

**AMERICAN CANCER SOCIETY
RELAY FOR LIFE**



FUNDRAISING HANDBOOK

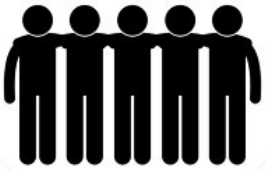
Adapted For Relay For Life of Campbell

6 TYPES OF FUNDRAISING



INDIVIDUAL

Money raised by individuals on a team to support the overall team fundraising goal. Each team member is encouraged to raise at least \$100.



TEAM

Team events are events hosted by the team that raises money for the overall team total or for team members (divided up after the event). These events can include restaurant nights, bowling tournaments, bake sales, etc.



ONLINE

Online fundraising includes any donations asked for online. Just a few ways of asking for donations online include the Relay For Life website, team and individual fundraising pages, email and all social media.



ON-SITE

Each team receives a campsite when they arrive at Relay. All teams are encouraged to use their campsite for fundraising at the event. Selling craft items, baked goods, raffle tickets and pay to play activities.



SPONSORSHIP

Event sponsorships can be credited to your team to help your overall fundraising goal. Get your local business owners to support your team! It's an easy and fast way to raise some big bucks!



POST-EVENT

Fundraising doesn't end until August 31st! Keep the fun going by hosting a Bark For Life, Relay Recess or other post-Relay fundraising events. Remember, you can utilize all 6 fundraising areas year round!

INDIVIDUAL FUNDRAISING

THE KEY TO GETTING YOUR TEAM MEMBERS TO THEIR \$100 GOAL IS...GETTING THEM TO ASK!

QUICK AND EASY WAYS TO RAISE \$100:

- Raising \$100 can be as easy as asking 10 friends for \$10. (See *How Do I Raise \$100* Worksheet)
- Ask everyone you know! Anyone you know could help you get to \$100. Ask everyone from your best friend to your dentist. You never know who will be willing to part with \$5 for the cause.
- Be creative in the way you ask. Make it a game or a competition! (See *Hope 100 Fundraising Activity* Worksheet)
- Ask if your employer has matching gifts or grant opportunities. It's an easy way to double your donation!
- Provide a service: baby-sitting, car washes, lawn mowing, and house cleaning are tried and true fundraisers.
- Sell luminaria. Ask people to purchase a luminaria to honor or remember a loved one.
- Remind your team members that the receive a Hope Club shirt at the event is recognition of raising \$100! Set a goal to have your entire team in the Hope Club.

COMMON FEARS ABOUT FUNDRAISING:

What if they say no?

If they don't ask, it's already a no, so what do they have to lose? You never know who has been affected by cancer and maybe you asking will be the chance they've been waiting for to help fight back. Is it fair for you to decide for them?

I feel bad asking for money.

There are still so many things we don't know about cancer. 1 out of every 3 men and 1 out of every 3 women will be diagnosed in their lifetime. The problem is real. The funds will truly help. Their donation may save their own life someday. There's nothing to feel bad about.

Everyone I know is strapped for cash.

The beauty of Relay is that you don't have to donate money to help the cause. If someone you ask to donate can't, that's ok! Ask them to join your team or help you make cookies for a bake sale. There are plenty of other ways to help.

\$100 is a lot of money! I don't think I can do it.

\$100 is easy to raise if you break it down into small pieces. Give your team plenty of ideas to help inspire them to raise their \$100 a little bit at a time.

RESOURCES:

- How Do I Raise \$100 Worksheet
- Hope 100 Worksheet
- Hope Club Flyer
- Individual Fundraising Club Flyer

IT'S EASY TO RAISE \$100!



\$5 From 20 Friends

Can you spare a little change (the lifesaving kind)? A \$5 donation will help me reach my fundraising goal!

- | | |
|--|--------------|
| 1) I will skip my Starbucks today. | Donor: _____ |
| 2) Ditto. I'm already over caffeinated. | Donor: _____ |
| 3) Curing cancer is more important than Candy Crush. | Donor: _____ |
| 4) I don't really need another trip to Chipotle. | Donor: _____ |
| 5) I'll help because I love you. | Donor: _____ |
| 6) I'll help because I love you MORE. | Donor: _____ |
| 7) My family has been affected by cancer. | Donor: _____ |
| 8) I've been affected by cancer. | Donor: _____ |
| 9) I can spare \$5 for the cause. | Donor: _____ |
| 10) I can spare \$5 for you. | Donor: _____ |
| 11) Be the change you wish to see in the world. | Donor: _____ |
| 12) Making a difference feels good! | Donor: _____ |
| 13) We all need to play a part. | Donor: _____ |
| 14) Because you asked so nicely... | Donor: _____ |
| 15) Because I hope it will never be me. | Donor: _____ |
| 16) I wish I were as dedicated as you. | Donor: _____ |
| 17) Since I can't come to Relay. | Donor: _____ |
| 18) Since I can't come to Relay. | Donor: _____ |
| 19) Since I can't come to Relay. | Donor: _____ |
| 20) Since I can't come to Relay. | Donor: _____ |

\$10 from 10 Friends

Can you make a \$10 donation? We are already saving 400 birthdays a day. Let's make it 401 today!

- | | |
|---|--------------|
| 1) \$10? Anything to support you! | Donor: _____ |
| 2) Because I am a cancer survivor. | Donor: _____ |
| 3) You know you can always count on me. | Donor: _____ |
| 4) I want to see an end to cancer in my lifetime. | Donor: _____ |
| 5) I'm competitive! We can't let cancer win! | Donor: _____ |
| 6) I'll trade a PEDI...for a...CURE! | Donor: _____ |
| 7) In honor of my loved one. | Donor: _____ |
| 8) I admire your dedication. | Donor: _____ |
| 9) It takes an army to finish the fight! | Donor: _____ |

\$20 from 5 Friends

I know that \$20 may seem like a lot to ask, but this may be the difference in saving the life of someone we love.

- | | |
|--|--------------|
| 1) I love you and support you. | Donor: _____ |
| 2) I'll skip 1 movie night this month. | Donor: _____ |
| 3) Because you are important to me. | Donor: _____ |
| 4) I'll skip eating out one time this week. | Donor: _____ |
| 5) A new toy vs. a future without cancer...the kids will understand. | Donor: _____ |

Relay For Life of: _____

EVENT DATE: _____ EVENT LOCATION: _____



Please select a box, donate, and sign your name!

First \$1!	\$4 for a future with less cancer.	\$5 to help by a wig.	\$1 for:	\$2 for my first grandchild.	I'll donate the cost of a soda = \$1.	\$2 to "Save the Boobies"!	\$1 for:	\$2 - One each for my parents.	\$1 to help people quit smoking.	\$1 for sun safety.		
\$2 for:	\$5 to fight breast cancer.	Sure, here's a buck!	\$5 just because.	\$2 to fight leukemia!	\$2 because I'm proud of you.	\$1 for someone fighting cancer.	\$4 in memory of:	\$5 to fight childhood cancer.	Sure, here's a buck!	\$2 for:	\$1 for my dad.	Curing cancer is worth \$10 to me!
\$4 in memory of:	\$5 to fight childhood cancer.	Sure, here's a buck!	\$2 for:	\$1 for my aunt.	\$2 in honor of Mom.	\$1 for:	\$1 for my sister.	\$1 to encourage a healthy lifestyle.	\$1 for my dad.	Curing cancer is worth \$10 to me!		
Sure, here's a buck!	\$2 for:	\$3 for:	Here's \$5. Thanks for fighting!	\$1 so my grandchildren won't worry about cancer.	\$2 for:	\$2 for:	\$2 for:	\$2 for:	\$2 for:	\$2 for:		
\$3 because I believe in you!	\$2 to Fight the Fight!	\$4 in honor of:	4 quarters for cancer prevention education.	\$2 to fight pancreatic cancer.	100 cents; 1 cent for each year of ACS!	\$2 to END lung cancer.	Continuing research is worth \$1 to me.	I'll Finish the Fight! \$2				

Thank you for supporting my fundraising efforts and the American Cancer Society!

TEAM NAME: _____

TEAM MEMBER NAME: _____

TEAM FUNDRAISING

Team fundraisers can be a great way to raise a lot of money at once. They are also a great opportunity to have build comradery with your team and show others how much FUN FUNdraising can be!

TEAM FUNDRAISING IDEAS:

- Think of something you and your friends already enjoy doing. Now, can you think of a way to make it a fundraiser? Host a Bowl For Life or poker tournament and charge admission, have a raffle or offer a trophy.
- Many restaurants will host fundraising nights for your team. Just ask the manager and pick a date. It's that easy! Most restaurants will give back 10-30% of the bill for anyone who brings in your flyer.
- Get your work involved! If your company allows it, sell luminaria and line the office hallways for a week, get your boss to offer jean days for \$5, or have a raffle at your office party.
- If there's another event being planned, ask the host if you can integrate your fundraiser. Add a friendly game of bra pong (see On-Site Fundraising) for \$1 a turn. No one will complain about the added fun!
- Use the Fundraising Thermometer and Team Fundraising Club incentives to motivate your team! A little friendly competition can go a LONG way.

HOW TO DO IT RIGHT:

- Make sure your event is well publicized. There's no point in spending time planning a party if no one comes.
- Make sure your event is FUN! People are more likely to do something for a good cause if it involves a good time!
- Never forget to say THANK YOU! Thank your team members who help, your donors who give and anyone who makes the event possible. Send a quick thank you card to the restaurant where you hosted your fundraising night. Ask everyone to sign it and it will make that manager's day!

