



NATIONAL RELAY FOR LIFE BUSINESS UNIT

Field Update

Celebrate. Remember. Fight Back.

April 30, 2008

SPECIAL FUNDRAISING ISSUE

We have compiled a special fundraising issue that may help spark new ideas and answer volunteer questions about fundraising in a trying economic climate. Remember: in the nearly 25 years that Relay For Life has been in existence, the Power of Purple has faced tough times (the economy, 9/11, hurricanes, etc.), but no matter what, our volunteers have come through and the event has thrived. Relay For Life is not just an event. It's a community celebration that celebrates cancer survivors and remembers loved ones lost while giving all a chance to fight back. Continuing to do so is no less important now than it's ever been.

***A Special fundraising resources folder has been added to the Relay For Life community on The Link. Check there for resources referenced below when a specific location is not noted.*

ADVOCACY

- Letting your volunteers know about our successes in the world of legislative advocacy is a great way to educate them about **where their money goes**. ***When volunteers know how their money is being spent and how many lives we are saving, they are more likely to give more.*** The American Cancer Society and ACS CAN have accomplished a lot this year alone and we encourage you to use this information to let Relayers know they are making a difference:
 - The US Senate passed legislation increasing funding for cancer research by 10.2%. This is the largest increase since we doubled the NIH.
 - Legislation to allow FDA to regulate tobacco products has gone farther in the legislative process than it has ever gone before. By the end of the legislative year, it is expected to pass both the House and Senate.
 - We are turning the country smokefree! More than 60% of Americans now are protected by some form of smoke-free law. Twenty-six states are smoke-free and more than 2,671 communities have smoke-free laws in place.
 - We have had much success on the state level on issues such as Access to Care, expanding coverage for colon cancer screening, increasing tobacco taxes and increasing funding for tobacco control and other health-related programs.

The **2007 Advocacy Accomplishments document** includes this type of information and a breakdown of successes in every state. If you want to order that document to help paint the picture of where their money goes and how it saves lives, you can do so through the National Distribution Center (item number: 7660.07).

- Income from **ACS CAN membership recruitment through Relay is up over 300%** from this time last year. Nationwide, we are at \$203,000 (only \$47,000 away from the national goal). Below you will find a **top ten list of best practices for recruiting ACS CAN members through Relay**. Keep up the great work!

- Recruit a Relay Advocacy Chair and order the materials provided by ACS CAN
- Ensure your Relay Advocacy Chair has time on the agenda at committee and team captain meetings
- Tell people about the ACS CAN successes - visit acscan.org to learn about them
- Hand out copies of advertisements that ACS CAN has funded, find those on acscan.org
- Push the premium benefit (this year was the purple bus key chain) to get volunteers to sign up at the \$20 membership level
- Be passionate when telling people about ACS CAN: with ACS CAN, we can fulfill the mission of ACS in a new and exciting way
- Show people the ACS CAN video - pictures are worth a thousand words
- Set up your own I CAN Relay page; others will follow if you ask
- Find out if ACS CAN has funded a legislative campaign in your state; if so, tell people who we're doing
- Talk about the ACS CAN Fight Back Express; let volunteers know when it will be coming to your state and ask them to come

CELEBRATE. REMEMBER. FIGHT BACK.

Leverage Celebrate. Remember. Fight Back. Messaging and activities to increase fund-raising at your events.

- **Increase Luminaria sales** – The Nashville market in our Mid South Division is doing something unique this year. This is an effort to not only help integrate the Celebrate. Remember. Fight Back into their events, but also increase their luminaria sales. Instead of selling "In Memory" - they are selling "**Remember**" bags. Instead of selling "In Honor"--they are selling "**Celebrate**" bags. Then they are going to sell **Fight Back** bags for - caregivers, doctors, etc. You could also try to do this in with your Fight Back Ceremony. Ask people to come a purchase a Fight Back Bag as their call to action.



“Remember” luminaria bags – Consider pre-event marketing of luminaria to your Memorial contributors. Utilizing Siebel, pull data on donors related to memorial contributions and send them an opportunity to remember loved ones at local Relay events by contributing through a “Remember” luminaria bag.

