



WELCOME TO RELAY FOR LIFE OF KERSHAW COUNTY!

I look forward to working with you and getting your team started in FUNdraising! It's going to be a great year!

What Is Relay?

- Organized, community fundraising walk from 6-24 hours depending on the community
- Teams of people camp out around a track
- Members of each team take turns walking around the track
- Food, games and activities provide entertainment and build camaraderie
- Family-friendly environment for the entire community

Because it's a team event, individual participants are not required to be there the entire time. But it's so much fun, you'll find it hard to leave!

When does our Relay year begin and end?

Our Relay year begins September 1 and ends on August 31 of each year. That means that money received after our event but deposited before August 31 is still credited on the current year. Any funds deposited after September 1 would be on a new Relay year. Ex. September 1, 2015 is the first day of our 2016 Relay year.

What Makes a Relay Event Special?

Many moments create the unique Relay experience. Event details vary by location, but all events have key moments in common:

Survivors Lap

During the Survivors Lap, all cancer survivors at the event take the first lap around the track, celebrating their victory over cancer while cheered on by the other participants who line the track. Relay For Life events also recognize and celebrate caregivers, who give time, love, and support to their friends, family, neighbors, and coworkers facing cancer. It's my personal favorite because I love to see all those purple shirts making their way around the track declaring victory over the disease! What an inspiration this is for all!

Luminaria Ceremony

The Luminaria Ceremony takes place after dark, so we can remember people we have lost to cancer, honor people who have fought cancer in the past, and support those whose fight continues. Candles are lit inside of personalized bags and are placed around the Relay track as glowing tributes to those who've been affected by cancer.

Fight Back Ceremony

This emotionally powerful ceremony inspires Relay participants to take action. The Fight Back Ceremony symbolizes the emotional commitment each of us can make in the fight against cancer. The action taken represents what we are willing to do for ourselves, for our loved ones, and for our community to fight cancer year-round and to commit to saving lives.

History of Relay For Life

In May 1985, Dr. Gordy Klatt walked and ran for 24 hours around a track in Tacoma, Washington, ultimately raising \$27,000 to help the American Cancer Society fight the nation's biggest health concern – cancer. A year later, 340 supporters joined the overnight event. Since those first steps, the Relay For Life movement has grown into a worldwide phenomenon, raising nearly \$5 billion to fight cancer. Sadly, we lost Dr. Klatt in August 2014 after his own battle with cancer but the legacy he has left behind continues in every Relay event! We will always REMEMBER the Father of Relay!

What's the first thing I need to do?

Now that you've decided to make a difference in the fight against cancer, it's time to register your team online. That's the first thing you need to do to get started. Once your team is registered, it's time to start fundraising.

How do I register my team?

Go to www.relayforlife.org/kershawcsc and click on the orange SIGN UP box at the top of the Home page. From there you can answer the questions to register your team. If you have registered before, then you will use the same password etc. to get into the system and your team will come up.

What is a Team Captain?

They are the leader, organizer, cheerleader and person that keeps track of all money for the team. They ensure that forms are filled out each time money is turned in and they keep track of the team total by keeping a copy of each accounting form turned in for deposit.

What is a Team member?

A team member is a volunteer that is committed to raising a minimum of \$100 for our event through individual and/or team efforts. That earns them the distinction of being called a team member and wearing a team participant shirt. We do not sell team participant shirts because they are earned!

- Team members must be registered ONLINE by the deadline to be a team member. This ensures that they are listed as a member and they are registered which allows money to be credited to them. We are unable to give credit to a team member that is not registered online. If money is written on the accounting sheet for a team member that hasn't registered, we will credit the team for that amount.
- Teams must be registered online to be a team. Make sure you and your team is registered by the deadline date listed below in red.
- Team Participant shirts are ordered based on being registered online AND that your team averages \$100 per person (Ex: A team of 20 raises \$2000 so that's an average of \$100 per team member)
- Please remember that being a team member is a commitment to raise money. It's not about getting a FREE shirt. Shirts cost money and that comes out of the money that we're raising. This is the reason we don't sell team participant shirts.

- Team members have earned the right to wear a team participant shirt with pride because they are working to support the mission to save lives!

Who is a survivor?

The American Cancer Society defines a survivor as anyone that has heard the words “you’ve got cancer”. Any type of cancer that denotes a diagnosis including skin cancer is defined as a survivor. So whether they have been newly diagnosed or a survivor for many years, they are celebrated, encouraged and welcomed into any Relay event!