WHAT NOT TO DO:

- **DON'T!** opt not to host a team fundraiser before Relay. The most successful teams do all their fundraising BEFORE Relay and use on-site fundraising as icing on the cake. Team fundraisers take a little more time to plan but they are well worth it when you see just how much fun they can be.
- **DON'T!** do it all yourself. Assign team members to help with decorations, invitations and collecting donations.
- **DON'T!** host an event that encourages lifestyle choices that contradict with the American Cancer Society's recommendations on preventing cancer. Examples might be raffling off tanning bed certificates, hosting an event at a venue that isn't smoke free, or appearing to encourage other unhealthy behaviors.
- **DON'T!** put yourself at risk. Remember to be aware of national and state regulations on fundraising (and hosting events). Be aware of any potential issues around gambling, alcohol and insurance.

RESOURCES:

- A-Z Fundraising Ideas Handout
- Team Fundraising Planning Guide
- Team Fundraising Club Flyer
- \$1,500+ Team Fundraisers Handout
- Thermometer Poster
- Flyer Templates: brandtoolkit.cancer.org



American Cancer Society Relay For Life Team Fundraiser Planning Guide

Has your Relay For Life team decided to have a fundraiser, but you don't know where to start? This document will guide you through the essential steps of planning and implementing your fundraiser.

Types of Fundraisers

With the help of your team members, determine what type of fundraiser you are interested in having. Think about the skills and resources of the individuals on your team. Also, keep in mind the four types of fundraising: individual, team, online, and on-site.

- **Individual fundraising:** Ask ten friends, coworkers, neighbors, or family to contribute \$10 each to your fundraising efforts.
- **Team fundraising:** As a team, host a golf tournament, car wash, bake sale, or spaghetti dinner.
- **Online fundraising:** Do you have friends and family who live out of state or who prefer to donate by credit card? Send them an email from your personal Relay fundraising page.
- **On-site fundraising:** Are there services or goods you and your team can provide at the event in exchange for a donation, such as massages, handmade jewelry, or homemade treats?

Goal-setting and Planning

Deciding which type of fundraiser you want to have is the first step. Next, you'll want to set a goal for how much money you would like to raise. When setting your goal, don't forget to take expenses into account.

For example, let's say you plan to host a neighborhood movie night and would like to raise \$300. You estimate your expenses are going to be \$50, which will cover popcorn, soda, candy, and the movie rental. Try working with local businesses to get the rental and concessions donated.

You'll want to break down the goal to determine how many people will need to attend in order to raise \$300. For example, if you charge \$10 a person to attend, and the in-kind donations come through, then you only need 30 people to attend to reach your \$300 goal.

And don't forget about the Nationwide Team Fundraising Club program. When setting your team goal, aim for a Team Fundraising Club level. For more information about the Team Fundraising Club program, visit relayforlife.org/fundraisingclubs.

Logistics and Details

Now that you know what you're doing and have a goal, you'll want to think about the logistics and details of the fundraiser itself.

- What time of year would be best for your particular fundraiser?
- Which day of the week and what time?
- Do you have the location secured?
- Is there adequate parking?
- Is there enough seating for everyone?
- Are decorations and/or signage needed?
- Make a plan to get the word out about your fundraiser. Think about the audience that you're trying to reach and the best ways to engage them.

Once you have a list of all your logistical needs, determine which team member(s) will be responsible for what and when each task needs to be completed. Remember, this is a team fundraiser, so it should be a team effort! Be sure to review the Fundraising Guidelines section of the Team Captain Guidebook.

Wrap-up

Congratulations, your fundraiser was a huge success! Now what?

- **Thank-yous:** Make sure you acknowledge and thank everyone who attended, contributed to, and helped with your fundraiser, especially your team.
- **Evaluation:** Meet with your team to review the great things that happened and to look at any challenges you experienced. If you decide to hold a similar fundraiser in the future, you'll know where to make some changes.

Now it's your turn! Use the Team Fundraiser Planning Worksheet to plan your Relay For Life team fundraiser!



American Cancer Society Relay For Life Team Fundraising Goal Worksheet

How does your Relay For Life team set an attainable fundraising goal? It's easy to think big when you break your fundraising goal into smaller steps. Use this worksheet to figure out how much your team can raise.

Meet with your team.

Fundraising is the entire team's responsibility. Gather your team to discuss contacts, resources, and strategies that can increase your team's fundraising success.

Set individual fundraising goals.

Determine how much each of your team members will be able to raise individually through personal asks, writing letters, online fundraising, etc.

Brainstorm team fundraisers.

What fundraising ideas interest your team? How many fundraisers would your team like to do? Were past fundraisers successful? How can you improve them for this year? Visit relayforlife.org/relaynation to share your fundraising tips and learn from other Relay participants.

Add it up.

Use the table below to record individual and team goals and to determine your team's total fundraising goal.

Type of Fundraising	Planning				Team Goal
Individual and Online Fundraising (Pre-event)	Team Member Name	Online	Offline	Total (At least \$100)	\$
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
		\$	\$	\$	
Team Fundraising (Pre-event)	Fundraising Activity			Goal	\$
				\$	
				\$	
On-site Fundraising	Fundraising Activity			Goal	\$
				\$	
				\$	
Team Fundraising (Post-event / Year-round)	Fundraising Activity			Goal	\$
				\$	
				\$	
Total Fundraising Goal					\$



Relay For Life

A - Z Fundraising Ideas

A

Ask: The easiest way to raise money is to ask your friends, neighbors, relatives and anyone you know to make a donation to the American Cancer Society's Relay For Life event, which you are taking part in. Explain your commitment and why you are involved – maybe because of a loved one battling cancer.

Art Sales: Have preschool and elementary students produce great art and have a show. Parents and friends buy back their budding artists' masterpieces.

Auctions: Many teams are putting together live or silent auctions. Teams can make a whole event out of it- work with an auctioneer who will donate his/her time and hold a live auction. Some teams have had success in hosting silent auctions during their family reunions....while others are putting them together at sports auctions. Collectibles are hot! Auction off the boss- have the boss or department head as your assistant for the day at work.

B

Baby Sit: Do extra baby-sitting and give your pay (or at least part of it) to your team's effort. Or baby-sit as a team during a community event.

Bake Sales: Hold a bake sale at work or at a busy place- a bank branch held a bake sale once a week for several months. Or have a No-Bake sale where co-workers pay so they don't have to bake goodies.

Balloon Day: This is good for students. Sell a Relay balloon with a message attached for \$2 each. The students take orders in advance and then deliver the balloon messages at a later date.

Bank For a Year: Get everyone on your team to put in \$2 each week beginning the week after this year's Relay. In 50 weeks each team member will have his or her \$100. Or try this – 50 cents every day, in 50 weeks you will have collected, from yourself, \$175 – add just two more friends giving you 50 cents each per day and you will now have a total of \$525 in 50 weeks!

Bingo: Hold a bingo night at a local club, church hall or at your place of business.

Birthday Party with a Purpose: Have birthday parties and state that in lieu of gifts make a donation to the American Cancer Society for Relay For Life.

Block Party: Put together an old-fashioned block party in a parking lot, or close off a neighborhood street (with permission). Have a band donate a few hours, have a BBQ, do face painting, offer hay rides etc. Have fun and raise money for your team.

Book Sales: Do it in conjunction with a publishing house that will donate books or have everyone on your team bring in good condition used paperbacks or hard cover books. Set up a table to sell your books. Get permission to have your table set up in a local mall or plaza, or if you work for a large employer, set it up in the break or lunch room.

Boss for the Day: Allow people to bid on being boss for the day-high bid wins.

Bounce-a-thon: Elementary students take a collection envelope home to collect pledges for bouncing a basketball for half an hour. Each class in the school takes turns gathering in the school's front hall throughout the day to bounce their basketballs.

Bowl-a-thon: Some student teams have been holding bowl-a-thons, where they get pledges per pin they knock down.



Relay For Life

A - Z Fundraising Ideas

Bowling Chance: \$1 gives you the chance to throw 2 balls (toy bowling set). If you strike your name is entered into a drawing 2 times. If you throw a spare with your second ball your name is entered into the drawing once. Team is to solicit a nice prize for the drawing. This one could be held on site.

Breakfast With: Put together a breakfast with Santa or the Easter bunny. Work with a local restaurant or your team can do it themselves at a hall or club. Have someone in costume.....sell tickets and have pictures taken. This would also work as a breakfast with the mayor or other high profile person.

Brown Bag Lunch Day: Everyone brings in their own lunch and donates the money they would have spent to the Relay For Life fund.

C

Can and Bottle Drive: Set up at a central location and collect cans and bottles. Return for deposit to nearest redemption center. You will need pick up trucks to carry the cans or ask a local redemption center or local store if you can set up in their parking lot so you don't have to carry the cans to be redeemed.

Candle Sales: Sell scented votive candles to fellow employees and friends.

Candy Bar Sales: Sell candy bars at work, or have someone at a business let you set up a little display box (beauty shops, store check-out counters, etc.). You can purchase box kits from wholesale warehouses such as Sam's or ask a candy store to donate them.