- **Increase On-sight Fund-Raising** – Pre-event marketing of Fight Back ceremonies at recent Lobby Day events has dramatically increased attendance at these events. Consider marketing your **Fight Back ceremony** not only to your participants and survivors but also to your community in an effort to increase attendance. Increased attendance at your event could result in increased revenue generated through your event and Teams’ on-sight fund-raisers.
- **Increase Individual Fund-Raising** – Always touted as one of our greatest fund-raising assets – encourage participants to tell their individual story about why they Relay. It’s even

easier now using the new Celebrate. Remember. Fight Back. Messaging. Use these sample stories on the CRFB postcard as examples to help participants in telling their stories.
https://www.societylink.org/portal/server.pt?open=18&objID=1635905&parentname=Dir&parentid=10&mode=2&in_hi_userid=34267&cached=true

- You can't tell your story enough – tell it **face to face**, through your **personal letters** and when sending **emails & reminder emails** through your RFL page on Convio.

And...where needed, include the Celebrate. Remember. Fight Back. logo.
https://www.societylink.org/portal/server.pt?open=18&objID=1635902&parentname=Dir&parentid=4&mode=2&in_hi_userid=34267&cached=true

YOUTH/COLLEGES AGAINST CANCER/PARTNERSHIPS

College Fundraising Ideas (can also be applied to Community Relays)

AT RELAY:

- *From Georgetown University:* Create a Fight Back Fundraising Tent at Relay. The contents of the Fundraising Fight Back tent should include:
 - Computers set up for people at the event to send out emails. Provide incentive for teams to send out fundraising emails and fundraising goals reached... a cut pass for a campus restaurant that typically has a long line, gift certificates for laundry or cleaning service, restaurants/bars, etc.
 - Printers so participants can access matching gift forms and mail them to their donors
 - Thank you cards to send out to all online donors.

The night of their Relay, Georgetown sent out an additional 500 emails resulting in \$16,000 in donations that weekend.

- By the stage hang thank you posters for each team captain and team at the Relay; next to these posters add a thermometer with the team goal and their total to date. As the Relay progresses, teams can fill in the thermometer with their donations received from onsite fundraising and online fundraising from the Fundraising Fight Back tent.

POST RELAY:

- Continue to send fundraising emails. **A quick analysis of the successful college Relays shows that each participant must send out at least seven fundraising emails.** Provide incentive for teams to send out fundraising emails and fundraising goals reached... a cut pass for a campus restaurant that typically has a long line, gift certificates for laundry or cleaning service, restaurants/bars, etc.
- **Statue of Relay:** Somewhere on campus - in the quad, in the cafeteria, in front of the Union. All you need is silver paint, a kiddie pool, and an attractive gentleman. Have him paint his entire body with silver paint (make sure it's washable!) and then paint the Relay logo on the chest. Stand in the kiddie pool and wait for people to throw their money into the fountain.
- The end of the semester is a great time for college students to hold a **post Relay garage sale**. Encourage students to spring clean and donate any unwanted items to the Relay Garage Sale when school gets out. After the sale, all unwanted items can be donated to Goodwill or the Salvation Army.
- Bring all cans and bottles from the event to a **recycling center** and donate the money generated from that (also works if your campus has a big end-of-year celebration party)
- **Facebook/Myspace**/or whatever you kids use these days: Send 20 Facebook messages asking for \$5 or \$10 a piece.
- **Bar/Restaurant Night:** Team members find local bars or restaurants willing to sponsor a night in which 50% of the money made that day goes to Relay. Volunteer your team members to help serve or bus the tables. Have team members/servers wear Relay gear and make sure to send an e-letter from Convio asking all registered participants to come support your efforts!

- Great idea around finals! **Dinner is Done**: Team prepares casseroles in aluminum pans with foil lids. Casseroles are pre sold and pick up is at a near. Advertise to Relay participants parents so they can purchase their student a meal.
- **Offer incentives**, specifically things like a cleaning or meal service, a gift certificate to a tavern for teams that make a post Relay goal.
- During finals week, encourage teams to hold **study breaks sessions**- this could include selling healthy snacks, coffee, tea, energy drinks, etc. Or have a fundraiser with a massage therapist to provide a 15 minute session to relax.
- Have a **cook-out fundraiser** at the end of the school year to celebrate completion of finals. Sell hamburgers/ hot dogs and hold a volleyball tournament outside once the weather is nice. \$5 - \$10 entry fee for each 5 person team to enter. Give away sunscreen packets and UV beads to promote Sun Safety.

