



Relay For Life of Tacoma

Participant Information

Event Theme

The theme of the 32nd Relay For Life of Tacoma is "Game Over, Cancer"

Registration

- There is no individual or team fee to participate in our event.
- EVERY person on your team must register as an individual (no couple or family registrations, please.)
- Each participant registered online by June 7th will receive a wristband in their team packet at Relay. Only participants with wristbands will be able to stay overnight, at the event.

Tent Sites

Available to teams once they have raised a minimum of \$150 dollars

Tent site sizes are 10ft wide x 15ft deep and can be reserved at any Teams Meeting/Rally

RV Sites

RV sites are \$100 dollars payable by cash or check at Teams meetings

RV sites are first come, first served, quantity is limited

Incentive Prizes

The Individual Fundraising Club program was developed to motivate and reward fundraising excellence

You will qualify for a prize based on your Individual Fundraising Total

Event T-shirts- must fundraise \$100 by May 15th

Event T-shirts are the first incentive prize level- a gift to recognize that you have raised at least \$100

To guarantee your shirt for the event, you must raise \$100 by May 15th

Onsite Fundraisers – If you are holding a Fundraiser during Relay you must submit the following applications

- **Food Sales at Relay-** applications due April 19th
Teams wishing to sell food and/or beverages as an onsite fundraiser must submit the *Tacoma Relay Onsite Fundraising Food/Beverage Application* once approved teams will need to submit Food Workers Cards must be submitted by May 17th
- **Onsite Fundraisers (non-Food/Beverage)-** applications due May 17th
Teams holding onsite fundraisers must submit the *Tacoma Relay Onsite Fundraising Application*
If your onsite fundraiser is a Raffle or Chance Drawing you must follow the WA St Gambling Association Guidelines in our Raffle Packet. Email fundraising@tacomarelay.org for a packet

Youth at Relay -- Youth Forms due June 7th

- **ALL Relayers under the age of 18** must submit a *Youth Participation Agreement*
- Youth Teams must also submit *Chaperone Agreement(s)*. 1 chaperone per 5 youth, chaperones must be at least 25 years old and are required to stay as long as their youth are present
- Every youth Relayer must follow the *Wrist Band Policy*

Turning in Funds

Money can be turned in at: Teams Meetings, by mail or in person at:

Tacoma American Cancer Society Office
Attn: Tacoma Relay/Tracy Brady
1313 Broadway Suite 100
Tacoma, WA 98402



Relay For Life of Tacoma

2016 Meeting Schedule

January Meeting	Jan 19 th / 6 PM	Allenmore Golf and Events Center
February Meeting	Feb 16 th / 6 PM	Allenmore Golf and Events Center
March Meeting	March 15 th / 6PM	Allenmore Golf and Events Center
April Meeting	Apr 19 th / 6 PM	Allenmore Golf and Events Center
May Meeting	May 17 th / 6 PM	Allenmore Golf and Events Center
Relay Open house/Bank Night/T-shirt pick up	June 7 th / 5:30-7PM	Tower Lanes Entertainment Center

IMPORTANT DATES

Onsite Fundraiser Application (food/Beverages) Due Turn in at April meeting or email to fundraising@tacomarelay.org	April 19
T-shirt order date raise \$ 100 to guarantee your event t-shirt	May 15
Onsite Fundraiser Application (non food) Due Turn in at May meeting or email to fundraising@tacomarelay.org	May 17
Food Worker Cards due Turn in at May meeting or email to fundraising@tacomarelay.org	May 17
Youth Forms Due Turn in at Relay Open House/ T-shirt Pick-up at Tower Lanes Entertainment Center	June 7
Online Registration Deadline	June 7

LOCATIONS

Allenmore Golf & Events
2125 S Cedar St.
Tacoma, WA 98405

Tower Lanes & Entertainment Center
6323 6th Ave
Tacoma, WA 98406



Relay For Life of Tacoma Accounting Procedures

Accurate accounting is our top priority. Please follow the steps below to ensure all funds turned in are credited to the proper individual or team. If you have any questions or see something that needs attention please let us know immediately.

For assistance please contact:

- accounting@tacomarelay.org
- Lisa Grenier, Online Lead, webmaster@tacomarelay.org

Donation Types:

- **Online Donations** - Credit card donations made to an individual or team online. Online donations are instant, and will be added to your fundraising total after the donor has completed the donation process.
- **Cash/Check Donations** – Check/Cash donations are more commonly known as offline donations. Offline donations will be entered online by your 2016 RFL accounting team and will be posted approximately 2 weeks after they are turned in.
- **Matching Gifts** - Many companies offer matching gift programs to encourage employees to contribute to charitable organizations. Some provide matching funds to support employee volunteer hours. Most of these programs match contributions dollar for dollar, and some will even double or triple the amount of your gift! Check with your employer to see if they offer a matching gifts/volunteer hour program.

Matching funds/volunteer hours will be credited when the American Cancer Society receives payment from the corporate donor.