Car Washes: This is another good idea for students as well as adults....especially in the spring when everyone wants the mud off of their cars. Try saying "donations accepted" instead of charging a set price.

Car Smash: Secure an old car and write in large bold letters CANCER across the car. For a dollar donation you get to "smash cancer" three times with a sledgehammer.

Challenges: Challenge another team to raise more money than you. Some radio stations may gladly put your challenge on the radio.

Change Makes a lot of Cents: Bank and credit union teams post this message at the teller line – Donate the cents from your deposit to the (name of bank) Relay For Life team and help fight the war against cancer. If your check total is for \$187.67 your donation is just 67 cents.

Chili Cook Off: have a Hot-Hot-Hot chili cook off

Christmas Party: Play carols, serve cookies, decorate a tree, have pictures with Santa and charge admission.

Christmas Tree/Wreaths: Ask a local retailer to donate \$1 for every tree and wreath sold to support your Relay team. Or make your own wreaths as a team- use princess pine you find in the woods.

Coffee & Company: Enjoy coffee and a chat with your friends and raise money too! Invite your neighbors to your place for a mid-morning coffee break. You supply the coffee and treats, and ask them to donate to your Relay team. Try having a few Luminaria bags handy so friends can donate and decorate right then and there.

Coin Drive: This is especially good for students to do at schools- have everyone give them their change in the lunchroom. Set up a coin jar at the beginning of the school year and see how it grows. A college put a twist on the coin drive, which would also work at companies with different departments, or at a bank with the different tellers etc. They sent out a flyer explaining: JOIN THE PENNY WARS- drop off your change in the jars at the front of your residence hall. The



Relay For Life

A - Z Fundraising Ideas

residence hall with the most points wins a pizza party for its residents. Pennies are worth positive points, silver coins and cash are worth negative points. Sabotage the other residence halls by dropping off your silver coins into their jars!

Coin Toss: Get permission from the local mall to collect all the coins tossed into the fountain for a designated time period. Be sure to have signs state that the coins will be donated to the American Cancer Society Relay For Life.

Comedy Club: Ask a local comedy club to host an evening in support of the Relay For Life and invite all teams to sell tickets. The teams would get the credit for the tickets they sold.

Concession Stands: Set up a concession stand or booth at a community event during the year.

Corner Collections: A familiar site, many of us have seen, is 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!

Craft Fairs: Have your team set up a craft table or raffle at a craft fair or festival.

Crafts: In a holiday mood? Craft tree ornaments, stockings or decoration and sell them.

Cut-a-thon: Have a beauty salon or vocational school hold a cut-a-thon for you.

Cutest baby: Have a Cutest Team Baby Contest....either on site or beforehand at your place of work. Place a photo of each team member as a baby on the bulletin board or on a display board. People donate \$1 per vote. You decide on the appropriate reward.

D

Dances: Students can hold a school dance. Adults can put together a dance at a local club or hall. Get a band or DJ to donate their services.

Day of Cleaning Raffle: Team members donate a suggested five hours to spring/fall house clean your home, with tickets selling for \$5 each.

Day Spa: Raffle off a day of beauty, or a for a set fee, provide haircuts, manicures and massages.

Decorating Service: No time to decorate?... holiday decorating service! Also can put Holiday lights up on houses for a fee- this is a job many people would like someone else to do.

Deliver Flyers: See what businesses distribute sales flyers in the weekly paper or through the mail and offer for your team to deliver them within the town (at each house) for a set amount. It costs these businesses a lot to mail them out and they would be able to save money by having you distribute them personally. This is another good idea for a student team. One phone company paid a high school team \$2500 to distribute the new phone books throughout the community.



Relay For Life

A - Z Fundraising Ideas

Die Cut Cards: The suns and moons paper cut outs (available at a minimal cost through your staff partner) can be sold at businesses, companies, or anywhere people frequent. Some teams have used them at holiday time to place a memorial or honor tree. You could also try ice cream cones at local ice cream shops or paper bowling pins line the walls of a bowling alley to “bowl down cancer”.

Dog Walkers: Have your team walk the neighborhood dogs for a donation. Many pet owners would appreciate the opportunity to let someone take their dog for a long walk.

Dog Sit: While the owners are on vacation, saves them from sending Fido to the kennel.

Donut Days: Get donuts donated from a bakery every Friday and sell them at school or the office!

Dress Down Days: Allow employees to dress down for a day if they make a certain donation. This is also happening at parochial schools or other schools that require uniforms. For a specified donation, the student doesn't have to wear a uniform to school that day.

Dunking Booth: Set up a dunking booth at a local event festival, fair, picnic etc. and recruit local celebrities to sit for you.

E

Email: Email your friends and associates for donations.

Envelope at Restaurant table: Restaurant teams generate donations by placing a Relay For Life envelope at every table during a designated time period, stating “Please support our Relay For Life team and the American Cancer Society”. Waitresses check envelopes after each seating and find surprising results. Be sure to have 1-800-ACS-2345 on the envelopes.

Errand Service: Never have time.... Run an errand service!

Event parking spaces: Sell parking spaces for community events near your home.

F

Face Painting: Set up a booth at a local event, fair, or festival. Kids love it!

Fashion show: Work with new or existing clothing stores to hold a fashion show. You could have it at the store, or use a club or church hall. Offer refreshments and your team members can be the models.

Fast Food Restaurants: Ask your local restaurants if they will have Relay day. Either a percentage of meals sold or a certain item on the menu will go towards your team. Your team should be on hand to ask for donations from the patrons as well as be able to talk about the event. Fry Day Friday- on a Friday prior to your Relay, a dime from every order of fries sold goes to your team total.

Flamingo Alert: Place pink flamingos in someone's yard. It will fly away once a donation is made to Relay For Life. Some people have expanded this idea and for a set amount you can designate the next person is should go to....or you can purchase flamingo repellent so it will not land on your yard. Other lawn ornaments could be used.



Relay For Life

A - Z Fundraising Ideas

Flower sales: Work with a local florist or wholesaler and sell bouquets, potted flowers or individual stems (carnations or roses) at your place of work or school.

Flower bouquet Raffle: Ask a local florist to donate one bouquet of flowers, one for each month for a three-month period (or go to 3 different florists and get one per shop). This is a good fundraiser for corporate teams with a large staff, especially during the winter months, to take a chance to win some “springtime” for their desk.

G

Game Night: Have a game night- much like a party with a purpose. Everyone comes to your house to play board games, charades etc. Charge an “entrance” fee.

Garage Sales: Work individually or as a team to set up garage sales- clean out your attic and raise money for the American Cancer Society at the same time!

Glow Sticks: Sell glow in the dark sticks that can be worn as necklaces or carried at the event.

Go Door to Door: Go door to door and ask for donations. Canvas your neighborhood.....or work as a team and canvas the town.

Golf Tournament: Have your team put together a golf tournament!

H

Hat (or Cap Day): This is good for schools. For a specified amount, the students can wear a baseball cap to school for the day.

Haunted House: For Halloween, organize a haunted house and charge admission. Or as a team organize a haunted forest. You can also sell refreshments!

Hoagie Sale: Hold a hoagie sale at work or around town, taking orders ahead of time.

Hole-in-One: set up a portable putting green and for a donation; let people try to putt it in. You can do this on site, or at a community event beforehand.

Hot Dog For Cancer: A Principal at an elementary school agreed that if ALL the teachers would raise \$100 each he would dress up like a hot dog and let the students squirt ketchup, mustard, and relish on him.

I

Ice Cream Socials: Plan one at your place of work or for friends, asking for a donation to attend. Sell ice cream for dessert at your place of work.



Relay For Life

A - Z Fundraising Ideas

J

Jail & Bail: For a donation employees can be arrested. For an additional donation they can post their own bail, or employees have a bounty placed on their head, are arrested and are not set free until the entire bounty is raised (\$100 or more per inmate) This activity can also be done on site.

Jewelry Sales: Work with a wholesale company to sell jewelry they don't wear anymore and have a jeweler clean it up for you, then have a sale.

K

Kiss a Pig Contest: Recruit a local celebrity to kiss a swine when a certain amount of money has been raised. Also has been done as a contest. Put the face of all the teachers or employees one on each jar, and who ever raised the most money must kiss the animal (could also be a team mascot, goat mule, dog etc.)

L

Lawn Service: While you are mowing your lawn, mow someone else's- for a donation.

Letter Writing: A great way to ask for donations without asking in person. Send letters out to your friends and family explaining what you're doing and why, and asking for a specific amount (more than you want) seems to work best or leave it up to them. Write them your personal goal and ask for their help. Some people are writing letters on behalf of their pets or babies adding a little humor.

Line Dancing: Work with a local club or facility to offer a night of line dancing. Get a DJ to volunteer his/her time to play music and get someone to teach a couple dances. It's a fun way to spend a night while collecting donations.

Longaberger Basket Bingo: Work with a Longenberger basket sales rep to hold a bingo party. Get the use of a hall, sell tickets ahead of time and sell refreshments at the party. Most groups are selling 200-250 tickets for \$15-\$20 each, which entitles the ticket holder to 20 games. Each game winner will be awarded a Longaberger basket. The rep could also help with selling extra games or special rounds and raffles.

Lunch with the CEO: Auction off lunch or maybe a round of golf with the CEO or president of your company.

M

Massages: Offer massages for a donation at the event.

Matching Gifts: Ask your company to match what you raise. Some companies have a matching gift policy, check to see if your does. If they don't ask them anyway.