Who is a caregiver?

Caregivers are those special people that support and take care of the many needs of our survivors. It may be for appointments, medicine, treatment or daily care. They are there to make the cancer journey a little easier for our survivors and we celebrate, encourage and welcome them into any Relay event!

How much has my team raised?

Go to www.relayforlife.org/kershawcsc for the latest information based on the latest deposit.

Also, if you’re a Team captain, please keep a copy of all your accounting sheets before you turn them in to accounting or Gail. Then you will know what your team has raised. Just add up the totals.

If you’re computer savvy, you can keep an Excel spreadsheet for your team members and keep up with the totals by team member and then you know when a team member has reached a certain goal such as Grand Relay status (\$1,000) and All-Star status (\$2,500). Here’s a sample for you. You will need to adjust to suit your team.



team deposit
spreadsheet.xlsx

We usually wait 2-3 weeks between deposits and it takes some time for us to get every entry entered online. If you have a question about your team total or an individual team member, please don’t hesitate to contact us.

How much have we raised so far? Who are the Corporate sponsors? Who is registered for my team? When is the deadline to register? When is the sponsor deadline?

Go to www.relayforlife.org/kershawcsc for the latest information.

Want to know what’s going on with our event? All registered teams, team members and Corporate sponsors (Bronze level \$600+ and up) are listed at the site www.relayforlife.org/kershawcsc

In addition, we’ll have the deadlines listed for registration and sponsorship. This is the place to use as your reference for all you want to know about our event.

As always the monthly agenda that is handed out at each team meeting January-April will also have this same information. I will e-mail a copy the day after a meeting as well.

We make every attempt to keep you informed.

How do I stay informed?

1. **Read the e-mails that are sent out by Gail & Cheri.** These serve as a reminder to let you know upcoming deadlines, meetings, and fundraisers. If you don't read them, you'll miss out on important information.
2. **Attend team monthly meetings.** If you can't attend a meeting as the Team Captain, please send someone in your place. This is your chance to ask questions, get updates on our progress, and find out if there have been changes to any deadline or our event, turn in your money and get to know other Relayers.
3. **Use the monthly agenda & RFL of KC calendar (enclosed in your team packet) as a reminder.** The agenda is sent out after each team meeting (Jan-April) with important information and deadlines.
4. **Mark deadlines and meetings on your calendars or phones so that you are ready for them.** As the team captain it's your responsibility to stay informed and keep your team informed as well.

Registration & Sponsor deadline (VERY IMPORTANT!)

Now that you've registered your team, please work on getting your team members **registered online BEFORE April 8, 2016** which is the deadline for FINAL registration & all sponsors. If you aren't registered online, a participant shirt can't be ordered.

How to get Started with your team fundraising

There are 4 ways to fundraise. Fundraisers are crucial to our success and contribute

1. Individual-selling sponsors, luminaria bags, t-shirts, personal & family donations
2. Team fundraising-bake sales, car washes, dinners, festivals, etc.
3. Online-using Social media to ask for donations through Facebook and our own website
4. On-site-This is "Event Day" fundraising. Working together as a team to serve food, sell items or to have carnival like games for the youth to participate to donate to participate in. These are ways to increase our dollars. Consider bean bag toss, ring toss, sack race, Go fish, bowling, face painting, Cuts For A Cure etc.

What are sponsors?

Sponsors are very special part of our event and fundraising success! They contribute about 30% or more of our total each year!

Every team should work on recruiting sponsors. Anyone can be a sponsor! This is not exclusive to businesses, churches or organizations. Friends, family, co-workers, neighbors etc. can pool their money to become a sponsor. Ex. Ten neighbors donating \$10 could be a Proud or Track sponsor (\$100 level).

The first level of sponsorship is the Track or Sign sponsor at \$100 so that's pretty easy to do that. Have you considered saving \$10/month and becoming a sponsor yourself? We'd love to have YOUR listed as a sponsor. Another option is for the Relay team to pool their money and becoming a sponsor. Five people donating \$20 each can become a Track sponsor! Pretty easy huh? Let's get your team name out there at Relay! I'd love to see 50 teams as sponsors!

The sponsorship form is online and the benefits and recognition for each level. **All sponsors will be listed on banners and Corporate sponsors starting at Bronze level (\$600 and up) will be on the back of all participant t-shirts with either name (Bronze) or logo depending on the level. See more information below on Corporate sponsors.**

What are Corporate sponsors?