Accounting Best Practices

- All donations should be in a 2016 donation envelope filled out and sealed.
- All information should be printed neatly – **if we can't read it, the funds will be credited to general Relay donation (not to your team)**
- Donations can be split between multiple team members, but you must clearly mark this on your envelope.
- Keep a spreadsheet of your teams' donations to ensure your team and each member received credit for the donations they turned in.
- Save your receipts from when you turn funds in. If our numbers don't match with yours, it's much more difficult (if not nearly impossible, as we process 20,000+ donations) to track it without the receipt

When and where can donations be turned in?

Donations can be turned in at all Teams Meetings/Bank Nights

Donations may be turned in at all Teams Meetings/Bank Nights. The 2016 Team Meeting/Bank Night schedule is below.

Please note: Team Rallys/Teams Meetings will be located at Allenmore Golf & Events Center (2125 S. Cedar St) and the Bonus Bank Night/T-Shirt Pick-up will be held at Tower Lanes Entertainment Center (6323 6th Ave)

January Team Rally TUESDAY January 19 th Allenmore Golf & Events Center 5:30 – Bank Night 6:00 – Teams Mtg	February Team Rally TUESDAY February 16 th Allenmore Golf & Events Center 5:30 – Bank Night 6:00 – Teams Mtg	March Team Rally TUESDAY March 15 th Allenmore Golf & Events Center 5:30 – Bank Night 6:00 – Teams Mtg	April Team Rally TUESDAY April 19 th Allenmore Golf & Events Center 5:30 – Bank Night 6:00 – Teams Mtg	May Team Rally TUESDAY May 17 th Allenmore Golf & Events Center 5:30 – Bank Night 6:00 – Teams Mtg	Bonus Bank Night Tuesday, June 7 th Tower Lanes Entertainment Center 5:30 – 7:00 Open House / Bank Night

Donations can be dropped off at the American Cancer Society - Tacoma Office

Donations can be turned in at the American Cancer Society office in downtown Tacoma. The office is open Monday – Friday, 8:30am – 5pm and is located at 1313 Broadway, Suite 100, Tacoma, WA 98402.

Please put your funds in a donation envelope and include: Relay For Life of Tacoma, your Team Name, and all other pertinent information.

Donations can be turned in at Relay For Life, June 11-12, 2016

Accounting will be open for you during these times:

Saturday, June 11th 9 am – 9 pm
Sunday, June 12th 8 am – 10 am

Additional Accounting Information

It is up to your team to decide how they would like to divide offline donations. If you would like to split a single donation between multiple team members, please clearly mark this on your donation envelope or include a completed accounting form. If you do not specify **exactly** how you would like the funds divided, they will be credited to your team.

Offline Donations will be uploaded to the site and verified within 2 weeks of receipt. If you notice any discrepancies or have any questions, please contact us immediately.

To access the online site | www.tacomarelay.org
For accounting questions | accounting@tacomarelay.org
For online donation questions | webmaster@tacomarelay.org



Relay For Life of Tacoma

Fundraising “Sales” Guidelines

One of the most treasured assets of the American Cancer Society is the non-profit status that is granted by the Internal Revenue Service (IRS). The American Cancer Society follows IRS rules, which states we may not sell products for profit. Sales of products, other than IRS approved American Cancer Society Daffodil Days and Holiday Cards, could result in the loss of our nonprofit status.

We've provided the guidelines below to assist you. If you have any questions, please contact your Relay For Life Fundraising Chair at fundraising@tacomarelay.org

We Cannot Sell...

- Anything with the American Cancer Society or Relay For Life logo and/or name on it.
(Example: Items purchased from the Relay Gear catalog)
- Items that can be purchased from or returned to a store, vendor, or the internet.
(Example: We cannot sell flip flops purchased from a store, vendor, or the internet.
However, if you add glitter or other embellishments to purchased flip flops, you can sell them.)

But, We Can Sell...

- Homemade cookbooks (with Team Name only)
- Handmade crafts
- Food and beverages, both prepackaged and homemade (can be sold throughout the year, but cannot be sold on-site day of event)
- **In Honor, In Memory, and In Support** of Sun and Moon Donation Cards
- Services (car washes, yard work, house cleaning, etc.)
- Activities (bowling, skate parties, trivia nights, etc.)
- Garage/Yard Sales

Caution...

The American Cancer Society has very specific guidelines about raffles and chance drawings. As a non-profit organization, we must adhere to state and federal guidelines. Check with your American Cancer Society Staff Partner regarding the prospect of holding a chance drawing.

**If you plan to hold a raffle or drawing, please email
fundraising@tacomarelay.org for up to date rules and guidelines**



Relay For Life of Tacoma Fundraise with Luminaria

The Luminaria Ceremony is a life changing experience for Relay participants and our community. Each candle-lit Luminaria represents a life touched by cancer and the HOPE that, someday soon, cancer will be eliminated.