Money Jars: Set up money jars or coin boxes at your place of work. This is good for banks, diners/restaurants hairdressers, and stores. Check back to empty frequently.

Mother's Day: The second Sunday in May will be here before you know it. So beyond making your personal Mother's Day plans, consider a way to honor mom and support the fight against cancer. Is it a Mother's Day brunch fundraiser?



Relay For Life

A - Z Fundraising Ideas

Partnering with a dress shop to stage a fashion show and tea? A flower sale? Ladies-only golf tourney? The possibilities are endless! The key is to start planning for it soon.

Movie night: Invite your friends over for a night at the movies. You provide the popcorn and soda and charge admission. Or have a movie week during lunch hour at work. Charge admission and invite employees to eat their lunch while they watch.

N

Nonalcoholic cocktail party: have a nonalcoholic cocktail party at the Relay and ask for donations. Or have a moving one, where each team has different appetizers and drinks available so people go tent to tent. Be sure to have your donation cans next to the refreshments. You could also do this a team and move from house to house on different weekend nights.

O

Odd jobs: Call on your neighbors and ask to do some odd jobs, such as fixing a rain gutter, shoveling their driveway, paint a fence, or rake their leaves.

Open House: A fitness center held an open house with a variety of toning and aerobic classes offered throughout the day. They also included a silent auction and babysitting. Ask for donations.

P

Pancake Breakfasts: Hold a pancake breakfast at a hall or church or at work on specific days.

Parking Space Auction: College students can auction off the presidents parking spot, or company employees can auction off a prime spot.

Payroll Deduction: Employees can make their own contribution by having it deducted directly from their paycheck. A little each week, can grow into a large amount by Relay time.

Penny Wars: Compete against another Relay team or between departments in your workplace to see who can collect the most pennies for Relay. All silver and paper money in the penny jars count against the total number of pennies, so each team tries to sabotage each other's jars with bills and large coins. Plus they raise more dough in the process!

Percentage of Sales: Designate a percentage of one day's sales or proceeds and let the public know so they will buy more.

Personal Bake Sale: Bake some extra delicious, extra gooey brownies and sell them for dollars a piece- make the slices large. Bake a different dessert each week for your co-workers.

Pet Fashion Show: Have a pet fashion show where you give everyone's pet the opportunity to flaunt its favorite outfit. Charge admission and vote for awards such as best outfit, matching outfits (owner and pet), wildest outfit etc.



Relay For Life

A - Z Fundraising Ideas

Photos: Have your photo taken with a local celebrity for a specified donation. Or use one of those realistic cardboard stand-in's. Do this at work or in conjunction with a local fair or festival.

Pie in the Face: Hold a Pie in the Face contest at school. Students and faculty vote by placing money in a container with a teacher's name on it. The teacher in each grade level with the most money gets a pie thrown in their face by their students. Teachers volunteer and even campaign for their competitors.

Pie Sales: Much like bake sales, these are also popular...especially around the holidays. Take orders or set up a table at a busy grocery store or shopping center.

Pizza Sales: Work with a pizzeria to give you a percentage of the pizzas you sell. Take orders and deliver them....or put pizza kits together yourself. Also can work with a wholesaler to get pizzas at a reduced price or donated is even better.

Place a "Plea" in your employee bulletin or newsletter: Place a plea in your employee newsletter letting them know that you are contributing dollars plus at least 12 hours of your life to the Relay For Life. Place a picture of the person your team is working in honor or memory of in a highly visible place to remind team members of the importance of their participation.

Plant Sales: Like the flower sales, work with local florists or wholesaler and sell potted plants. A nursing home team did this and painted the flowerpots, repotted the plants and added a bow with a card. They sold a number to friends, staff and family members of the patients.

Pot Luck Lunches: Designate every Wednesday as Relay For Life Pot Luck Day, where team members take turns making chili, salads, desserts, etc and offer to employees at a set price or donation.

Q

Questions for a Buck: One team raised money by having their boss, who was constantly being asked questions by everyone to start charging a buck for each question. Word spread throughout the company what he was doing, and everyone started asking questions and paying up.

Quilt Raffle: Have your team make a quilt to be raffled off. Or if you have that creative seamstress on your team, have her hold a quilting class or just a quilting night. Quilters like to sew in groups, so make a night out of it and ask for donations....or they can make the quilt for your raffle.

Quoits Tournament: hold a quoits or horseshoe tournament.



Relay For Life

A - Z Fundraising Ideas

R

Raffles: There are so many different types of raffles you could have. Make up theme baskets where everyone on the team brings one item to go in the basket- Summer fun basket could include sun screen, paperback books, sunglasses, bottled water, magazines etc, - Easter basket could be made up of candy, chocolate bunnies, stuffed animal etc. Night out packages could include gift certificates to the movies, or tickets to a play, concert or sports event. Be creative...but make sure to check your local state laws on Raffles before proceeding!

Recurring Gifts: Did you know that your Relay online site allows your donors to set up recurring gifts? Recurring gifts are donations that can be spread out over a length of time, such as quarterly or monthly. Did someone give you \$100 last year towards your Relay efforts, but this year, they said they can only give you \$50? Ask them if they would be willing to give you \$20 a month for 5 months! You don't need to do anything special to set it up, just tell them to head to your Relay Online page and make a donation!

Roll those pennies: Roll those pennies sitting in a jar on your dresser. While you're at it roll the rest of your coins you have been collecting.

S

Sell employee Services: For example, get the best gourmet chef on your team to agree to go to someone's home and prepare a meal (for a fee of course). Get your VP to commit to wash an employee's car, or several if willing. Have the company photographer take a family photo for a certain amount.

Shave your head: Have someone agree to have their hair shaved once a certain amount of money has been raised.

Shoe Shines: Shine shoes for donation- enlisted men would love it.

Shutter bug mania: Into photography? Take candid shots around the community, schools, etc to sell to subject. Or take photos of a friends wedding, anniversary party, or birthday.

Sign Relay Shirt: For a donation of \$5 (or amount designated by you) the contributor can write the name of the cancer patient they are honoring or in memory of directly on your Relay T-shirt. You will walk/run representing the cancer patients listed.

Skunk Them: Place a stuffed skunk on a coworker's desk. They need to pay a donation to your team to have him go away or they need to pay to be de-skunked. See Flamingo alert for other ideas.

Soup Sales: Take orders from your coworkers and have a soup day at work. Offer it to other offices throughout the community- take orders ahead of time and have an evening of team soup making.

Spaghetti Dinner: Have your team put together a spaghetti dinner at a local hall or club. School teams have also done this with the help of their parents. The students take the tickets wait and clear tables.

Sports Tournaments: Teams organize bowling, hockey, basketball, soccer, and other sports tournaments.



Relay For Life

A - Z Fundraising Ideas

Story Time Reading: Have an organized story time reading. Hold it at your place of work where employees can bring their children, work with your local library to have a special time.

Student/Faculty Basketball Game: Set up a benefit basketball game between students and faculty, or put together an alumni game. Challenge a local radio or television employee team.

Super bowl party: Have a super bowl party and ask everyone for donations when they get there. It is certainly worth it after all the trouble you go to organize the party and provide the refreshments. The same can be done for the NCAA Championship basketball game, Indy 500, Masters final round etc. Great idea for the team member with a big screen TV!

T

30 x 30 x 30 Campaign: Try to get 30 people to donate \$30 each on the 30th of the month. That's \$900 in one day! This can be done individually or as a team --- if you have 15 members on your team, ask each member to ask 2 people for \$30. Perhaps the next month, you can do 20 x 20 x 20. Imagine the possibilities if all your team members participated in this campaign.

Tupperware party: Have the profits from a Tupperware party benefit your team.

Turkey Raffle: Great way to raise money during the holidays! Get a grocery store to donate a turkey for you to raffle off. You could also do the same with a ham at Easter time or a BBQ package for Memorial Day. Food is always a good item to chance off.

"Cold Turkey" Subs: Encourage sub/pizza shops to donate a set amount (50 cents) from each cold turkey sub sold to benefit your Relay team. This would be a great idea to get all sub shops to participate during the Great American Smoke Out-the third Tuesday in November.

U

Ugly Bartender Contest: Get all the bartenders in town to agree to be in your "Ugly Bartender Contest." At \$1 per vote, a lot of money can be raised for your team with the winner getting some sort of reward and being asked to become an honorary team member.

V

Vacation Day Drawing: Have a drawing for an extra vacation day or day off with pay. Get your company to agree to let you raffle off with the money raised from the chances to go to your team.

Vending machines: Coordinate with your vendor to add .05 cents to the cost of a snack or soda prior to Relay, with the extra nickel going to your team total.

Vendors: Solicit your vendors for cash donations or goods you can raffle or auction off.

Video Sale: Hold a video sale at work and have each team member bring in videos they don't watch anymore...especially kid videos their children have outgrown. Other employees with younger children would appreciate this.



Relay For Life

A - Z Fundraising Ideas

W

Wait Tables: Work with a restaurant that will let you designate a specific night to benefit your team. Pizza Hut has been known to do this as well as others. Your team would be the waiters for the evening and would collect all the tips as well as possibly a percentage of that evening's receipts.

Wear Company Logos: Tell companies that you will walk around wearing their hat or t-shirt for half an hour for a \$25 donation.

