

Relay For Life Team Captain's Handbook



1.800.ACS.2345
www.cancer.org

Hope. Progress. Answers.



Congratulations! You have just made an important step towards the fight against cancer. Your commitment as a team captain is one of the most vital positions to the success of your community Relay event, so we thank you for your partnership and your dedication.

In your role as team captain, you will serve as the liaison between your local American Cancer Society Relay For Life Committee and your team members. It is our desire to give you all the tools and resources necessary to be a successful leader offering your team members an unforgettable Relay experience. You will find the information you need to get started in this booklet.

“I have come to the conclusion that the journey to reaching our 2015 Goals is neither a sprint nor a marathon, but a Relay ... a Relay For Life.”

John R. Seffrin, CEO
American Cancer Society

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Important Dates, Names and Phone Numbers:

American Cancer Society Relay For Life Event

Date: _____

Place: _____

Time: _____

Kickoff Date: _____ Time: _____ Location: _____

Team Captain Mtg. #1 _____ Time: _____ Location: _____

Team Captain Mtg. #2 _____ Time: _____ Location: _____

Team Captain Mtg. #3 _____ Time: _____ Location: _____

Bank Night Date: _____ Time: _____ Location: _____

Event Chair: _____ Phone# _____

Team Recruiter: _____ Phone# _____

ACS Staff Partner: _____ Phone# _____

THANK YOU FOR BECOMING A RELAY FOR LIFE TEAM CAPTAIN!

What is Relay For Life?

Relay For Life is the American Cancer Society's signature activity and is the largest community fund raiser in the world. It is a unique event that offers everyone in a community the opportunity to participate in the fight against cancer. Relay For Life represents the hope that those lost to cancer will never be forgotten, that those who face cancer will be supported and that one day cancer will be eliminated.

Relay For Life events are 12 to 24 hours in length and go overnight. Teams of twelve to fifteen people camp out and take turns walking around a track. Each team is asked to have a representative on the track at all times during the event.

Because Relay For Life is a community gathering, rather than an athletic event, anyone and everyone can participate. Teams form from businesses, clubs, families, friends, hospitals, churches, schools and service organizations. These individuals all share a common purpose – their desire to fight cancer and their support of the American Cancer Society's mission.



What is Relay For Life ... to You?

- A celebration of life for your family and friends who are cancer survivors
- An opportunity to remember the precious moments of loved ones you have lost to cancer
- The uniting of your community as you join forces to fight against cancer
- An excuse to stay up all night and celebrate life with your family and friends
- PRICELESS



What You Can Expect at Relay

THE SURVIVORS LAP - The first lap around the track is taken by your Relay VIPs, the survivors in your community. It is an inspiring part of every Relay celebration demonstrating to all that we are winning the battle against cancer. If you know any survivors, please invite them to participate in the Survivors Lap.

THE LUMINARIA CEREMONY - After dark, an inspirational Luminaria Ceremony takes place. Candles placed in bags line the track in memory of those who lost the fight, and in honor of survivors. Throughout the night, these luminaria remind us why we continue the fight. For a donation, you and your team members can purchase a glowing tribute for a friend or loved one who has experienced cancer.

ON-SITE FUND RAISING - Come to the event with a pocket full of change and an appetite to try great foods! Though team members will raise money prior to the Relay event, on-site fund raising is a fun interactive way for team members to raise money together. Encourage your team to participate in an on-site fund raising project.

CAMPsites - It's more than putting up a tent, laying out sleeping bags and hanging a lantern. Your campsite is an opportunity for your team members' creativity to shine through. Your campsite should portray your team's theme. The sky is the limit on the ideas that you and your fellow team members can imagine.

ON-SITE ACTIVITIES/ENTERTAINMENT - Activities and entertainment are being planned just for you. Throughout the night, you and your team members are encouraged to participate in on-site activities. There will be games of the mind such as Who Wants to Be a Millionaire and Scavenger Hunt, physical games such as Volley Ball and Tug-A-War and laugh out loud activities such as the very popular Womanless Beauty Pageant and Lip Sync contest.