Help us to remember and honor those affected by cancer by including Luminaria donations in your fundraising efforts.

How Luminaria donations benefit your individual and team fundraising efforts

- Every dollar you raise through Luminaria donations will be counted in your individual and team fundraising totals, helping you reach your fundraising goals faster
- Luminaria offer a meaningful and caring way to ask for a donation in honor or in memory of a friend or loved one
- By securing 10, \$10 Luminaria donations, you can reach your first fundraising milestone of \$100 and ensure you receive a commemorative event shirt

How to Fundraise with Luminaria:

- Invite people to donate to Relay For Life by purchasing a Luminaria in honor or memory of someone whose life has been touched by cancer.
- There are three ways to sell Luminaria:
 1. Donors may purchase a Luminaria online, via your individual or team fundraising page, and it will be personalized and placed trackside by a volunteer.
 2. Donors can purchase a Luminaria from you in advance of the event. You can either personalize a bag on their behalf or give them a bag to decorate and return to you.
 3. Donors can purchase and decorate a Luminaria at Relay For Life on June 11th.
- You will be responsible for each bag you sell offline. Decorated Luminaria bags can be turned in, along with the funds collected, at any of our meetings/bank nights. If you would rather place the bags track-side yourself, please bring them to Relay on June 11th and place them track-side by 8:30PM
- Additional Luminaria bags are available at all team meetings
- Invite your donors to join us for our Luminaria Ceremony of Hope. This life changing ceremony will take place at Mt. Tahoma High School on June 11th at 10:00PM



Relay For Life of Tacoma

Track Sign Sponsorship

Track sign sponsorship is a great way to get local businesses involved with Relay For Life of Tacoma and bring fundraising dollars to you and your team.

A business interested in this level of sponsorship would make a \$100 tax-deductible donation to purchase a track sign displaying their business name or logo. This track sign will be displayed during Relay For Life of Tacoma, June 11-12 at Mt. Tahoma High School, where it will be viewed by approximately 10,000 participants, donors, and guests.

This level of sponsorship is perfect for your dentist, hair stylist, photographer, dog groomer, local coffee shop, Realtor, etc. This is a great way for them to support your fundraising efforts while also showing their company's support in the fight against cancer.

Individual Participants or a Team will receive credit for all sponsorship dollars they bring in.

How does it work:

1. The business wishing to become a Track Sign Sponsor for the Relay For Life of Tacoma will make a \$100 (tax-deductible) donation to an individual or team. The donation can be made online via your individual or team fundraising page or offline by cash or check.
2. You will then fill out the attached form below and turn it in at a Teams Meeting/Bank Night or email it to sponsorship@tacomarelay.org
3. Once the donation has been confirmed, you will receive a confirmation email and a sign will be created for the sponsoring business.

SPONSOR INFORMATION:

Business Name : _____

Contact Name: _____

Address: _____ City: _____

Phone: _____ Email Address: _____

\$100 Sponsorship Fee Paid by: CASH CHECK ONLINE Date: _____

Participant Information:

Participant Name : _____

Please Credit this Sponsorship to

Team Name: _____

Participant Team

Email Address: _____

Please fill out both the sponsor and participant information above.

This form can be turned in at any teams meeting or emailed to sponsorship@tacomarelay.org



Relay For Life of Tacoma

E-Business Card Sponsorship

E-Business card sponsorship are a great way to get small businesses involved with Relay For Life of Tacoma and bring fundraising dollars to you and your team. A business interested in this level of sponsorship would make a \$200 tax-deductible donation to a team or individual and provide a digital copy of their business card to be displayed on the Tacoma Relay website and also on our Facebook page.

This level is perfect for your dentist, hairstylist, photographer, dog groomer, local coffee shop, Realtor, etc. This is a great way for them to support your fundraising efforts while also showing their company's support in the fight against cancer.

Individual Participants or a Team will receive credit for all sponsorship dollars they bring in.

- In 2015, we welcomed 2,000 participants, 500 Survivors, and thousands of donors to our website.
- E-Business Cards will be linked from the front page of our website www.tacomarelay.org
- E-Business Cards will also appear on our Facebook and Twitter pages where they will be viewed by over 5,000 followers.

www.facebook.com/tacomarelay
www.twitter.com/tacomarelay

Actual E-Business Card Size

E-Business Card will be displayed horizontal or vertical, depending on its orientation, and will be resized as to not exceed
3.5" x 2" or 2"x3.5"

If you have questions, please email
sponsorship@tacomarelay.org

How does it work:

1. The business wishing to become an E-Business Card Sponsor for the Relay For Life of Tacoma will make a \$200 (tax-deductible) donation to an individual or team. The donation can be made online via your individual or team fundraising page or offline by cash or check.
2. Once the donation has been made, please email sponsorship@tacomarelay.org with the following information:

Your Name/ Team Name
Team Captain (email address or phone number)
Name of Business
Business Contact Information (email address or phone number)

3. The business will then submit a digital copy of their business card via email to sponsorship@tacomarelay.org



Relay For Life of Tacoma

Fundraising Ideas

Individual Fundraisers

Letter Writing

In this day of social media, text messaging, and instant emails, it's easy to forget the power of a handwritten note. Send a letter in the mail to friends, family, business associates, vendors, doctor, dentist, insurance agents, hairdresser, congregants, and co-workers asking for their support. Let them know why you Relay or dedicate your effort to someone you know. Include your story; heartfelt messages get the best response.