Wrap Presents: During holiday time (Christmas or Mothers Day) set up a booth at a local mall, plaza or busy department store. Have your team members donate the paper and tape and raise money while helping out the holiday shoppers.

X

Xylophone concert: Hold a music concert or recital. Pass refreshments and ask for donations or sell tickets in advance.

Y

Yard Sales: Just like the garage sales, work together as a team, or have one individually.

Z

Zoot Suit Party: Swing music is in. Hold a swing dance party and give awards for the best zoot suit there.

AMERICAN CANCER SOCIETY RELAY FOR LIFE

Follow us to a world with more birthdays!

Make a donation to the American Cancer Society.



▶ Make a donation to remember or honor a loved one. All proceeds go directly to the American Cancer Society to help save lives and create a world with less cancer and more birthdays by helping people stay well and get well, by finding cures and by fighting back.

▶ The American Cancer Society Relay For Life is an overnight event that raises funds and awareness to fight cancer. Dedicated teams of friends, families and coworkers commit to keeping at least one member on a track or path at all times... because cancer never sleeps.

▶ Relay gives us an opportunity to honor cancer survivors and remember those who have lost their fight with the disease.

For more information on volunteering, becoming a sponsor, or forming a team for the **American Cancer Society Relay For Life**, call **800.227.2345** or log on to **RelayForLife.org**

Celebrate. Remember. Fight Back.



AMERICAN CANCER SOCIETY RELAY FOR LIFE FUNDRAISING HANDBOOK

ONLINE FUNDRAISING

The internet makes fundraising so incredibly easy! There are a variety of highly effective ways to fundraise using the Relay For Life website and social media.

5 MINUTE FUNDRAISING:

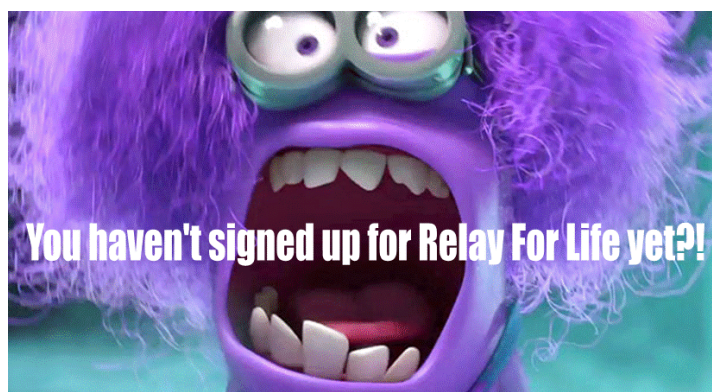
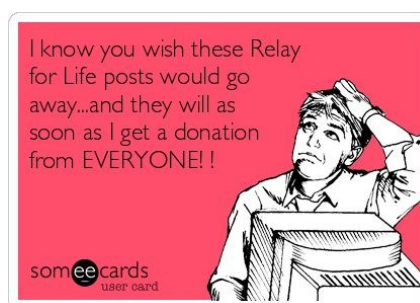
- Take 5 minutes to update your personal page with your reason to Relay and a picture of you at the event, the person you Relay in honor of or a symbol for your team. Let people know why it's so important to you.
- Spend 5 minutes sending an email to your address book. The Relay For Life participant dashboard has a variety of pre-written emails that you can send as is or customize yourself! Relay participants who send emails from the Relay Dashboard raise on average 6 times more than those who don't.
- 5 minutes downloading and exploring the Relay For Life Facebook App will show you just how easy it is to fundraise using social media. Set up the app to post for you at specific increments leading up to the event.
- An additional 5 minutes adding the link for your fundraising page to your email signature will raise you on average an additional \$64.
- As always, make sure to thank you donors publicly with a thank you email or shout out on social media. Social media is also a great place to promote fundraising events, spur a friendly competition or recruit team members.

HAVE FUN WITH SOCIAL MEDIA:

- Use memes, goofy photos and/or purple mustaches, whatever! Just because cancer is a serious subject doesn't mean raising awareness for it has to be!
- Create a Pinterest board and search for ideas on everything from fundraising to campsite decorations. Follow other Relayers from around the country and the world!
- Create a team Facebook page to shout out to your team, update fundraising totals and send announcements.

RESOURCES:

- www.relayforlife.org
- www.relaynation.relayforlife.org
- Participant Dashboard
- Relay For Life Facebook App
- Online Fundraising Stats Flyer



ONLINE **FUNDRAISING**

Sending emails online from the Relay Dashboard is an easy way to spread the Relay For Life mission to end cancer and secure lifesaving funds! Begin your Relay experience by sharing the news through email to your family, friends, and peers.

- Relay participants who send emails from the Relay Dashboard raise on average 6 times more than those who do not
- Participants who send even just 1 email, on average raise \$113 compared to just \$23 raised by participants who don't send any emails
- Participants who use the mobile app, on average raise 180% more than those who don't.
- 1 in 7 emails results in a donation
- \$100 is the average online gift from emails
- Relayers who use the Facebook Fundraising Application raise on average \$28 more than those participants who do not
- If a Relayer raises \$2,500.00 or more through individual fundraising efforts online, he will be a Relay Online All Star and automatically receive a prize in the mail!
- Relayers who raise over \$5,000.00 online are a Relay Online Super Star and will automatically receive a prize in the mail!
- Participants who add the email signature badge on average raise an additional \$64!



FUNDRAISING HANDBOOK

ON-SITE FUNDRAISING

Fundraising at Relay is the icing on the cake! Have fun with it and get creative! As people walk around the track, they'll stop and check out the campsites with the most creative and engaging fundraisers.

ON-SITE FUNDRAISING IDEAS:

- Bra Pong is a staple at Relay events across the country. Charge a quarter a ball, a dollar a turn or \$5 for unlimited play. You can raise awareness for breast cancer AND raise money for your team.
- Go directly to jail, do not pass go, but do collect \$200! Jail and Bail is another classic day of Relay fundraiser. Elect a Sheriff and ask other Relayers to pay for warrants. Pay \$5 to have someone "arrested" and then they must match that donation to be released. Warrants can be for any amount!
- Sell things people will want. Is it going to be a hot day at your Relay? Sell popsicles, water balloons or spray bottles. Charge \$5 to participate in water gun capture the flag. Or, if you want to get fancy, use a mobile solar panel and charge for phone charging time.
- Incorporate your team's theme. If your theme is Give Cancer the Boot, make cookies shaped like cowboy boots. If it's 80's themed, sell neon finger nail painting. Hawaiian themed? Candy leis!

TIPS FOR SUCCESS:

- Be organized! Have clear signage that explains what you're doing/selling, how much it costs, any instructions like where the line forms and if your fundraiser is time sensitive (e.g. silent auction closes at 6pm). Your team members should be able to run the activities if you leave the campsite.
- Have no more than 3 things going on at once. This will help keep your campsite manageable. You can always change out different activities/fundraisers at different times throughout the event.
- Tell your Team Ambassador your plans. They can help make sure no other teams are planning on having the same fundraiser and answer questions about water, power, space availability and set up/take down.

OTHER THINGS TO CONSIDER:

- Food Safety: if you decide to sell food, first check if your event allows cooking on site. Make sure everything you choose to cook is thoroughly cooked and properly stored. Unsure about food safety? Go for something pre-packaged and non-perishable to be safe.
- Participant Safety: if there are a lot of small children at your campsite, you might not want to have a dart throwing contest. Also, bounce houses require special waivers and 24/7 monitoring. Make sure to consider these things when planning your on-site activities.
- Accounting Safety: Designated accounting team members will identify themselves to you at the beginning of the event. Keep your donations in a secure location at all times and ONLY turn over those donations to designated volunteers. But remember, your life is more important than the donations you've collected.

RESOURCES:

- www.relaynation.relayforlife.org
- 50 Onsite Fundraising Ideas Flyer

AMERICAN CANCER SOCIETY RELAY FOR LIFE
FUNDRAISING HANDBOOK

YOU ARE ONLY LIMITED

BY YOUR IMAGINATION!