Your Role as Team Captain

Now that you have a clear picture of what to expect at your Relay, you can get started!

RECRUIT A TEAM – Gather twelve to fifteen of your friends, family, and/or co-workers to participate. Ask them to support you by being a member of your Relay For Life team and agree to raise a minimum of \$100 each.

SUBMIT A REGISTRATION FORM – Once you have recruited your team members, complete and turn in all registration forms and registration fees. To ensure that your team members get an event t-shirt, submit forms by the registration deadline. This indicates that your team is on board and it helps the planning committee prepare for your arrival. The easiest way to collect your registration is to ask each team member to make their first Relay donation of \$10.

EDUCATE TEAM MEMBERS - To get the most out of your team members, you will want to educate them on the American Cancer Society and Relay For Life. Share the information in this booklet. Videotapes are available to aid you. You can get resources through your local Relay For Life planning committee. You will also learn information about the American Cancer Society through your team captain meetings. Invite a cancer survivor to speak about his/her experience. This will personalize your purpose behind the fight against cancer.

SET A TEAM GOAL - Each team member is asked to raise a minimum of \$100; however with a little direction, your team can maximize those dollars. A simple exercise can help your team members set a personal goal. Ask each member to write down as many names of people they think they can ask for \$10. Give them one minute to do this. Once their minute is up, ask the person with the most names to share their list with the group. Generally everyone will have a minimum of ten people, often they will have more. Distribute their collection envelopes along with the incentive prize sheet. Now that they have their list of potential donors and the incentive prize sheet, ask them to set a personal goal. Compile each team member's goal and share the overall team goal. You can use other opportunities to raise money as a team, but focus your energy on individual fund raising first.

DETERMINE A THEME - Several teams enjoy having a theme. This helps them determine how their campsite is going to be decorated, if they are going to dress in any special attire during the event, and sometimes even what they may promote as an on-site fund raiser. Many times your theme may depend on the connection you have with your team members, whether you are a family team, a church team or a team of co-workers. You can choose to promote your team theme through these venues or you can go in any direction you and your teammates please.

DELEGATE RESPONSIBILITIES TO TEAM MEMBERS - The best way to get your teammates to actively participate is to delegate responsibilities to them. This also relieves some of the work off of you. Some of the areas of delegations are:

- Campsite decorations
- Team fund raisers
- On-site fund raising
- Track walking times
- Preparation of pre-determined activities
- Snacks during the event

COLLECT TEAM DONATIONS - To help keep your team on track, it is best to collect team money continuously. This will also prevent your team members from holding checks. Your team recruitment committee can share with you opportunities for turning in money.

FOLLOW-UP WITH TEAM MEMBERS - To ensure that your team meets your overall team goal, you need to follow-up with your team members regularly to confirm that they are working towards their personal goal.

ATTEND TEAM CAPTAIN MEETINGS - Team captain meetings allow you the opportunity to learn more about the American Cancer Society. You will also receive specific information that pertains to the activities of the Relay. Team captain meetings are your opportunities to hear fund raising best practices and ask questions about the event or the American Cancer Society. Each meeting will offer new information. If you are unable to attend a team captain meeting, delegate a team member to attend on your team's behalf. Set your team meetings after the team captain meetings so you can share the new information.

ENCOURAGE TEAM MEMBERS TO COLLECT CONTRIBUTIONS FOR

LUMINARIA - Though the luminaria contributions do not count in your team total, it is still an important part of the fund raising efforts, not to mention a vital part of the Relay event. Collecting luminaria contributions will encourage stronger community participation as it promotes the luminaria ceremony. Luminaria envelopes will be provided for you and your team members.