Online Fundraising

Fundraising is quick and easy when you use template emails and eCards available in your Relay Dashboard. With just a few clicks of your mouse, you can personalize and send template messages to your friends & family. A link to donate online will be included in each email & eCard you send making it easy for your donors to support you.

Hope \$100 Fundraising Activity

Ask friends, family, and co-workers to sponsor one of the 41 squares that spell the word "HOPE." In each square is a reason and dollar amount to support the fight against cancer. Have the donor sign their square and work to get every square sponsored. Once it is full you will have raised \$100! Hope 100 sheets can be picked up at any Teams Meeting.

Luminaria Fundraising Activity

Luminaria offer a meaningful and caring way to ask for a donation in honor or in memory of a friend or loved one. Our Luminaria kit gives you everything you need to sell 10 Luminaria and raise \$100 dollars. Donors can dedicate a Luminaria for a suggested donation of \$10. They can decorate one of the blank bags in the kit or if they prefer, you can decorate it on their behalf. Decorated bags can be turned in, along with the funds, at any Teams meeting or brought to Relay and placed trackside by 8:30PM, Saturday June 11th. You don't have to stop after selling 10 bags. Additional bags and tracking sheets can be picked up at any Teams Meeting.

Virtual Bake Sale

Don't have a spot to set up a bake sale? How about reaching out to your social network, work group, or church mailing list, with the offer to bake and deliver their favorite treat in exchange for a donation on your fundraising page.

We have one Relayer who sends an email with an offer to bring fresh baked cookies for a donation. The email includes a link to the fundraising page and anyone who makes a donation gets 1 dozen cookies. Donations vary from \$5--\$100 with an average of \$20.

(No) Bake Sale Fundraiser

Getting ready for summer and don't want those extra calories but still looking for a great fundraiser? Try having a (No) Bake Sale. Share your reason to Relay and ask people to donate what they would have spent on a bake sale or on dinner!

Host a Clothing Swap

Do you have clothes cluttering up your closet? Chances are your friends do too. Host a clothing swap! Participants pay an entry fee and bring clothing to swap. You provide snacks and a fun relaxed area for people to trade clothing. It's a fun way for everyone to walk away with some fun new wardrobe pieces while raising money for a good cause.

Team Fundraisers

Restaurant Take-over

Many Restaurants offer fundraising take-overs. You bring in customers, and in return you receive a portion of the proceeds. Requirements will vary by restaurant to find the best fit for your team. We have included a few samples below. Terms are subject to change, please contact the restaurant for current information.

Round Table: Your team will receive 50% of the proceeds of the increase in sales for the whole day. This includes in-store, pickup, and delivery.

Moctezuma's Mexican Restaurant: Your team will receive 20% of the proceeds when people mention they are there to support Relay For Life.

Applebee's Flapjack Fundraiser: Applebee's will do all of the cooking while you run the front of the house (seating your guests, delivering food, filling drinks, and bussing tables.) Your guests will enjoy pancakes, eggs, bacon, orange juice & coffee. There is a 100 ticket minimum, so partner up with other teams and split the profit. Invite your friends to enjoy. You will sell tickets in advance for \$10, and \$5 from every ticket sold will go to your team. Flapjack Fundraisers are offered on Saturdays and Sundays 8 – 10AM. Increase your fundraising by offering Raffle items or Luminaria by donation

Bunco Party

Hosting a Bunco party is a great way to raise funds. Get creative with the promotion of your event and ticket sales. For example, you can charge a \$25 entry fee valid for entry to the game, and include free appetizers and beverages. Ask local businesses to donate gift cards or small prizes for the winners. Consider offering special deals if an entire table of 4 is purchased. Add to your fundraising by having a raffle and selling Luminaria bags.

Yard Displays

Place a purple toilet, plastic purple flamingos or out of season decorations (a giant pumpkin painted purple, a family of Easter bunnies, or perhaps a 12' inflatable Santa Clause) in the front yard of unsuspecting donors and request a donation to remove them. For an additional donation, the homeowners get to pick whose yard they are placed in next. You can also offer insurance so they don't wind up back in their yard. Please exercise good judgment when engaging in this activity.

Car Wash

The tried and true car wash fundraiser lives on! Find a place willing to offer you their space and then bring signs, buckets, sponges, towels, and soap. Advertise your car wash with flyers, ads on Craigslist, inserts in church bulletins, or by contacting your local radio station or newspaper. Be sure to wear your sunscreen, position enthusiastic Relay For Life sign-holders on the corners to encourage business, and enjoy the day!