PIE TOSS



COIN DROP



SPONGE TOSS



JAIL & BAIL



CORN HOLE



CUSTOMIZE SHIRTS



PROM DRESS RUGBY



CANDY LEI



FRISBY TIC TAC TOE



GIANT CONNECT FOUR



WALKING TACO SALAD



GLOW IN THE DARK RING TOSS



50 Onsite Fundraising Ideas

1. **Snack Bags** - made up of cookies, brownies, fudge and rice krispie treats...consider healthy treats, too, such as trail mix, popcorn, pretzels, apples, raisins, and whole-wheat crackers
2. **Puzzle Contest** - selling puzzle pieces for \$1. The matching missing puzzle piece wins a prize
3. **Quilt Raffle** - raffling off a handmade quilt
4. **Movie Tent** - with popcorn, candy, and drinks
5. **Scavenger Hunt** - potato sack race, hula hoop contest
6. **Princess Crowns** - selling princess crowns (curling ribbon and star garland). Colors include purple and white
7. **Purple Hair Color** - selling purple hair color
8. Gift Certificate Basket Raffle - including gift certificates from area restaurants (\$1 each/6 for \$5)
9. **Crafts** - selling crocheted ponchos, blankets, and quilt
10. **Bears and Angels** - selling bears and crocheted angels
11. **Hair & T-Shirt shoulder ties**
12. **Suckers for Cancer**
13. **Cancer Ribbon Jewelry**
14. **Decoration Station** - Selling foam stick-ons (hearts & flowers) to use to decorate their campsite, person or luminaria bag
15. **Coffee Stop @ Relay** - different flavors of coffee for sale
16. **Bean Bag Toss**
17. **Face Painting**
18. **Sale of all Sorts** - selling homemade Rice Krispie Treats , soy candles, and can coolers, etc.
19. **Lap Beads** - selling pink and purple beads, which can be used to make bracelets, one bead per lap walked
20. **Pitch For A Cure** - throw baseballs at 3 stacked milk jugs. 3 balls for \$0.50. Prizes given for all milk jugs knocked down
21. **Ornaments** - selling homemade breast cancer Christmas ornaments
22. **Garden Rock** - sell "HOPE" inscribed garden rocks
23. **Relay Rummage Sale** - Have your team members, family, friends, co-workers and neighbors bring their stuff to sell at Relay. Have it already priced and sorted before and set it all up the day of!
24. **Glow Stuff** - selling glow bracelets and necklaces for a glowing night of Relay
25. **Scented Candle Sale** - make them yourself in mason jars or get them donated from local stores!
26. **Bake Sale**
27. **Purple Wrist Bracelets**
28. **Wagon Pull** - Giver walkers a rest and offer them a ride in a wagon or wheel chair for a price
29. **Theme Lap Accessories** - Have items ready to sell for the Bubble Lap, Crazy Hat Lap etc. so everyone can participate. Know the schedule so you can walk around and sell them ahead of time
30. **Offer a cooling off area for walkers** - Charge a price to get to sit and be fanned or if you have electricity, provide fans, misters, cold drinks etc.

31. **Hair Braiding Booth**
32. **Morning Coffee and Hot Chocolate**
33. **Host a MIGHTNIGHT Snack Buffet or Chili feed with an entry price**
34. **Sell Earplugs**
35. **Balloon Pop** - Team members collect prizes as well as donate their own goods or services as prizes. Before filling each balloon with helium, put a note inside with the name of a prize. People donate \$1.00 to buy a balloon and pop it to find out what they win
36. **Caricatures** - Offer caricatures at your campsite for a donation
37. **Bowling Chance** - A \$1.00 donation gives you the chance to throw two balls (toy bowling set). If you strike, your name is entered into a drawing two times. If you spare with your second ball, your name is entered into the drawing once.
38. **Cakewalk**
39. **Dance Lessons** - Have dance lessons at your campsite for a donation. Swing, salsa, ballroom, disco and more!
40. **Dunk Tanks & Bounce Houses** - Utilizing these activities as on-site as fundraisers is permissible, as long as you make sure the operator is properly licensed and insured and space allows, work with the event committee.
41. **Food Sale** - Sell any and all kinds of food
42. **Fortune Telling** - Look into a crystal ball...and tell participants their fortune for a donation
43. **General Store** - Have extra campsite supplies available for a donation for people who did not come prepared or forgot something (toothbrushes/toothpaste, extra socks, toilet paper, flashlight, bug spray, sunscreen, baby wipes).
44. **Hollywood Snap Shot** - Get a cardboard cut-out of a famous person and have your picture taken for a donation
45. **Jail & Bail** - A former American Cancer Society fundraiser. For a donation, participants can be arrested. For an additional donation, they can post their own bail
46. **Host themed parties** - Maybe do a Fiesta Party with alcohol free margaritas and tacos during the day or even middle of the night! Charge all participants to come and pass out invitations during the day!
47. **Midway Games** - Bring the fair atmosphere to Relay! Host games at your campsite that encourage fun competition.
48. **Cool Treat Sale** - Get a local grocery store to donate the Popsicles/frozen treats and sell them at Relay for a suggested donation.
49. **Silent Auction** - Have each team donate an item to be bid on in a silent auction. Money raised from that item will go toward the team's total. This encourages teams to donate nice items.
50. **Old DVD and Book Sale** - How many times can you watch Forrest Gump? Sell those old movies at Relay!

AMERICAN CANCER SOCIETY RELAY FOR LIFE

FUNDRAISING HANDBOOK

SPONSORSHIP FUNDRAISING

Sponsorships are a great way to get some big bucks for your team or items you need for the event!

SPONSORSHIP 101:

- Sponsorships come in a few different shapes and sizes. The three major categories are: Event Level, In-Kind and Business Card (see Sponsorship 101 Handout for details).
- Use In-Kind donations for raffle items or to improve your campsite and team member experience.
- Event Level and Business Card Sponsors go towards your overall team total (not an individual participant).
- All donations businesses make are tax deductible. Ask your event's ACS Staff Partner for the proper paperwork.
- The American Cancer Society offers a comprehensive benefits package to all sponsors. What would be a better way to promote your business than partnering your name with finding a cure for cancer.

TIPS FOR SUCCESS:

- Start close to home. Your place of work, family business, and personal contacts are the best place to find potential sponsors.
- In many densely populated areas, there may be a Relay in the community next door. Businesses in that area are probably being asked by their local Relay for donations. However, if you brother owns the local car dealership, you've probably got the best shot. Remember, we're all on the same team so work with your event's Staff Partner to figure out the best approach.
- As always, never forget to say thank you! If you obtain an event level sponsor, some things are taken care of by ACS. Depending on the level of sponsorship, ACS will provide the company with a certificate or plaque, tax deduction information and all other recognition detailed in the Sponsorship Packet.

THINGS TO CONSIDER:

- For In-Kind donations, remember that other teams may be asking as well. Grocery stores are particularly susceptible to over-asking. If you have a large event, you may want to check with your Team Ambassador or Staff Partner to coordinate one big ask for all the needs of the event and the teams.
- ACS offers a program to companies called National Corporate Team Partnership. These companies have committed on a national level to support Relay by forming teams and participating in local events. If you have a contact at one of those companies in your community, ask your Team Ambassador or Staff Partner for information on the program. Most can also be asked for sponsorships.

RESOURCES:

- Sponsorship 101 Handout
- Current year's Sponsorship Packet
- Sponsorship Request Letter Template
- Sponsorship Benefits One Sheet
- Sponsorship Sell Sheet
- Sponsorship Commitment Form / Business Card Sponsor Commitment Form

American Cancer Society Relay For Life Sponsorship 101



Donations are the lifeblood of the American Cancer Society. We rely on the generosity of others to help find a cure for cancer. Your team can ask for sponsorships from local businesses to help you be a more successful team:

- **Fundraising:** Sponsorships can be credited to your team and are an easy and effective way to raise a lot of money.
- **Day of Relay:** Raffle items, cupcakes for a bake sale or small gifts for survivors can all be donated by local businesses.

There are a few different types of sponsorships. Be familiar with these when you talk to businesses about how they can support you as you fight back against cancer.

In-Kind Donations: Any donation other than actual monetary donations. In-kind sponsorship value equals half of the fair market value of the item. (e.g. Gift certificate worth \$100 = \$50 tax deductible in-kind sponsorship value)

Event Level Sponsorship: Monetary sponsorships equaling \$500 or more. Each increased level of sponsorship equals more benefits to the sponsor. All donations are tax deductible for the cash value of the sponsorship. Reference the sponsorship packet for specific benefits and recognition.

Business Card Sponsorship: A business can donate \$100 and have their business card printed in the event program which is distributed to all relay participants at the event. They will receive a copy of the program as recognition.

Rules Regarding Donations:

- In-kind donations can be used as incentive prizes for fundraising, blitz's, community crash days, etc.
- If a team secures an event level sponsor, that dollar amount can be credited to their team. It cannot be credited to an individual.
- Event level sponsorships must be received and paid in full at least 6 weeks prior to Relay.
- Business card sponsorships must be received and paid in full with a copy of the business card at least 4 weeks prior to Relay.
- In-kind donations not attached to a sponsorship can be received at any time.
- In-kind sponsorship \$\$ can be combined with monetary \$\$ to equal larger donations.
 - E.g. \$500 in in-kind sponsorship (\$1,000 fair market value) plus \$2,000 monetary donation = \$2,500 in total sponsorship

All donations to the American Cancer Society are tax deductible w/ 501c3 letter.



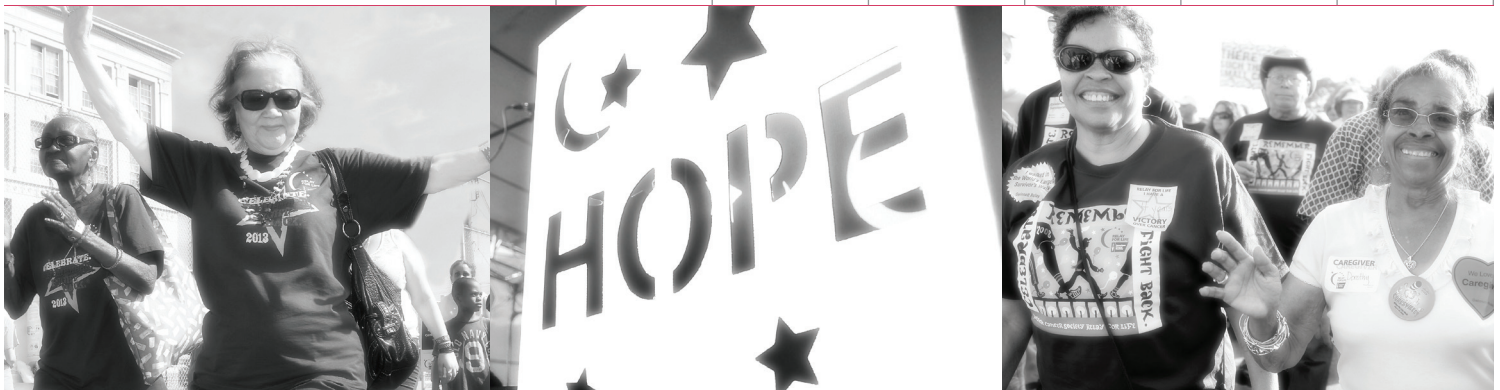
RELAY FOR LIFE® SPONSORSHIP OPPORTUNITIES AT A GLANCE



THERE ARE MANY OPPORTUNITIES FOR YOU TO PARTNER WITH THE AMERICAN CANCER SOCIETY RELAY FOR LIFE MOVEMENT, WITH GREAT BENEFITS AT EACH LEVEL.