Mission Ideas (for college students)

- Host a **Breast Cancer Buffet** for a donation. Ask a breast cancer survivor to speak, honor breast cancer survivors and remember those who we lost to breast cancer by decorating the room with pink paper hearts that bear the names of those who have been touched by breast cancer. Have a performance from an a capella group, serve pink desserts, and have breast cancer facts and information available.
- Set up a **pink pinwheel display** on the campus green. People can buy pinwheels for \$1 and dedicate them to survivors or anyone they wanted. The pinwheels were then put in the ground.
- Have a table in a visible spot on campus and charge for **manicures with UV nail polish**.
- Have **shot glasses filled with sunscreen** as examples of how much you should use each time you apply.

MARKETS & SYSTEMS

NEW REVENUE OPPORTUNITY – NON CORPORATE TEAM PROGRAM

The NEW Non corporate team program of Clubs, Organizations and Associations - offer a BRAND NEW revenue opportunity that can be used THIS RELAY SEASON!! Our new team program members:

- National Jaycees (622 Chapters)
- Phi Beta Sigma, Inc. (741 chapters)
- National Funeral Directors Association (10,500 members)
- Parrot Heads in Paradise, Inc. (230 chapters)

have all committed to participate in Relay For Life **this** Relay season. Combined, these organizations represent over 12,000 chapters and members across the United States.

Documents to help you locate and contact local chapters are located on The Link in the Relay For Life community> Documents> National Non Corporate Team Program. Included in these documents is contact information for each NTP organization, along with invitation letter templates.

COMMUNICATIONS AND MARKETING

- At the request of several Divisions, a **message wheel** regarding fundraising during tough economic times will be posted to the Relay Community on The Link (week of 5/5, pending release from NHO Corp. Communications.) It's important to note that many Divisions are reporting that early figures are promising and that despite media reports of a possible recession, Relayers are still fully committed to fighting back against cancer.

- Direct your Team Captains to the [Team Captain Toolkit](#) on [RelayForLife.org](#). It's a virtual handbook that displays information that will help your teams to get the most out of their Relay For Life fund-raising experience. In the Team Captain's Toolkit, they can find:
 - Fundraising Tips
 - Complete Letter Writing instructions and samples
 - Online Fundraising Tutorials
 - ABC's of Fundraising
 - On-Site Fundraising ideas
 - and much more
- Also on RelayForLife.org, encourage your team members to participate in the **Fundraising Forum** where they can discuss anything fundraising-related. Topics range from fundraising ideas to how to execute specific fundraisers to even asking for alternative ways of making an old fundraiser more fresh and new. To get there, just go to RelayForLife.org, hover over Plan, Share, Learn, and click on Relay Forums. Then, scroll down to the Fundraising forum and get started. You must be logged into RelayForLife.org in order to participate in forum discussions.
- One specific forum on RelayForLife.org that can be very useful is the "[Tell Us How-To Do This Fundraiser](#)" forum. This forum asks Relay Participants to not only tell what fundraiser they did...but to provide a **step-by-step account of how to execute that fundraiser**. Posts are converted into PDFs so that they can be easily downloaded and printed. Some fundraisers that have already been submitted are:
 - Garage Sale
 - Recycle Ink and Toner Cartridges
 - Track Your Laps (Lap Beads)
 - Prescription Bottles
 - Rose Bush - Living Memorial

