

Team Member's Handbook

An overnight experience you'll never forget

So, What Do I Do Now?

You have signed up for a Relay For Life team, and now you can start fighting cancer! Fighting cancer is a team effort... the strength of people coming together for a common cause is greater than the strength of one. Between now and the Relay:

- Begin raising money for Relay For Life!
- Officially register by going online to your Relay's website and choosing to join an existing team. You can find your Relay online by going to relayforlife.org and entering your zip code. There are also offline paper registration options, so contact your Team Captain if you need an offline registration form. Participants under age 18 must fill out an additional parent/guardian waiver form.
- Dedicate your efforts to someone — a cancer survivor or someone lost to cancer.
- Set a personal goal of raising at least \$100 and encourage other Team members to reach their goals.
- Invite survivors to participate on your team or in the Survivor's Victory Lap.
- Ask your Team Captain for any new Relay updates.
- Be ready to have an incredible time at Relay For Life!

And, Don't Forget...

- Offer luminarias to friends and family to help line the track with lit bags in memory, honor, or support of someone who has faced cancer.
- Help with jobs during the Relay such as cooking, decorating, and setting up the campsite, taking pictures, and cleaning up.
- Sign up to walk during the Relay so that at least one Team member is walking at all times.
- Ask your Team Captain if they need help with any other aspects of organizing your Team.
- Visit cancer.org to learn more about the American Cancer Society and its programs and services.



Facts About American Cancer Society Research

- The American Cancer Society funds more cancer research than any other private, not-for-profit, non-governmental organization in the U.S.
- The ACS invests about \$130 million in cancer research every year.
- Since 1946 the Society has invested approximately \$3.1 billion in cancer research, including funding 42 researchers who later went on to win Nobel prizes. Most of these extraordinary individuals received American Cancer Society funding early in their careers for the work that later brought them worldwide recognition.



1.800.227.2345
cancer.org



It's Easier Than You Think to Raise Money to Fight Cancer!

Everyone knows someone who has heard the words, "you have cancer." That's why so many people are willing to donate money to fight this disease. Know your stuff. Arm yourself with a few facts about Relay and the American Cancer Society. Then, ask! You will be surprised how many people are just waiting for an opportunity to make a difference.

Fundraising Tips for Individuals

You can ask in person or via a letter, e-mail or voice mail. Find your unique style that works for you. Just ask... it's easier than you think! Here are some ways to get started:

- **Make your own contribution** and let others know that you are donating not only your time, but also your money.
- **Aim high.** Set an ambitious goal and let your friends and family know what it is. Try setting a goal to raise \$1,000 as an individual by asking 100 people for \$10 each. Or ask specific people for a high amount and settle for less. Target the amount you are requesting to the audience you are asking.
- **Dedicate your personal efforts** to someone who has been touched by cancer. Tell that person's story and your own.
- **Send letters or e-mails early** and ask that they be returned by a due date. It's harder to ignore when there is a specific due date. Also include a stamped envelope and remind people as the deadline approaches (which works especially well with e-mail, which is free).
- **Ask at your regular meetings.** If you belong to a service club or religious group, request time to ask for support.
- **Make a list.** Think of everyone you know and ask them to support your team by making a small donation. Chances are, everyone you know has been touched by cancer. Consider your: family, friends, doctor, dentist, mail carrier, attorney, drycleaner, bank teller, investment broker, hairdresser, insurance agent, etc.

Do You Know Any Cancer Survivors?

Invite Them and Honor Them

Relay For Life is about raising awareness of cancer in the community, and raising money for the American Cancer Society. We know we are making progress in the fight against cancer by the number of cancer survivors who are alive today. There are an estimated nine million cancer survivors in the United States. We honor survivors at Relay For Life. These heroes are invited to come and walk the Survivors' Lap. Invite all the cancer survivors you know to experience Relay For Life.



Sample Fundraising Letter

Dear _____,

It's time for the American Cancer Society's Relay For Life, Relay is the American Cancer Society's nationwide signature event. This year our team is planning to raise \$3,000. Throughout the day and night, my teammates and I will take turns walking around the track. After all, cancer never sleeps and neither will we. Will you help in the fight against cancer by making a contribution to the American Cancer Society through Relay For Life?

The event takes place on (date) at (location) starting at (time). I will be walking in honor of my aunt Ethel, who is a breast cancer survivor. I believe that it is because of the research funded by the American Cancer Society that she will be joining us in the Survivors' Victory Lap at Relay. Aunt Ethel and I appreciate your support. Please try and send your donations to me prior to the event. There is no finish line until we find a cure.