Corporate sponsors are the highest level of sponsors that start at the Bronze level. These sponsors are on the backs of all participant t-shirts. They are announced at all team meetings and in the Opening ceremony of Relay. They levels are as follows:

Bronze-\$600 (listed with NAME only on the shirts but logo on the banners)

Silver-\$1000 (listed with logo on the shirts and banners)

Gold-\$2000 (listed with logo on the shirts and banners)

Platinum-\$3500 (listed with logo on the shirts and banners)

Presenting-\$5000+ (listed with logo prominently place on the shirts and a separate banner)



2016 Kershaw



Relay_For_Life_Spons

sponsorship form-4&orship_Benefits_One-5

Limited edition ornament- available until Nov. 7, 2015 only

Here is the link that you can share for the limited edition ornament. Here is the flyer for this as well. Post this at your school or business or share in an e-mail with your co-workers, friends and family.

http://main.acevents.org/site/TR/RelayForLife/RFLCY16National?fr_id=71076&pg=fr_ecommerce



Hope Shines On
ornament flyer.pdf

Luminaria

Another simple way to raise money is to sell luminaria bags for \$10 each. That's an amount that most everyone can afford and a very special way to honor or remember someone that has battled cancer. That form is on the Home page of the site as well. All bags are displayed at our event and lit at 9:30 pm for our special luminaria ceremony. Tee

names on those bags are also scrolled on a large screen. Team Captains keep up with the name by putting them on



Lumina ria_2016
Kershaw County.pdf

the Team Excel spreadsheet and e-mailing me the file on Monday, May 4-Bank Day.

Film Canisters

We have clear film canisters that when filled with quarters make \$6.50. This is a great way to get children involved and allow them to see how important their contributions are! Let me know if you need these.

Purple Pull Bows

Purple "pull bows" can be sold for \$3-\$5. They look great on your mailbox, Sunday school class doors, business offices etc. We have these sometimes if you need some but they are not always available. Please ask me about them.

Fundraising t-shirts (Renwick & RSN vendors)

- **These are CASH only.** No checks can be accepted for this since the money must be split with the vendors and your team.
- **Fill out the t-shirt order form on the computer so computations are done correctly. Print a copy to turn in & save one for your records. Make sure the t-shirt order is printed on 1 page. You may have to adjust the print setting to do this but it makes it easier when we fax the orders and cause less confusion.**
- **Fill out an accounting sheet for the team amount. Fill out a donation envelope for the team amount.**
- **Split money between Renwick & the team. You will have 2-3 sets of money depending on your orders. This is important because we can't make change to get the correct amount for each one.**
- Order forms are also available online at our site (www.relayforlife.org/kershawcsc) for the t-shirts.
- Refer to the t-shirt flyers & order forms for the sizes & colors available for each. Renwick long sleeve are \$15 and are available until Dec. 31 only.
- Julie Keith and Katherine Long are the Fundraising Leads this year. They will take your orders at Chick Fil A on the following dates from 5:30-7 pm. jkeith920@gmail.com, katherine.long@kcsdschools.net
- Shirts will be in 2-3 after they are received by the vendor.

Renwick FALL Long sleeve only T-shirt Order deadlines are as follows:

- 11/3/15
- 11/17/15
- 12/1/15
- 12/15/15
- 12/29/15-last day to order Fall shirts.

**Winter Long Sleeve
Fundraiser Shirt \$15.00
Limited Time Now till December 31, 2015
Contact a Relay For Life Team in your
community to order yours today
www.relayforlife.org/kershawcsc**



Back of the shirt design

\$15.00 cash only please

Relay For Life logo on left chest



Available in Orange & Garnet
Sizes - Youth Small to Adult 3X
For more information contact
Gail Kirkland @ rflofkc@gmail.com or 438-3483

Renwick Long Sleeve (only) t-shirts are available in the following sizes:

- **YS, YM, YL, YXL**
- **S, M, L, XL, 2XL, 3XL**

PAINT YOUR WORLD PURPLE

2016 RELAY FOR LIFE FUNDRAISER



\$15 SHORT SLEEVES \$20 LONG SLEEVES

***MINT IN SHORT SLEEVE ONLY**



Order dates: 11/3/15, 11/17/15, 12/1/15
12/15/15, 12/29/15, 1/12/16, 1/26/16
2/9/16, 2/23/16, 3/8/16, 3/22/16
4/5/16-last one before Relay!