Zumba-Thon or Fitness Class Takeover

Fun, laughter and Zumba moves! A fun-filled day of Zumba classes at a local gym is raising the bar on physical activity and fundraising. The Zumba instructor donates his or her time and participants pay a suggested donation of \$20 per class. This also works for Yoga, CrossFit, or any group fitness activity. This is a great way to fundraise, raise awareness and get in shape for the summer.

Relay Garage Sale

Pick a high-traffic location for your sale then gather items from team members. You can also ask friends and family to do a bit of spring cleaning and donate their unwanted items to your team garage sale. People are happy to get rid of items cluttering up their garage, especially if you offer to pick these items up. Use Relay yard signs and posters to identify it as the Relay For Life Garage Sale and draw more attention. Be sure to have a donation bucket at your pay station and encourage people to donate their change.

Corporate Teams / Office Fundraising

Dress Down Days

TGIF takes on a new meaning when you ask your workplace to allow employees to "dress down" in return for a contribution to your Relay team. Work out an acceptable dress code in advance - jeans are usually the casual garb of choice - then sell stickers to be worn on the appointed day.

Bake Sale

Everyone loves to indulge in a special treat during the work day, especially when it benefits a good cause. Pick a day to set up your bake sale and be sure to notify your co-workers in advance so they will have cash with them. Package items individually so people can try multiple items. You can have one price for each item or make it by suggested donation.

Food Bar Fun

Spice up lunch and raise money for your team at the same time. Salad bar, build your own potato bar, nachos, desserts, fruit bar, taco bar, sundaes...the list could go on and on! Your co-workers will gladly donate \$5-\$10 for a super tasty lunch or afternoon treat for a great cause!

Healthy Snack Sale

Promote healthy snacking and raise money at the same time. Instead of a bake sale, set up a healthy snack sale. Bananas, apples, oranges, grapes, dried fruit, granola bars, and trail mix offer a great mid-day pick-me-up for your co-workers. Like the bake sale, you will want to advertise in advance so your co-workers will have cash on hand. You can suggest a price per item or let them decide on their own donation amount.

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.

Youth Fundraising Ideas

Little Artists Fight Back

Know any little artists who love to draw pictures? Many of us have been to an art show for adults but how about an art show for Little Artists? Who can resist the sweet little faces and heartfelt pictures that they create to fight back against cancer? So bring out the paint and let the creativity begin! Paintings can sell at any price or be auctioned off through a silent auction or art show.

Come and Get Your Lemonade

The lemonade stand lives on! Every weekend for the past month she has made lemonade, put out her nifty little Fight Cancer Relay signs, and watched the cars stop. Who could resist? Not only is she bringing in hundreds of dollars, she's such a hit she has even built up some regulars. Got to love it!

Neighborhood festivals, block parties, garage sales...tap into where the crowds are gathering for summer fun by setting up a lemonade stand.

You need kids for maximum impact so round up some irresistible cuties who can ask for one dollar donations for a glassful of refreshment. Make sure there's plenty of American Cancer Society Relay For Life signage at your booth so people know they're supporting a great cause and be sure to tell them why the lemonade is purple.

Pennies from Heaven

Did you know that one milk jug full of pennies weighs 35 pounds? And did you know that 30 pounds of pennies is equal to \$50? Have each class collect pennies to raise money for Relay For Life. Celebrate the final day with an ice cream party. Take pictures and present the Relay with a giant check from the school

Onsite Fundraisers

Raffles (formerly known as Chance Drawings)

Conduct a raffle at your tent site. Donated raffle items can include small appliances, gift certificates, etc. Please contact teams@tacomarelay.org prior to the event for guidelines.

Jail & Bail

For a suggested donation participants can have someone “arrested.” Participating “jailbirds” will be hauled into a jail cell for a 30 minute term. During that time, they call their friends & family asking them to make the donations they need to meet their bail (suggested \$25-\$100). If they do not meet their bail, they are required to sit in the “can” for another 30 minutes. It’s great fun to watch jailed Relayers, begging to be bailed out! Please contact entertainment@tacomarelay.org if you are interested in hosting this fundraiser.

Bra Pong

Get Active! Get Bras! Raise money! Create a “wall of bras” and challenge your fellow Relayers to land a ball in a bra. You can give small carnival prizes or allow winners to put their name in a drawing for a larger prize. What a great way to have fun while raising breast cancer awareness. Some events report Bra Pong as a top onsite fundraiser raising over \$1,500!

Guessing Jar

This quick and easy fundraiser is always a crowd favorite. Simply fill a jar with marbles, jelly beans, paper clips, or any other small, eye catching items. Participants will pay a fee to make a guess. The person who guesses the correct amount wins a prize. A great prize such as a gift basket or gift card will increase participation in your guessing game.

