a Relay For Life event. One chaperone age 25 or older is required for every 10 youth team members, and youth and chaperone agreements must be signed and turned in prior to the event.
5. Please remember that all American Cancer Society Relay For Life events are both alcohol-free and tobacco-free, in accordance with our mission.
6. Attendees should not bring pets to a Relay For Life event, unless it is specifically a Bark For Life® activity. This is for the safety both of the pets and other participants. Service animals are welcome at all Relay For Life events.

## Fundraising Guidelines

While items cannot be sold at Relay fundraising activities, some items may be given away in exchange for a donation. If you have any questions or need additional state-specific guidelines, please contact your American Cancer Society staff partner.

### You Cannot Accept a Donation for:

- Anything with American Cancer Society or Relay For Life logo or name on it (example: items purchased from the American Cancer Society Gift Shop at [ACSGiftShop.com](http://ACSGiftShop.com) or Relay For Life event participant shirts)
- American Cancer Society or Relay For Life-branded items that can be purchased from or returned to a store, vendor, or the Internet

### But You Can Accept a Donation for:

- Homemade cookbooks (with team name only)
- Homemade holiday crafts
- Baked goods
- Relay For Life-branded donation cards: suns, moons, luminaria, fundraising feet, cupcake or Bark For Life paw prints (see your Society staff partner or event committee member for details)
- Services (car washes, yard work, house cleaning, etc.)
- Activities (bowling, skate parties, trivia nights, etc.)
- Unused or unwanted items through a garage sale or yard sale