Gratefully,

Ralph Relayer



Frequently Asked Questions

- Q.** How much should I collect in donations?
- A.** Set your goals high and you'll be amazed at how easy it is to reach them! As a baseline, each team member is encouraged to raise at least \$100 in donations, but our top individual fundraisers raise over \$10,000 every year!
- Q.** Can we fundraise as a team all year long?
- A.** Yes! We encourage teams to be creative and keep the Relay spirit going all year long with team fundraising. Winter fundraisers can be very successful and can take the pressure off as the Relay approaches.
- Q.** How many people can be on our team?
- A.** Teams usually consist of 8-15 members. Teams with more people are encouraged to divide up and form two partner teams.
- Q.** What if it rains?
- A.** The fight against cancer doesn't stop for foul weather...the Relay will go on as scheduled — rain or shine — so bring your gear for foul weather. Your event may have an indoor backup plan, so also check with your local planning committee for more information.
- Q.** Should we decorate our campsite?
- A.** Yes! Not only do teams get in the spirit by choosing a theme and decorating their campsites, but many dress up in costumes, make signs, and plan on-site fundraisers like games or selling items that go along with their theme. The sky is the limit, so let your creativity go!
- Q.** What should we bring to the Relay?
- A.** Here's a start of a list: tents and decorations, lawn chairs, sleeping bag and pillow, camera, sunscreen & bug spray, hat or visor, warm sweatshirt or jacket, flashlight, cooler with water and snacks, and a rested body.
- Q.** What if someone wants to be on our team, but can't attend the Relay?
- A.** They can still sign up for your team and raise money for your team. However, please make sure you have enough members to be walking during the entire event.
- Q.** How can I get more involved in the Relay event planning?
- A.** There is a planning committee of local volunteers who plan all the Relay details, and they are always open to new members. Contact your Relay Event Chair or your local American Cancer Society office to let them know you are interested. You can find the nearest ACS office by calling 1-800-227-2345.

Youth Requirements

- Q.** Do youth teams need chaperones?
- A.** Yes. The American Cancer Society wants Relay For Life to be a safe and fun event for everyone. It is required that youth teams be accompanied by adult chaperones. Please review the list of requirements on the Youth Chaperone Commitment Form.
- Q.** Do youth participants need parental permission to participate in Relay?
- A.** Yes. All youth participants must have their parent or guardian sign the waiver. An emergency contact number must be listed. All youth must also bring along a photo ID (student ID or driver's license) to the event and be able to present it if asked. Anyone not registered on a team with a waiver form will be asked to leave the track after dark.
- Q.** Who can I ask for more information about youth requirements?
- A.** Ask your Relay's team development chair or event chair for additional information about youth team regulations.

What Do Your Relay Dollars Support?

Your Relay dollars support the work of the American Cancer Society in four key areas in the fight against cancer.

Research *The Society is the largest source of non-profit, non-governmental cancer research funding in the U.S., investing about \$130 million each year. We've funded 42 researchers who later went on to win the Nobel Prize.*

Education *Following the Society's wellness and cancer-detection guidelines can save your life and the lives of people you love. We publish educational materials and programs on early detection and prevention of cancer for the community, our schools, physicians, and cancer patients.*

Advocacy *We fight for life-saving laws to increase federal research funding, reduce tobacco use, promote early detection of cancers, improve access to and coverage of care, and support cancer patients.*

Service *We provide many patient and family support services to help people with cancer during and after treatment. Anyone, anywhere can access cancer information and support 24 hours a day, 7 days a week at 1.800.ACS.2345 or at www.cancer.org.*

Relay Reminder

Relay For Life is a family-friendly activity.
All Relays are alcohol-free and tobacco-free.



You're making a difference in the fight against cancer, and we want to recognize your efforts!

The Team Fundraising Club

Fighting Cancer is truly a Team effort. The Team Fundraising Club is an award presented to Relay For Life teams across the Mid-South in recognition for outstanding fundraising achievement. Are you part of an Team Fundraising Team?

To qualify for the Team Fundraising Club, your Team must follow these guidelines:

1. Maximum of 15 team members
2. Team Registration must be paid by deadline set by local committee
3. All money is turned in by deadline set by local committee
4. Only donations raised by team members will qualify (sponsorships and registration fee do not qualify)
5. Each team member must raise at least \$200



Grand Club

The Grand Club is an exclusive membership for Team Members who have raised \$1,000 or more for their Relay!

Grand Club Membership Includes:

- Men's, Ladies or Youth Polo shirt (colors may vary each year) with Relay For Life Grand Club logo on the left chest
- Relay For Life hangtag with the American Cancer Society mission
- Relay Gear Grand Club Discount Card providing discounts on Relay Gear Merchandise

The Grand Club is an exclusive membership for Team Members who have raised \$1000.00 or more for their Relay! Join this elite club today!