**This forum is accessible in the Fundraising Forums...as well as in the Team Captain's Toolkit and the "quick links" in the navigation bar on the left side of the page.*
- **Casual Day Kits**
 This is a great team fundraising idea that can be easily put together and distributed at team captain's meetings. Teams can ask local businesses or companies to sponsor a casual day. Employees and supporters can make a contribution to participate – it is a great way to raise awareness of Relay in your community, reach survivors and find potential future teams – while raising money.
 Kits could include:
 - How to Host a Casual Day Instruction Sheet (include theme ideas)
 - Sign Up Sheet (capture the names of contributors)
 - RFL Dress in Support Posters (7548.70)
 - RFL Dress in Support Stickers (7543.48)
 - Money Collection Envelope (a sturdy brown envelope with clasp works well)
 - RFL Publicity Brochures (7549.42)
- **Piggy Bank Team Captain Challenge**
 At your next Team Captain Meeting hand out RFL Donation Pop-Up Banks (7547.13). Challenge Team Captains to bring them back to the next meeting filled... the team with the most money raised receives an incentive. The incentive could be a pizza party for their next team meeting, first choice of campsites on Bank Night, or Relay "Bling" for the night of Relay - Blinky buttons, Thundersticks, LED Whistles, Maracas or Tambourines.
- **Community Thermometer Goal Banner**
 Ask a local bank or retailer to erect an RFL Community Thermometer Goal Banner outside their business and provide them with reusable coin can banks at all their teller windows or

registers. Update the dollars raised weekly until the last week – update daily to get the entire community involved in reaching your event goal. This is a great way to engage sponsors too!

- **Bookstore Promotion**

Ask a local bookstore to purchase magnetic bookmarks for their customers for \$1.00 each – cost \$0.32 each. They could give them to customers who spend \$10.00 or more on books. This is a good way to promote Relay in your community – and a great way the bookstore can promote cancer awareness with their customers. You could also provide them with RFL Publicity Brochures to include with purchases.

MISSION INTEGRATION

Achieving our mission of supporting people facing cancer and providing the most trusted cancer related information and funding of groundbreaking cancer research are key drivers of why people want to Fight Back and participate in Relay For Life. An important step in enhancing our fundraising efforts is to **include our mission messages in all communication materials, meetings and through the event itself.**

Research has shown that volunteers and participants who have another interaction with ACS have a lifetime donor file higher than those who did not...

- Team Captains who donate and have an additional volunteer role with RFL have an 88% greater lifetime value (\$635) while those that volunteer for Advocacy have a 123% greater lifetime value (\$754).
- RFL Survivors who donate and volunteer for Advocacy have an 11% higher lifetime value than those that donate and volunteer with Relay (\$534/donor vs. \$482/donor).
- Team Captains who donate and have an additional volunteer role with RFL have an 88% greater lifetime value (\$635) while those that volunteer for Advocacy have a 123% greater lifetime value (\$754).
- RFL Team Members who donate and volunteer to N2N have an average lifetime value of \$238/donor while those involved with Advocacy have a value of \$521/donor.

TRAINING

- **New Way to Use Fundraising Club Signs at Team Captain Meetings**

This great idea comes from the High Plains Division. At Team Captain meetings, hang fundraising club signs up around the room with flip chart paper on the wall underneath each one. The team captains then write their team name under the fundraising club sign that their team has earned up to that point.

This serves three purposes:

Lets everyone know how your teams are doing on fundraising

- 1) Promotes competition among teams
- 2) Encourages teams to move up to the next level

- **The Classics Never Go Out of Style**

Some oldies but goodies have been brought out of the attic and posted on RelayForLife.org | Relay Resources | Relay Library | Fundraising Development.

These include:

- Healthy Fundraising Ideas
- Fundraising Ideas for Youth Teams
- Ten Easy Ways to Raise \$100
- \$1500+ Team Fundraisers
- Setting Goals with Teams
- A Great Plan

- Your Gifts at Work
- **Raising Funds... Saving Lives: New Presentation for Team Members**
A new training module has been developed and will be posted on RelayForLife.org in the Team Captain's toolbox. It is an 8 minute Powerpoint with voiceover that covers the basics of fundraising and guides the viewer to RelayForLife.org and to those "classic" resources mentioned earlier.