SPONSOR BENEFIT	PRESENTING <small>(Industry Exclusive)</small>	PLATINUM	GOLD	SILVER	BRONZE	SIGNATURE
Opportunity to have a Relay For Life kickoff at your company office to engage employees in the fight against cancer	★					
Speaking opportunity at your local Relay For Life event, during your choice of ceremony and/or local event kickoff meeting	★					
Sponsor logo featured on all participant thank-you emails (sent after event)	★					
Your personal American Cancer Society employee wellness coach	★	★				
Verbal recognition during your Relay For Life event opening ceremony	★	★				
Complimentary promotional space at your Relay For Life event with an opportunity to provide giveaways (must be Society-approved)	★	★				
Recognition on your local Relay For Life event Facebook page	★	★	★			
Sponsor logo featured on all event print promotional materials	★	★	★			
Recognition in Society event news releases	★	★	★			
Sponsor logo featured on a giant 4-foot ribbon sign displayed at your Relay For Life event	★	★	★			

SPONSOR BENEFIT	PRESENTING (Industry Exclusive)	PLATINUM	GOLD	SILVER	BRONZE	SIGNATURE
Rights to promote sponsorship in company materials (Society to approve and provide images)	★	★	★	★		
Sponsor logo featured on the home page of your local Relay For Life event website	★	★	★	★		
Society-approved promotional announcements during local Relay For Life event	4	3	2	1		
Free American Cancer Society Content Subscription Service for timely cancer-related information	★	★	★	★	★	
Opportunity to display banner(s) at your Relay For Life event (must be approved by the Society and be no larger than 4 x 6 feet)	2	2	1	1	1	
Sponsor name/logo featured on the event T-shirt for participants (names/logos to be sized and arranged according to level)	LOGO	LOGO	LOGO	LOGO	NAME	
Sponsor name/logo featured on the sponsor page of your local Relay For Life event website	LOGO	LOGO	LOGO	LOGO	NAME	NAME
A complimentary Relay For Life window cling to help advertise your sponsorship to customers and employees	★	★	★	★	★	★
Opportunity to connect with the community through participation at event kickoffs, meetings, and other gatherings, including participation on Event Leadership Team	SPEAKING OPPORTUNITY	SPEAKING OPPORTUNITY	SPEAKING OPPORTUNITY	★	★	★
Opportunity to participate in sponsor recognition lap during local Relay For Life event	★	★	★	★	★	★
A recognition gift awarded post-event	CRYSTAL AWARD	CRYSTAL AWARD	CRYSTAL AWARD	CERTIFICATE	CERTIFICATE	CERTIFICATE
Sponsor logo on two co-branded track signs to be displayed for duration of event						★



AMERICAN CANCER SOCIETY RELAY FOR LIFE®

SPONSORSHIP COMMITMENT FORM

Business name: _____
Street address: _____
City: _____ State: _____ Zip: _____
Contact name: _____
Telephone number (business): _____ Fax number: _____
Email: _____ Web address: _____

COMMITMENT LEVEL

- \$10,000 – Presenting \$5,000 – Gold \$1,000 – Bronze In-Kind Sponsor
 \$7,500 – Platinum \$2,500 – Silver \$500 – Signature

In-kind sponsors, please list type and quantity of donated items/services here:

METHOD OF PAYMENT

- Enclosed is my sponsorship check in the amount of \$ _____
 Charge my credit card (please print clearly)
Card Type: VISA MasterCard Discover AMEX
Cardholder's name: _____
Billing address: _____
Card number: _____ Exp. date: _____ Security code: _____
 Please send invoice to: _____

We are unable to be a designated Relay For Life sponsor this year but enclosed is our donation of \$ _____

Sponsor Signature: _____ Date: _____
(Please sign and retain a copy for your records.)

Please return form to the address below:
American Cancer Society
747 Camden Avenue, Suite B, Campbell, CA 95008
Attention: Relay For Life of Campbell

American Cancer Society, Inc.
Federal Tax ID #13-1788491
Organized under IRC 501(c)(3)



AMERICAN CANCER SOCIETY RELAY FOR LIFE

Help us finish the fight against cancer. Join today!

American Cancer Society Relay For Life National Corporate Team Program

Every day, your company works hard to make an impact in your industry. When your business joins the National Corporate Team Program, think of the power of your efforts. Through the National Corporate Team Program, companies agree to support their employees' efforts to volunteer and raise funds for local Relay For Life events across the nation. Local Relay For Life involvement opportunities are promoted through the companies' regular communication channels and are supported by local Relay For Life event volunteers. Teams receive special banners to display at their event campsite, and companies sometimes choose to sponsor local events where their teams participate. Thanks to the support of Relay For Life events nationwide, the American Cancer Society is saving lives and creating a world with more birthdays by helping people stay well, helping people get well, by finding cures, and by fighting back against cancer. Imagine the impact your company can have by taking up the fight!

Your company can help fight back!

The American Cancer Society Relay For Life movement is the world's largest fundraising event that fights to end cancer, uniting communities across the globe to take action against this disease. Teams of people from all walks of life camp out at local schools, parks, or fairgrounds and take turns walking or running around a track or path. Each team is asked to have a representative on the track at all times, while special entertainment, music, and fun activities keep things lively. Because cancer never sleeps, each Relay For Life event lasts up to 24 hours. Teams raise money prior to the event, then celebrate their fundraising efforts while honoring survivors and remembering those lost to cancer in special ceremonies during the event.



Celebrate. Remember. Fight Back.®

Join us today to help finish the fight!

Visit RelayForLife.org/learn/nationalteamprogram or contact your company's corporate Relay For Life volunteer leader for more information.

2014 Relay National Corporate Teams



We **save lives** and create more birthdays by helping you stay well, helping you get well, by finding cures, and by fighting back.

cancer.org | 1.800.227.2345

AMERICAN CANCER SOCIETY RELAY FOR LIFE

FUNDRAISING HANDBOOK

POST-EVENT FUNDRAISING

You can continue to fundraise after your event has passed. Donations are accepted for the current year until August 31st. There are plenty of fun post-Relay fundraisers you can plan.

BARK FOR LIFE:

- Pets are not allowed at Relay For Life events. However, we know that our canine companions are often crucial caregivers during the cancer journey. Bark For Life is a dog event to fight cancer.
- The event is planned completely by you, however, you can work with your event's Staff Partner to help with getting materials and setting up the event website.
- All the funds raised will go to your team.

RELAY RECESS:

- Early prevention and education are critical to fighting cancer. Relay Recess is an event for elementary age children that raises money and teaches about healthy lifestyle choices.
- Work with your local school to plan a Relay Recess event. They are incredibly flexible and can easily be added to an existing field day activity. Your event's Staff Partner can provide you with all the materials you'll need and all the funds raised go towards your team.
- Students who raise funds can receive incentive prizes for their hard work.

YEAR ROUND FUNDRAISING IDEAS:

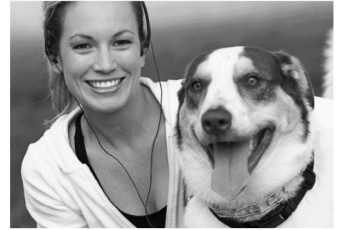
- As we know, cancer never sleeps, so Relayers fundraise year round. When it's so much fun, why not?
- Use holidays to get creative with fundraising. Ask your local shopping mall if you can set up a gift wrapping station or host a New Years Eve or Valentine's date auction. Instead of hosting a toy drive around Christmas, ask for a Hope Lodge wish list from your Staff Partner and collect items needed for patients staying during treatment (there are many ways to help other than raising money).
- Incorporate fundraising into your Birthday celebrations. Get REALLY creative and host a birthday celebration for all the survivors you know: celebrating another year of fighting cancer.
- Use vacations as an opportunity to visit other Relays. Stealing their awesome ideas is highly encouraged!

RESOURCES:

- Bark For Life Flyer
- Relay Recess Resources:
 - Relay Recess 101
 - Relay Recess Fundraising Ideas
 - Relay Recess Brochure
 - Sample Logistics & Activities
 - Sample Volunteer Schedule & Information
 - Activity Overview
 - Current Year Relay Recess Fundraising Club



AMERICAN CANCER SOCIETY **BARK FOR LIFE™** A CANINE EVENT TO FIGHT CANCER



What is an American Cancer Society “Bark For Life” Feeder?