SHARE INCENTIVE PRIZE FORMS - Incentive prize forms promote the opportunity to encourage your team members to go above and beyond the \$100 minimum. They are most effective when you share them before your team members begin their individual fund raising. Prizes are offered at different levels based on the amount raised by a team member. Eligible participants have the choice to accept any level at or below the amount raised or they can donate their prize back to the event.

Team Theme Ideas

CANDYLAND THEME – Let’s Lick Cancer

CHRISTMAS THEME – All I Want for Christmas is a Cancer Cure (tip: ask for donations for a picture with Santa)

CLOCK THEME – It’s About Time for a Cure

CONSTRUCTION THEME –

Constructing a Cure

FIREMAN THEME – Fighting the Flames of Cancer

RESTAURANT THEME – Café De’ Cure

FORMAL THEME – There’s Nothing Casual About Cancer (tip: raise money with casual days at the office)

HALLOWEEN THEME – Spooking Cancer (tip: raise money with a haunted house)

HISTORY THEME – Roman for a Cure

HOBBIES THEME – Fishing for a Cure, Hunting for a Cure, Betting on a Cure

MILITARY OR MEDICAL THEME – M*A*S*H* out Cancer

OUTDOORS THEME – Weeding out Cancer

PAJAMA PARTY THEME - Dreaming of A Cure

SCHOOL HOUSE THEME – Erasing Cancer

SPACE THEME – Galaxy of Hope

SPORTS THEME – Racing for a Cure, Knock out Cancer, Putting for a Cure

TV/MOVIE THEME – The Real Survivors, Mission: Possible



What to Bring:

- Family and friends
- Tents, sleeping bags, blankets, flashlights
- Decorations for your campsite
- Sunscreen, bug spray
- Lawn chairs
- Umbrellas
- Coolers
- Sun visors or hats
- Extra clothing, including socks and shoes
- Food and drink (check to see if there will be food or drinks available at the Relay)

Fund-raising Ideas

There are a million ways to raise money for Relay For Life. Here are just a few.....

Individual

- Send a letter to your family, friends, doctor, dentist, hair stylist, etc. (see sample letter in this booklet)
 - Have your children and/or spouse write letters to their friends.
 - Have your pet write a letter to your neighbors' pets.
- Send an e-mail request
 - Tell your personal story why you Relay. Include a picture of a loved one who has been affected by cancer.
 - Ask your family members to forward your e-mail request to their friends.
- Carry your participant envelope everywhere you go.
- Develop a donor list and ask in person or by phone –

“Hello I am volunteering for the American Cancer Society by participating in the(location) Relay For Life event. I have set a goal of (\$) and I am asking my closest friends to support my efforts by matching my (\$) donation. Can I depend on your support?”

If you know the person has the potential to give you more, don't give them an amount, just ask them to support you.



Fund-raising Ideas

Team

- Wash Cars
 - Have a Topless Car Wash....sounds seductive, but it is merely washing the entire car except the top!
 - Dolly Wash- team members (men and women) dress like Dolly Parton while they wash cars. For an extra donation the team members can sing a Dolly Parton song while washing the car.
 - Note: Have your car wash at Wal-Mart and ask them to match your fund raising efforts.
- Casual for a Cure
 - Ask your company CEO to let staff dress casual or wear denim to work for a donation to your Relay team.
- Handy Man for a Day
 - Offer basic handy man services for an hourly fee.
 - Assemble toys during Christmas for a fee.
- Photo Contest
 - Hold a “stumper” photo contest. Ask employees/church members to bring a baby or childhood photo of theirs for others to identify. Charge a fee to make a guess.
 - Have a contest for prettiest baby or ugliest legs and let people vote by making a donation.

On-Site Fund Raising

- Food
 - Jambalaya plates
 - Hot Fudge Cakes
 - Funnel Cakes
- Games
 - Video Games- Set up a television along with video games at your campsite.
 - Putting For a Cure - Set up a putt-putt golf course around your campsite.

To get more fund raising ideas, make sure you attend team captain meetings.