DATA

- **Re-visit your event level scorecards.** Compare where you are currently this season, to where you were at the end of last year. Key items to pay attention to: # of survivors, # of teams, # of returning teams. If you are seeing losses in any of those areas, now is the time to do something about it.
 - Gather your survivor lists and a group of volunteers and start making calls or sending invitations to everyone to invite them back to Relay.
 - Partner with your patient and family services staff and get on support group agendas if you can to discuss Relay and invite them.
 - Visit your local ACS resource centers and make sure there is information posted and available about Relay as well as educate the volunteers to discuss Relay and the survivor component
 - Have a contest for teams for survivor recruitment. Challenge each team to bring X # of survivors to the event, or better yet, to join their team. Give prizes to the team(s) who bring the most new survivors to Relay
- **Pull your top team and top team member lists from last year.** Have you made contact with these people? Are they on track to exceed their totals from last year? Is there a pace setter type program in your division that you can promote to them? Make sure you retain and reward these teams and team members - they are your strongest fundraisers!
- **Are you communicating with all your teams?** Run your team lists from last year and double check they've all signed up again!
 - If your team captain meetings are not well attended, offer incentives to attend!
 - Spirit points toward prizes only awarded at the event can be good motivators.
 - Captain gifts promoted in newsletters and emails work as well.
 - Take a pulse check at each meeting to see if teams are on track to reach goal.
 - Now is the time to make sure all teams are returning. Call them and confirm if you have not heard from them.

e-FUNDRAISING

- Charity Dynamics has created **4 post event coaching emails** and **2 new participant email templates with prominent donate opportunities within.** These could be used by your events and will be put out on the Division blueprints for all to access. The content is posted to the RFL Community on the Link.
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It is important to include messaging that tells participants who we are as an organization and what we do and create a sense of urgency. An idea from Jen Brady in the California Division is to include a link to videos (some very good ones out there) on www.SharingHope.tv or a link to the Celebrate Remember Fight Back video in centralized event email campaigns.

On the average, for successful College Relay Online fundraising, the participants need to send on the average SEVEN emails per participant to reach the overall goal of the event.

NATIONAL TEAM PROGRAM

All 2008 and updated National Corporate Team Program documents and materials are posted on www.RelayForLife.org, which you can access by clicking on the hyperlinks below. Please start by registering to be a part of the www.RelayForLife.org community! This list of useful resources is also posted as a **one-pager** for distribution to volunteers. A staff version of the list is posted to The Link.

Resources on www.RelayForLife.org:

Click here for the [National RFL Corporate Team Program Blog](#)

Click here for the [2008 fact sheets and promo flyers](#) – Important Company information for team recruiters alphabetized by company name. Included in each folder is additional company information provided by the company volunteer leader and staff relationship manager.

Click here for the [2008 National Corporate Team Program Podcast series](#)

Click here to access [2008 support documents](#) for team recruiters:

- All Logo Promo Flyer
- One pager guide to using the ACS online community fundraising site to register your corporate teams.
- 2008 Announcement of companies
- 2008 brochure
- All Logo Banner (JPG)

Click here to access [additional support documents](#):

- Volunteer Leader Guidebook
- FAQ's

Documents on the Link:

Click here to find the most updated [NCTP Company worksite tool](#), to research what company locations are in your zip code, state or region.

Click here to find [reports by company name](#) listing currently recruited teams nationwide in fiscal year folders (FY06, FY07 and FY08).

Please email nancy.cook@cancer.org with any questions

INTERNATIONAL RELAY FOR LIFE

- Coordinate with a company lunchroom to ask employees to “**round up**” the amount they pay for their lunch. This was done in Australia during Relay season and raised \$50K AUD.
- From Portugal: Organize a **walking tour** of the neighborhood and invite Relay Teams and community members to participate. They learn something new about the “landmarks” in their

neighborhood, participate in a healthy activity, and raise money for Relay. In Portugal, this was pitched as a “Three-Generations Walk” in order to get parents to bring grandparents and children along.

- *International Relay really values the ideas that come from the field, especially for team and onsite fundraising ideas (more popular outside of the US than individual fundraising) which can be shared during trainings for volunteers and staff of Relay licensee organizations.*