Use a sturdy jar with a tight fitting lid. Write the answer on a piece of paper, fold it up, and tape it to the inside of the jar lid so you can verify the correct number when you open the jar. Please display a list of rules including what will happen if nobody guesses the correct number or what will happen if multiple people guess correctly.

Add a Little Relay Bling

Looking for a way to add some pizzazz to that Relay tee that you worked so hard to earn last year? Want to freshen up a tee or two from prior years? Bling and Bedazzle it at Relay! You can have instructions and supplies so they can cut it, tie it, and add some bling! Their Relay tee can become a one-of-a-kind fashion statement in just a few minutes.

Ready, Set, Relay Set Up!

Ready to Relay but you don't want to set up your tent or are too tired to take it down? Never fear! The Relay Set-up Crew is here! For \$10, they will set up or take down your tent in a flash. This team fundraiser can be promoted pre-event so people can reserve their set-up or tear down crew. This is a great fundraiser for Scouts, high school, or large group teams.



Relay For Life of Tacoma

Pat Flynn's Letter Writing Tips

Important points to remember when writing letters...the most successful method of fundraising

- Tell your story—share **WHY you Relay**...the more personal, the better.
- Dedicate your efforts to friends or family who have died from cancer or are waging their battle.
- Invite them to the Survivors' Lap. (Noon, Saturday, June 11th at Mt. Tahoma High School)
- Offer them the opportunity to purchase Luminarias and invite them to our Luminaria Ceremony (10:00pm, June 11th at Mt. Tahoma High School)
- Include the nitty-gritty details like when you need a check back and where they're to mail it or give them a web address straight to your fundraising page.
- Set a deadline for returning the donation (should be at least 3 weeks before Relay)
- Consider enclosing a self-addressed (stamped or not) envelope for them to mail back the check.
- Keep track from year to year so you know who donated and how much they gave.
- Follow up with a Thank You! A timely thank you is the best way to get a donation next year.

Cancer Facts

- 1 in 3 people will face a cancer diagnosis in their lifetime.
- An estimated 589,430 Americans are expected to die from cancer in 2015
- For 100 years, the American Cancer Society has been leading the way to transform cancer from deadly to preventable.
- 20% decline in U.S. cancer death rates since the early 1990s. Today 2 in 3 will survive their cancer diagnosis
- Thanks to our generous donors we are saving 500 lives everyday
- 14.5 million cancer Survivors in the U.S.
- Relay For Life is the largest fundraising event in the world. It is celebrated in over 6,000 communities and has raised over 5 billion dollars to date.

Relay For Life Donation Letter Tips

When preparing a *Relay For Life donation letter*, it's critical to your success that you say certain things in your fundraising letter. So, when you are raising funds for Relay For Life or any other cause, use these tips to get the most from your fundraising letter efforts.

Make it personal

Refer to individuals that you know who are battling cancer or have lost the fight. People respond and relate to a personal cause.

Tell them where and how to donate. Don't forget to give them on the on-line link to donate. Lots of people love to donate online and will actually donate more if they can use a credit card!

Be original

An original letter including photos, a unique spin, etc. will get people's attention.

Early on, make the ask

Don't limit your donors, but ask for a specific range. A good phrase to use is to ask for \$10, \$20, \$50 or whatever your budget will allow.

Balance fact with feeling

Include items that match reason with emotion:

- What Relay For Life is (fact)
- Why you are involved and what it means to you (feeling)
- When your Relay event is and where the money goes (facts)
- Describe the Luminaria ceremony (feeling)
- Tell how to purchase a Luminaria to honor someone they love (fact and feeling)

Include a receipt on the back or bottom of the letter and a Luminaria sign-up form. Also, remind them to seek a company gift-match if offered.

Set a deadline

Give a ten-day deadline for response. People respond when there is a sense of urgency. Tell them to write the check to the American Cancer Society and send it to your address.

Include a photo

If you have a favorite photo taken at Relay; include it in your letter. Add it to the envelope or break up your words with photos. Remember a picture is worth 1,000 words. Use photos to show why you Relay.

Personalize with a handwritten note

Copy the letters and before stuffing into the envelope, handwrite in colored ink, on the top of the letter the person's name and a quick line, "*Hope you can support me!*" Sign it in the same ink to add the personal touch.

Invite them to the event

If you can get someone to experience Relay For, you will have a donor for life.