Sample Fund-raising Letter

Dear _____,

I am writing to ask for your support of an amazing event by the American Cancer Society called Relay For Life. It's a community event that takes up the fight against cancer. I became involved in Relay For Life because (fill in reason).

My fund raising goal is (\$). I have made a personal contribution of (\$) and I am asking my closest friends and family to match or beat this amount. Your donation will help support the American Cancer Society's programs of research, education, advocacy and patient support. One in every three people will be diagnosed with cancer in their lifetime. I am doing my part to help eliminate cancer by participating in the American Cancer Society Relay For Life, and I hope you will support me by making a donation.

Thank you for your contribution. In the race against cancer, there is no finish line until we find a cure.

Sincerely,
Your Name



Mid-South Division Relay For Life Team Fund Raising Club

We are happy to introduce a wonderful opportunity to acknowledge the hard work of your team's fund raising efforts: The American Cancer Society Mid-South Division Relay For Life Fund Raising Club Program.

The Mid-South Division Team Fund Raising Club criteria are as follows:

- Maximum of 15 team members to qualify.
- Team registration fee is paid by the registration deadline set by the local Relay committee.
- All money must be received by a pre-designated time as determined by the local Relay committee. It is suggested that the deadline for turning in money is prior to the end of the Relay event to minimize the amount of money turned in after the event.
- Only donations raised by team members toward their team goal will qualify for Team Fund Raising Club membership (i.e. team registration fees, corporate sponsorship money, and luminaria donations will not count.)
- Each team member is encouraged to raise a minimum of \$200 each.

Team Fund Raising Club Levels and Benefits

Purple Club: \$50,000+ raised by a team - #1 Teams Nationwide Club

1. The team receives National Recognition, as determined by the Relay For Life National Advisory Team.
2. The team is given a #1 Teams Nationwide banner.
3. The team receives a Purple Team campsite sign to display at the event.
4. The team is recognized in the Mid-South Division Team Fund Raising Club book to be distributed at all State Relay Rallies and in the Division Purple Power newsletter, which is distributed to all Relay chairs and co-chairs in the Division.
5. Each team member receives a Purple Club lapel pin.
6. Each team member receives a Purple Level special gift.
7. Two team representatives will be invited to the State Relay Rally or another selected Mid-South Division training.
8. The team receives verbal recognition at the Relay event and in the local event newsletter where available.

Diamond Club – \$25,000 raised by a team

1. The team receives a Diamond Team campsite sign to display at the event.
2. The team is recognized in the Mid-South Division Team Fund Raising Club book to be distributed at all State Relay Rallies and in the Division Purple Power newsletter, which is distributed to all Relay chairs and co-chairs in the Division.
3. Each team member receives a Diamond Club lapel pin.
4. Each team member receives a Diamond level special gift.
5. Two team representatives will be invited to the State Relay Rally or another selected Mid-South Division training.
6. The team receives verbal recognition at the Relay event and in the local event newsletter where available.

Platinum Club – \$10,000 raised by a team

1. The team receives a Platinum Team campsite sign to display at the event.
2. The team is recognized in the Mid-South Division Team Fund Raising Club book to be distributed at all State Relay Rallies and in the Division Purple Power newsletter, which is distributed to all Relay chairs and co-chairs in the Division.
3. Each team member receives a Platinum Club lapel pin.
4. The team receives verbal recognition at the Relay event and in the local event newsletter where available.

Gold Club – \$7,500 raised by a team

1. The team receives a Gold Team campsite sign to display at the event.
2. The team is recognized in the Mid-South Division Team Fund Raising Club book to be distributed at all State Relay Rallies and in the Division Purple Power newsletter, which is distributed to all Relay chairs and co-chairs in the Division.
3. Each team member receives a Gold Club lapel pin.
4. The team receives verbal recognition at the Relay event and in the local event newsletter where available.