The American Cancer Society “Bark For Life” (BFL) is a fundraising and community-building event that will honor the care giving qualities of our canine “Best Friends” and the life-long contribution of our Canine Caregivers. It presents an opportunity for people to be empowered through their canine companion partnerships, and to contribute to cancer cures through the mission of the American Cancer Society.

Canine Caregivers may be members of service organizations such as: Canine Companions, Guide Dogs, Rescue Dogs, Therapy Dogs, Police Dogs, Cancer Survivor Dogs, and Diagnostic Dogs, as well as individual family pets. These wonderful animals along with their owners are joining the American Cancer Society as Relay teams and participants to: celebrate cancer survivorship, honor people lost to cancer, fundraise in support of cancer research, education, awareness, patient services, advocacy, and to help eliminate the suffering that cancer causes worldwide.

Bark For Life is an event within an event, ideally organized as a pre-Relay fundraiser or a team fundraiser in which an entire community can participate. The dollars raised in a Bark For Life will go towards the total dollars raised in an established community Relay For Life event. These donations may come from canine teams, Bark For Life participants, canine on-line fundraising, RFL teams, and local community sponsors.

A “Bark For Life” will enhance an established community Relay by:

- Engaging new channels of your community with ACS
- Increasing overall fundraising dollars
- Introducing new “canine-oriented” fundraising opportunities
(i.e. Photos with Santa Paws, Obedience Challenges, Agility Races)

A “Bark For Life” will grow our Relay events by increasing:

- Survivor and caregiver participation
- New caregiver/survivor stories told on behalf of the canine companions
- Participation with new people, new teams, new Volunteers
(i.e. Dog Clubs, Veterinarians, Canine Agencies have a new reason to support the Relay)
- Sponsorship participation with new industries
- Online donations
- Luminaria donations

A “Bark For Life” adds a new source of motivation/fun/energy for mature Relays potentially increasing pre-event media coverage

- Involves the community outside of the Relay event
- Establishes new venue for cancer educational opportunities
- Provides new entertainment partnership opportunities
- Offers new vendor donation opportunities

Visit RelayForLife.org.



Relay Recess 101



How can your students become superheroes in the fight against cancer?

The Relay Recess program brings the American Cancer Society Relay For Life, the world's largest movement to end cancer, to elementary schools nationwide. It provides students, teachers, and administrators the opportunity to become heroes in their own communities by celebrating people who have battled cancer, remembering loved ones lost, and fighting back against a disease that has taken too many lives. It also brings cancer education and community service to the classroom in a fun and exciting way.

The Relay Recess program also engages elementary school students in the fight against cancer through fundraising activities that support cancer programs and services in every community. In addition, it gives students the chance to get out of the classroom and have fun with entertainment and activities that reinforce what they have learned. Because the program is so flexible, it is different at every school and is an excellent opportunity to showcase unique qualities about your school and your community.

How does the Relay Recess program impact your students and your community?

The Relay Recess program provides an excellent opportunity for elementary schools to get involved in their communities by uniting teachers, students, parents, and the rest of the community to support a common cause. It also engages students in the fight against cancer, allowing them to make a difference in their community while also developing healthy behaviors that will reduce their cancer risk. Students will benefit by:

- Learning to set and achieve goals
- Increasing knowledge of healthy behaviors that will help them stay well
- Building school spirit and making friends
- Developing a lifelong passion for philanthropy

What is expected of school teachers and administrators?

The Relay Recess program is built around three components: education, physical activity, and fundraising. Participating schools receive everything they need to implement the program – materials and activities to help educate students about what causes cancer and steps they can take to reduce their cancer risk and lead healthy lives, as well as helpful ideas for fundraising.

Relay Recess educational materials, activities, and supplies are based around four focus areas: physical activity, nutrition, sun safety, and tobacco prevention. The American Cancer Society will also assist teachers and students with fundraising both in the classroom and online on your school's event page. Because each school's Relay Recess program is different, your American Cancer Society liaison will work with your school's teachers and administrators to plan an educational and exciting program that meets your needs.

How do I get my school involved?

To bring the Relay Recess program to your school and empower your students to become superheroes against cancer, contact the American Cancer Society at **1-800-227-2345** or visit **RelayRecess.org**.



Relay Recess Fundraising Ideas



Set goals: Before your school, individual grades, classes or even students begin their Relay Recess fundraising, set a challenging, but attainable fundraising goal. This will help to motivate all fundraisers, as well as create a clear target to strive for!

- **Have a Faculty Jeans Day:** Encourage teachers and principals to pay a \$5 donation to wear jeans for a day or \$20 to wear jeans for an entire week.
- **Hat Day:** Allow students, staff, and faculty to wear their favorite hat to school in exchange for a \$1 donation. Consider holding Hat Day twice a year to continue cancer awareness and give your school even more chances to help save lives.
- **Decorate Luminaria Bags:** Collaborate with your local Relay For Life event and start a luminaria bag decorating service! For a small donation, your students can decorate luminaria bags for those who don't want to decorate their own bags.
- **Recycle:** Go green while going purple for your Relay Recess event! Collect plastic bottles, aluminum cans, and any other recyclable items, and take them to your local recycling center. Donate the money you receive for your recycling efforts to your event.
- **Classroom Online Email:** Since most elementary school students are already computer-savvy, have the class compose an email and send it to their various relatives and friends. Teachers could also email their relatives and friends. This is a great way for the students to share why they are participating in a Relay Recess event.

Competitions: Create fun and friendly competitions among classrooms, grades, and even schools, or even students vs. faculty. Use incentives like extended recess or field days to motivate students. Healthy competitions are fun ways to increase participation and increase fundraising efforts.

- **Charity Night:** Contact a local restaurant and ask if you can have a charity night at their location, with a portion of the proceeds going to your Relay Recess event. Invite your classmates to come out and have dinner at the allotted time (i.e., 5:00 p.m.-8:00 p.m.)
- **Hold a Penny War:** The rules are simple – pennies count as 1 point for your classroom, and all other forms of currency count against you. Try to see which classroom or grade level can bring in the most pennies for a week, a month, or even the entire school year! Don't forget that a strategically placed \$20 donation could eliminate 2,000 pennies from competing classrooms' totals!
- **Sun/Moons/Feet Sales:** Sun donation cards or feet can be obtained from your American Cancer Society staff person. Sell them for \$1 each, and put them up in the cafeteria, hallway, lockers, etc. To make it fun, have a competition between classes to see who can sell the most!
- **Links For Hope:** Have students buy a paper link for \$1, and put their name on it. Hang the chain link in the hallway and see which class can make the longest chain.



- **Dance for Hope:** Hold a dance at your school with all proceeds (\$5 admission per person) going to your Relay Recess event. Decorate with purple and pink streamers and balloons. Give out Relay Recess goodies as door prizes.
- **Balloon Day:** Students sell a Relay Recess balloon with a message attached for \$2 each. The students take orders in advance and then deliver the balloon messages at a later date.
- **Dimes for Hope:** Give each student one empty water bottle, and ask them to fill it with dimes. Ask first-period teachers to collect and record how much each student brings. Reward the top three individuals with prizes, and reward the top class with a party.
- **Theme Lunch Day:** School staff members sell lunches to other staff members, such as a potato bar, salad bar, or soup bar. Tickets are \$5 each. This event can be scheduled and publicized throughout the entire school year.
- **Read-a-thon:** Students commit to asking teachers, family, and friends to sponsor them on a per-book or per-chapter basis or with a flat donation to your Relay Recess event for the books or chapters they read during a designated time period.
- **Bake Sale on Concert Days/Nights:** Parents will gladly donate treats and enjoy a treat on the day of the students' concert. The sale also could be held at sporting events.

Get the staff involved: Students love to participate in fundraising activities that involve their favorite teachers. Here are some great ways to get staff and faculty members in on the Relay Recess fundraising fun.

- **Caught on Tape:** The school principal or a popular teacher allows students to tape them to the wall to raise money for your Relay Recess event. The school sells strips of duct tape, and the students take turns taping the staff member to the wall.

- **Hot Dog for Cancer:** The school principal agrees that they will dress up like a hot dog and let the students squirt them with ketchup, mayonnaise, mustard, and relish if they reach their Relay Recess fundraising goal!
- **Kiss a Pig:** Collect donations during the month and then the teacher of the class that donated the most money has to kiss the pig.
- **Pie in the Face:** One of the school's favorite teachers allows each class that raises \$100 for their Relay Recess event to give them a pie in the face!
- **Feather the Nest & See Them Dressed:** Students vote for their favorite teacher by donating a \$1 to get a turkey feather. The teacher who has the most feathers has to dress up like a turkey for a day around the Thanksgiving holiday.
- **Superstars for Survivors:** Students vote for whichever teacher(s) that they would most like to see dressed up like their favorite or least favorite superstar. The teacher with the most donations has to dress up like that superstar.
- **Quizmaster:** Teachers are asked questions about cancer during a school assembly and get slimed if they answer incorrectly!
- **Jail and Bail:** Have you ever wanted to have your favorite teacher or principal arrested? If so, have a school-wide jail and bail. Students or faculty can make a donation to your Relay Recess event in exchange for having someone arrested. The offending person must then make a donation themselves or have a friend post bail to get them out of jail!

Most importantly, have fun and be creative with your fundraising efforts. Good luck!

RelayRecess.org | 1.800.227.2345