Relay For Life of Tacoma

Event Rules

1. Have Fun, but be respectful of your fellow Relayers.
2. NO tobacco, alcoholic products or firearms are allowed on school grounds (including the field, track, parking lot, RVs and vehicles.) Anyone found to be intoxicated or possessing tobacco, alcohol or firearms will be asked to leave.
3. NO food or beverages of any kind may be sold by teams during the event.
4. NO fire pits or open fires of any kind are allowed on school grounds (including the field, track, parking lot, RVs and vehicles) at any time. This includes heaters, generators, and BBQs. Generators and heaters contained inside of RVs are the ONLY exception.
5. NO pets or animals are allowed on school grounds (including the field, track, parking lot, RVs and vehicles) at any time.
6. NO food or drinks (other than water) are allowed on the field or track (this includes the area inside the fence.) Food may be eaten in the food court, picnic area near bell tower, and in the Home and Away stands. Please keep these areas clean.
7. Tents may be erected in your assigned area only. Your gear and tents need to fit within the confines of your 10 x 15 assigned tent site. Please be respectful of your neighbor's space.
8. No stakes are allowed on the field. Tents are to be placed on tarps and held with weights. Please be mindful of the weather and be prepared to add extra weights if necessary.
9. Participants under 18 years of age must have a parent or a chaperone in order to spend the night at the event. Parents and minors must sign a release form.
10. Wristbands will be issued to all participants. Only participants wearing a wristband will be permitted to stay on the event grounds overnight (midnight – 7am.) *Participants under the age of 18 will have a different wristband. Please see wristband policy for more information.*
11. For safety purposes, only Nerf-type balls or Frisbees will be allowed on the field in the designated play areas. They must be kept off the track and out of the way of runners/walkers.
12. Team Captains are responsible for the actions of their team members and families. You are responsible for communicating these rules to your team members and guests.
13. HAVE FUN!!

32nd Annual Relay For Life of Tacoma June 11th & 12th 2016

Theme: "Game Over, Cancer"

Here are some things to remember to bring to Relay



Camping Equipment

- Tents (remember we can't put tent stakes in the ground)
- Water jugs/sand bags to hold down tents
- Lawn Chairs and Loungers
- Sleeping Bags
- Flashlights/lanterns (battery powered only)
- Pillows

Clothing/Accessories

- Comfortable, lightweight clothing
- Layers for a cool night
- Sturdy, comfortable walking shoes (two pair)
- Rain Gear (it's Rain or Shine!)
- Socks, socks and more socks! (Bring at least three pair)
- Costumes for theme laps.
- Sunglasses and a hat

Entertainment

- Cards & Games
 - Books/Magazines
- We'll provide the rest!*

Fundraising Materials to turn in!

- Relay Materials not already turned in (Fundraising envelopes, Luminaria Forms, etc.)
- MONEY AND STUFF for on site fundraising (chance drawing baskets, special pins, etc.)

Food & (non-alcoholic) Beverages

- Snacks
- Cooler
- Dinner
- Utensils, Plates, Cups, Napkins, etc.
- MONEY for on site food vendors
- Drinks – lots of caffeine, water, etc.
- Trash bags to clean up
- **REMINDER – NO FOOD OR DRINKS ON THE TRACK.
COOLER CHECK WILL BE PROVIDED!**

Healthy Things

- Sunscreen & Sun Visors
- Towels
- First aid kits with lots and lots of Band-Aids!

Things for your Team Theme

- Decorations
- Costumes & Team Spirit!
- Items and MONEY for onsite fundraising!

Miscellaneous

- RELAY SPIRIT, passion and energy!
- HOPE
- More Friends!

Important Times to Remember:

- **Team arrival/set up begins at 9:00 AM** - Teams may arrive and begin campsite set-up.
- **Survivor Registration Opens at 10:00 AM** – Day of event Survivor registration and pre-registered Survivor check-in area is on the visitor side of the field.
- **Health Fair from 11:00 AM to 5:00 PM, Saturday** – Free to all participants and visitors
- **Opening Ceremonies begin at NOON** and will be followed by the Survivor Lap and Survivor/Caregiver Luncheon. Please plan to join us to cheer on our Survivors as they take their victory lap.
- **Luminaria ceremony begins at 10:00 PM** - Join us as we remember those we have lost and honor the Survivors in our lives.
- **Best Decorated Tent Site** – Judging will take place Saturday.
- **Best Decorated Baton** – Judging will take place Sunday.
- **Fight Back Ceremony** – 9:00 AM, Sunday
- **Last Tent Standing** – Tickets will be distributed at approx. 10:45 AM, Sunday

Closing Ceremony - Begins at 11:45 AM Sunday



Relay For Life of Tacoma

Mr (Miss) Relay Contest Rules

How it works:

Teams designate 1 team member (the contestant) to dress in drag and collect as much money as they can from their fellow Relayers, during the Mr.(Miss) Relay competition.

There will be an **optional** Talent Competition this year. This will be a great way to show off your Mr. (Miss) Relay before they go out to collect donations.

The Contestant that collects the most money will have the total sum of all money collected during the competition, donated to their team.

The Mr. (Miss) Relay competition will take place on Saturday, June 11th. Please see event program for exact time and location of this fun competition.

Guidelines

1. Contestants must be a registered member of the team they are representing
2. Donations MUST be collected in a purse or bag, provided by the contestant
3. **This is a family friendly contest.** Keep it G-rated and remember to be respectful of your fellow Relay teams and their space.
4. Costumes will be reviewed (and approved) by the Entertainment committee prior to participation. Dresses must be knee length. If a costume does not pass inspection (i.e. too skimpy, too revealing, too provocative) contestants will not be allowed to participate until the issue is corrected
5. Have fun!