Silver Club – \$5,000 raised by a team

1. The team receives a Silver Team campsite sign to display at the event.
2. The team is recognized in the Mid-South Division Team Fund Raising Club book to be distributed at all State Relay Rallies and in the Division Purple Power newsletter, which is distributed to all Relay chairs and co-chairs in the Division.
3. The team receives verbal recognition at the Relay event and in the local event newsletter where available.

Bronze Club – \$2,500 raised by a team

1. The team is recognized in the Mid-South Division Team Fund Raising Club book to be distributed at all State Relay Rallies and in the Division Purple Power newsletter, which is distributed to all Relay chairs and co-chairs in the Division.
2. The team receives verbal recognition at the Relay event and in the local event newsletter where available.

Getting Your Company Involved

Involving co-workers in your Relay For Life efforts is a great way to raise funds and build team spirit. Here are some of the ways to get your company involved:

Payroll deduction

Ask your Human Resources Department about offering employees an opportunity to make direct contributions from their paycheck to support the American Cancer Society and Relay For Life. It's easy to get started, and your team can get credit for funds raised. Your American Cancer Society staff contact can provide you with more information.

Matching gifts

Many companies will match charitable gifts made by their employees. Check with your employer about this possibility!

Promote team recruitment and team spirit

Now that you're sold on Relay For Life, spread the word at work! This event is great for building camaraderie at the office and some friendly inter-office rivalry. Consider challenging a department at work to sign up as a team and see who can raise the most money to fight cancer.

Fund Raising at work

There are many opportunities to involve your co-workers in Relay For Life, even if they aren't able to participate in the event. Sponsor a "casual day" at work where co-workers make a \$10 contribution to wear jeans for a day. You can also provide breakfast or lunch at the office and charge a donation that will support Relay For Life.



Your Contributions At Work

Cancer touches more than just the person diagnosed. It impacts everyone around them. That's why the American Cancer Society strives to assist those fighting the disease from all angles: research, advocacy, education, and services. And the American Cancer Society Relay For Life helps make this possible.

Relay For Life brings together millions of people to raise money to help prevent cancer, save lives, and diminish suffering from the disease. The American Cancer Society has made great progress against cancer thanks in large part to the fund-raising power of Relay For Life.

- **RESEARCH** — Investing \$2.5 billion to cancer research since 1946, the Society has played a role in almost all the scientific milestones in cancer research including the bone marrow transplant, the Pap test, and drugs like Gleevec and Tamoxifen. The American Cancer Society currently funds 32 grants in the Mid-South Division totaling \$14,752,500.
- **EDUCATION** — By providing up-to-date cancer information, the Society has empowered people to take control of their health. Specialists answered nearly 1.2 million calls during FY 03-04 at 1.800.ACS.2345, with 90,000 calls from Mid-South. To date, the NCIC has answered approximately 7.4 million calls since it opened in 1997. The American Cancer Society Web site, www.cancer.org sees about 16.5 million visitor sessions per year.
- **ADVOCACY** — The Society's volunteer advocates work to ensure that responsible cancer policies are put in place at the local, state, and federal levels. By writing letters, sending emails, and making phone calls, volunteers help guide the actions of our elected leaders. Volunteer advocates in the Mid-South Division worked hard last year to enact lifesaving legislation in Mid-South states.
- **SERVICES** — The Society offers cancer patients and their families a variety of programs to help make the cancer experience a little easier. For example, Cancer Survivors Network is an on-line community where survivors and caregivers can talk and share personal experiences. In addition, the American Cancer Society provides transportation resources for patients needing assistance to treatment.

Relay For Life contributors like you fuel this progress. By 2015, the American Cancer Society aims to prevent almost five million additional deaths from cancer, avoid six million new cancer diagnoses, and measurably improve the quality of life for those with the disease. Your support is bringing us closer to realizing these challenging goals.

The American Cancer Society is the nationwide, community-based, voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives and diminishing suffering from cancer, through research, education, advocacy and service.



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