For more information contact Gail Kirkland
rflofkc@gmail.com or 438-3483

RSN Short (Mint only available in Short sleeve) and Long Sleeve t-shirts-Shirts are available in the following sizes:

- YS, YM, YL
- S, M, L, XL, 2XL, 3XL

- These are CASH only. No checks can be accepted for this since the money must be split with the vendors and your team.
- Fill out the t-shirt order form on the computer so computations are done correctly. Print a copy to turn in & save one for your records. Make sure the t-shirt order is printed on 1 page. You may have to adjust the print setting to do this but it makes it easier when we fax the orders and cause less confusion.
- Fill out an accounting sheet for the team amount. Fill out a donation envelope for the team amount.
- Split money between RSN & the team. You will have 2-3 sets of money depending on your orders. This is important because we can't make change to get the correct amount for each one.
- Order forms are also available online at our site (www.relayforlife.org/kershawcsc) for the t-shirts.
- Refer to the t-shirt flyers & order forms for the sizes & colors available for each. RSN Short sleeve is \$15 and long sleeve is \$20.
- Julie Keith and Katherine Long are the Fundraising Leads this year. They will take your orders at Chick Fil A on the following dates from 5:30-7 pm. jkeith920@gmail.com, katherine.long@kcsdschools.net
- Shirts will be in 2-3 after they are received by the vendor.

Feet & Cupcakes

We have "feet" & "Cupcakes" that can be sold for \$1-\$2 and displayed on walls, doors etc. at businesses & schools.



These are great for classroom competition. I have these available.

Quarters For The Cure

We have film canisters that you can pass out to students, Sunday School classes or even teams members. They fill them up with quarters and when filled they equal \$6.50. It's just a simple way to easily raise money. It's great for classroom challenges as well.

Team FUNdraisers

Team FUNdraisers are not only a quick way to raise money but allow everyone to get involved. Bake sales, dinners, car washes, holiday baskets are just some of the ways that teams raise money. The key is planning ahead and having a great location to have them. Location & planning are the key to successful team fundraisers. Send me the information several weeks in advance and I'll get it to the media for advertising. It's also important have purple tablecloths (the signature color of Relay) and the Relay For Life logo prominently displayed at your fundraiser. This makes it look professional and

advertises what your proceeds are for. It's also a great idea to use the Relay date cards or Relay stickers (I have those as well) to attach to baked items or other items you are selling to "invite" them to Relay. Taking the time to make your fundraising event noticeable will make a difference in your success! Let's have some FUN teams!

Where can I find the fundraising forms?

All fundraising forms are available on the Home page of www.relayforlife.org/kershawcsc under the Fundraising Forms section. Just click on a link to download the forms. Paper forms are available at the monthly meetings as well. An accounting sheet must be filled out by the team each time money is turned in.

What is the registration & sponsor deadlines?

The deadline date for 2016 is April 8, 2016. If you're not registered by this date, a t-shirt will not be ordered because we run the report based on what is in the system. Also, ALL levels of sponsors must be turned in by this date. **All sponsors will be listed on BANNERS based on their level.**

- Proud or Track-\$100
- Patron or Banner-\$350
- Bronze-\$600
- Silver-\$1000
- Gold-\$2000
- Platinum-\$3500
- Presenting-\$5000

Team Meeting Schedule

All meetings are held at Bethlehem Missionary Baptist Church Family Life Center from 6-7 pm. The FLC is located at 24 Ward in Lugoff behind the Carolina Chrysler dealership. It is important for someone from your team to attend these meetings especially if you are late starting your team or new to Relay. Supplies are available for you at this time.

Our monthly Team meetings are as follows:

- Tuesday, January 19, 2016
- Tuesday, February 16, 2016
- Tuesday, March 15, 2016
- Tuesday, April 19, 2016-Very important for someone from each team to attend. Campsites will be given out.
- Monday-May 2, 2016 Bank Day 10-6 pm-Teams will pick up their shirts on this day, receive their campsite map to share with all team members and it's your last opportunity to turn in money before Relay. Totals as of this date will be the totals displayed at your campsite.

2015-2016 Relay For Life of Kershaw County deadlines & meetings calendar

Use this calendar to mark Team meetings Bank Day, Sponsor & registration deadlines and t-shirts order deadlines.