ROUNDUP: Fundraising Best Practices and Darn Good Ideas

- Put up **Fundraising Club Level signs at your team captain Meetings** and have team captains put their names on the appropriate level sign. Bring the signs back to the next meeting and ask anyone if they have made enough progress to move their team to a new level. Make it a big celebration when someone moves up a level. This is a low pressure way of promoting the Fundraising Club levels and also encouraging teams to work on moving from one level to the next. (This practice also gives you a good gauge of where the teams are so far). *High Plains*
- The Relay For Life of New Hanover, NC hosts a **day of scrapbooking**. The fee includes lunch and dinner. Computers are available for journaling, die cut machines, templates etc. Scrapbooking Relayers are also encouraged to bring any other tools they use to share the use of with others. The 12-hour events costs \$25 to enter with proceeds benefiting the Relay. *South Atlantic*
- The South Atlantic Division is looking for **More Feet on the Track** (5 new teams or 50 new participants). The approach is working so far. The Division is seeing an increase in teams, participants and survivors from this time last year. *South Atlantic*
- There's power in the message: The Illinois Division is launching a division wide campaign with posters and newspaper ads in their three biggest markets featuring the line: **Patients Need Us Now More Than Ever**. *Illinois Division*
- Don't hesitate to look for unique partners that can help you to create unusual fundraisers. **Peavey Guitars** has agreed to create a special Relay guitar to auction on eBay to benefit Relay For Life. Watch the RFL Field Update for details about bidding. *MidSouth Division*



- Remember the basics of Community-Based marketing. Make sure Relay For Life is visible with posters, signs and banners, but also in the newspaper and online. Utilize the skills of volunteer photographers and videographers to capture images of Relay so that those who are new to the event can get a sense of the celebration that takes place on every track. One of many great examples is posted to YouTube (encourage your staff and volunteer partners

to utilize the American Cancer Society's own SharingHope.tv, too!)
<http://www.youtube.com/watch?v=YWOJf7Gn1TA> *Ohio Division*

- If you are 3-5 weeks out from Relay, and you have a team captain meeting scheduled soon, try the **Stretch Goal Team Exercise** to:
 1. Educate teams about your overall Event Goal
 2. Get them engaged in helping to meet that goal
 3. Get them to commit to their team goal...AND set a s-t-r-e-t-c-h goal!!!!
 4. Inspire, motivate and move them to fundraise NOW!!!

*Details about how to do the exercise are posted to The Link. *Florida Division*
- Be sure to talk to your teams about how to Fight Back through Fundraising. A great tipsheet is posted to the Link. *Florida Division*
- Consider having an **Online Fundraising Tent** at your Relay. A step-by-step guide, including promotional tips and logistical information is posted to the Relay Community on The Link. *South Atlantic Division*
- Don't let the fundraising stop after the event is over. Consider a **special incentive program** just for post-event online fundraising. A sample flyer is posted to the Relay Community on The Link. *Great West Division*
- **Online Fundraising Blitz:** As a post event fundraiser, combine Blitz content with a Wrap-up invitation. Kickoff the blitz on a certain date (Sunday, in order to match the weekly report, or have the Event Managers run a report on kickoff date). Have the end date be the wrap up party or Feedback Meeting that is open to the Team Captains. Also, have a computer or do the meeting in a coffee shop with wireless so folks can send emails at the meeting to try to get ahead and win the fabulous prize. *California Division*
- **Centralized Messaging Ideas :** In April the California Division sent an ACS CAN Bus email centrally to all Relayers to encourage participants from March and April Relays stay involved. In May, the Divisions sends a Paint Our Town Purple email for Committee Members and Team Captains. In June a Patient Services/Mission email goes to all Survivors. Our Relay Trainer is also doing Fundraising Calls and Post Event Fundraising calls that are a part of Relay Online Hot Topics which are open to Event, Team, and Online Chairs. *California Division*
- The **All-Stars program** started as one event manager's "answer" to the Strides Pacesetter program -- a way of recognizing those volunteers that go above and beyond in raising money and awareness on our behalf through their chosen vehicle: Relay. It's an online promotion in that All-Stars must be registered participants and donations counted toward All-Star status must be recorded online, either as online gifts or as offline gifts entered online by the participant. We're seeing great success -- to date, approximately 140 All-Stars have raised nearly \$600,000. The All-Stars page says a little more -
http://main.acsevents.org/site/TR/RelayForLife/RelayForLifeEasternDivision?sid=1114&type=fr_informational&pg=informational&fr_id=8088 *Eastern Division*
- Find **ten easy ways to raise \$100**; best practices for promoting **online fundraising in your community**; and Relay **Online promotional ideas** on the Link (in the Relay Community>Fundraising Resources folder.) *All from New England*