Thank you for helping us keep this fun event appropriate for Relayers of all ages



Relay For Life of Tacoma

Road to Recovery Guidelines

What could be better than a human-powered, cardboard car race? A human-powered, cardboard car race that highlights a vital program that connects volunteer drivers with cancer patients needing rides to life-saving treatments. The American Cancer Society Road to Recovery program provides free transportation to and from treatment for people who have cancer who do not have a ride or are unable to drive themselves.

The Relay For Life of Tacoma, Road to Recovery Race and Parade will take place Saturday, June 11th for specific race time/location please check the event schedule, as the event nears.

The Basics

- Road to Recovery Race is open to all registered teams and participants.
- Participating teams will need to construct one car prior to the event, and provide both a “driver” and a “patient” to participate in the Pre-Race Parade and Road to Recovery Race.
- You are responsible for taking your car with you at the end of the event -- Sunday, June 12th.

Constructing Your Car

- Cars must be constructed from a cardboard box/boxes; paper, glue, duct tape, and small staples may be used to hold the car together. Rope or straps may be added to help you carry the car.
- For the safety of our participants, you may not use wood, plastic, or metal parts.
- Cars must have 4 complete sides and be large enough to hold 2 people: a driver and a patient.
- Cars may not be motorized nor have any mechanical parts.
- You are encouraged to decorate your car. Please also make sure your team name is clearly displayed on your car.

The Parade

The Road to Recovery Parade is your chance to show off your car and build excitement for the big race.

The Race

- Drivers will start the race alone, in their team’s car.
- When the race begins, drivers will race to their patient’s home.
- The patient will join the driver in the car and together they will race to the treatment center.
- At the treatment center, the patient will exit the car and pick up a ticket (their treatment.)
- The patient will then return to the car and together the patient and driver will race back to the patient’s home.
- Once home, the patient will exit the car, and the driver will race to the finish line. The first driver to cross the finish line in their car will win that heat/race.

We hope your team will join in the fun by constructing a car and entering our Road to Recovery Race. If you have any questions on our race or would like more information on the Road to Recovery Program contact fundraising@tacomarelay.org

Questions please contact: fundraising@tacomarelay.org



Relay For Life of Tacoma

Onsite Fundraising Application

Teams wishing to fundraise, at their tent site, during the 2016 Relay For Life of Tacoma must complete this application, and submit it for approval no later than May 17, 2016.

- **This is a Non Food/Drink Fundraiser Application.** If your team would like to sell Food/Beverages you must fill out the Food/Beverage application and submit it no later than April 19, 2016.
- Onsite fundraisers include: games of chance, items for sale, raffles/drawings, etc. If you are taking money at your tent site, you MUST fill out this form.
- Teams holding an onsite raffle/drawing must also complete a Raffle Packet. For more information contact fundraising@tacomarelay.org
- This application can be turned in at any Teams Meeting or emailed to fundraising@tacomarelay.org (if you submit this form by email, you will receive an email confirmation within 48 hours of receipt)

Team Name: _____ Tent Site #: _____

Team Captain: _____

Contact email: _____ Phone: _____

Proposed Onsite Fundraiser (*Please give a detailed description of what you would like to sell*)

Applications must be received by May 17th If you have any questions, please email fundraising@tacomarelay.org



Relay For Life of Tacoma

Onsite Fundraising

Food/Beverage Application

Teams wishing to sell food or beverages at the 2016 Relay For Life of Tacoma must complete this application and submit it for approval no later than **April 19, 2016** (there will be NO exceptions)

Please note:

- Only teams approved in writing to sell food/beverages will be permitted to do so.
- Teams selling food/beverages must have a tent site outside of the track.
- Food/beverages must be in sealed packages (e.g. slices of pie, must be bagged and sealed)
- Food/beverages that need to be kept at a certain temperature cannot be sold.
- Water and electricity will not be available at your tent site.
- Barbeques, Gas/Propane Stoves, and/or Generators are NOT PERMITTED.
- Food Worker cards must be present at your on site fundraiser day of event and only those members of your teams with food worker cards will be eligible to handle food for the duration of your onsite fundraiser
- Your team fundraiser will be subject to a visit and inspection by the health department day of event.

Team Name: _____ Tent Site #: _____

Team Captain: _____

Contact email: _____ Phone: _____

Proposed Onsite Fundraiser (please give a detailed description of what you would like to sell)

*I understand that proposed fundraisers are subject to approval and that space is limited. I also understand that each member of my team who will be coming into contact with the food/beverage, including the sale of the food/beverages, must obtain a Food Worker Card and that copies of those permits must be submitted to the Fundraising Chairs no later than **May 17, 2016** and that failure to do so will result in the termination of this application.*

Signature: _____ Date: _____

Please return your completed application no later than April 19, 2016. Applications can be turned in at a Teams Meeting or submitted via email to fundraising@tacomarelay.org