RFL Kershaw
Calendar 2015-2016.x

When is our Relay?

Our 2016 Relay is Friday, May 6 from 7 pm -1 am at Lugoff-Elgin High stadium. This is our theme so please integrate lots of purple into planning for your team campsite. FYI....Halloween and Easter are great times to find purple items at the Dollar Tree and other discount stores.



What is our Relay schedule?

<p style="text-align: center;">-CELEBRATE- Survivor Registration/Reception 5-6:30 pm (In the LEHS Wellness Center) Opening Ceremony 7 pm Survivor Victory Lap 7:10 Caregiver Lap 7:20 Corporate Sponsor Lap 7:30 Team Celebration Lap 7:40 Entertainment 8-9:15 -REMEMBER- Luminaria Ceremony 9:30-10:00 pm Entertainment 10:00-12:30 pm -FIGHT BACK- Closing & Fight Back Ceremony 12:45 pm</p>
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What forms do I need to fill out when I turn in money?

1. Accounting sheet (see website for example of how to fill this out) Please remember that the dollar amount on the accounting sheet MUST agree to donation envelope and also the amount of actual money turned in.
2. Donation envelope (see website for example of how to fill this out)

3. Sponsor form (if you have sold sponsors) (see website for example of how to fill this out)
4. Luminaria form (if you have sold luminaria) (see website for example of how to fill this out)
5. T-shirt order form (filled out on Excel using the computer not computed manually if you sold t-shirts)
6. All paper forms are available at monthly team meeting January-April and online (except for donation envelope. Donations envelopes are the exception. (sponsor, luminaria, accounting sheets and envelopes)

When will our team get our campsite location?

At our last meeting in April, teams will be given their campsite location and a map will be given to the teams on Bank Day. Please share this information with the team members that will be setting up your tent. It will be posted on our web site and it will be sent out in several e-mails as well.

Many thanks for being a Relay For Life volunteer! Please feel free to contact me if you have any questions. I look forward to hearing from you! Thanks for your leadership! I will be happy to review any of these items with you as well.

For A Cure,

Gail H. Kirkland, Event Lead
803-438-3483
rflofkc@gmail.com www.relayforlife.org/kershawcsc

2015-2016 Event Leadership Team (ELT)

Gail H. Kirkland-Event Lead (coordinates with ACS partner and ELT team to plan and execute every detail for our event)

rflofkc@gmail.com

Cheri Standridge- ACS RFL Specialist- (works with Event Lead and ELT to execute event and have supplies)

cheri.standridge@cancer.org

Kelly Wilder- People Lead (oversees Community Champions, Team Ambassadors, Survivors & Caregivers Lead, Youth Champions)-kelly.wilder@kcsdschools.net

Shawn Caulder-Community Champion (contacting new leads in our community for teams, sponsors, survivors & caregivers)

• shawn.caulder@yahoo.com

- **Mary Ann Byrd- Team Ambassador** (recruitment/retention of School teams)-
maryanne.byrd@kcsdschools.net
- **Danielle Ward- Survivors & Caregivers** (celebrating, planning & executing Survivor Reception, registration and survivor & caregiver laps)
dward827@yahoo.com
- **Teresa Ross-Hospitality & Data entry** (coordinates food & supplies for team meetings & data entry)
tsrkids4@yahoo.com
- **Nikki Keels-Logistics**-(Day before & Day of Event set up & organization along with planning for logistics)
jnk803@gmail.com
- **Tara Boone- ACS CAN/Mission**-(works with our legislators to get bills passed to carry out the ACS mission)
tboone@rplfirm.com
- **Robin Watkins-Accounting** (makes deposits & makes spreadsheet entries for ACS)
robin.watkins@kershaw.sc.gov
 - **Julie Keith & Katherine Long- Fundraising Leads**
 - (accepts t-shirt or other fundraising orders from teams, submits orders to vendors, sorts orders and ensure accuracy of orders) jkeith920@gmail.com,
katherine.long@kcsdschools.net

We are always looking for those with leadership skills to serve on the ELT. If you have an interest in a particular area of leadership for our Event, please don't hesitate to contact Cheri or myself. We have a number of areas that we would like to fill.

- Luminaria
- Survivor Registration & Reception set up (assisting Survivor Lead)
- Sponsorship

- **Recognition**
- **Relay activities**
- **Team Ambassador-Churches**
- **Team Ambassador-New teams**
- **Team Ambassador-returning teams**