



AMERICAN CANCER SOCIETY RELAY FOR LIFE

Celebrate.

Remember.

Fight Back.

# BECOMING A RELAY FOR LIFE TEAM CAPTAIN

## American Cancer Society

### Mission Statement:

**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.**

## 2010 Relay For Life of Allegan Lakeshore

June 19-20, 2010

10 a.m.—10 a.m.

Fennville High School

[www.relayforlife.org/allegancountylakeshoremi](http://www.relayforlife.org/allegancountylakeshoremi)

Relay For Life is a 24-hour event that raises awareness and funds to fight cancer in your community. We celebrate local survivors and remember those who have been lost to this terrible disease. To learn how to become part of this remarkable event, contact Janelle Nagy at 248-200-8032 or [janelle.nagy@cancer.org](mailto:janelle.nagy@cancer.org).

For more info about the American Cancer Society, or Relay For Life, visit:  
[www.cancer.org](http://www.cancer.org)  
[www.relayforlife.org](http://www.relayforlife.org)

## 2010 RELAY FOR LIFE TEAM CAPTAIN IMPORTANT DATES!

<p><b>Tuesday January 26</b> Saugatuck High School 6pm</p>	<p>Kick Off (Location Tentative!)</p>
<p><b>Tuesday February 23</b> Fennville United Methodist Church 6pm 7pm</p>	<p>Team Captain Mtg #1</p> <p>Team Captain 101 (Intro for New Teams)</p>
<p><b>Tuesday March 23</b> Saugatuck High School 6pm</p>	<p>Team Captain Meeting #2</p>
<p><b>Thursday April 15</b> Fenn Valley Winery 6 pm</p>	<p>Gala Auction Night</p>
<p><b>Saturday April 24</b> Peace Lutheran Church (South Haven) 4-8 pm</p>	<p>Sock Hop Fundraiser</p>
<p><b>Tuesday April 27</b> Fennville United Methodist Church 6pm 7pm</p>	<p>Team Captain Meeting #3</p> <p>Team Captain 101 (Intro for New Teams)</p>
<p><b>Tuesday May 25</b> Fennville High School Track 6pm</p>	<p>Team Captain Meeting #4</p>
<p><b>Tuesday June 15</b> Fennville United Methodist Church 6-7:30 p.m. (open house style)</p>	<p>Bank Night</p>
<p><b>Saturday-Sunday June 19-20</b> Fennville High School Track 10 am - 10 am</p>	<p>Relay!</p>
<p><b>Tuesday July 20</b> Fennville United Methodist Church</p>	<p>Relay Wrap Up Party</p>
<p><b>August, 2010</b> (more info to follow)</p>	<p>Bark For Life Fundraiser</p>

**Fennville United Methodist Church:** 5849 M89, Fennville, MI  
**Saugatuck High School:** 401 Elizabeth St, Saugatuck, MI  
**FennValley Winery:** 6130 122<sup>nd</sup> Avenue, Fennville MI  
**Peace Lutheran Church:** 6321 Blue Star Memorial Hghwy, South Haven, MI  
**Fennville High School:** 4 Memorial Drive, Fennville, MI

## Some Pre-Relay Fundraising Ideas

Relay teams will have a plethora of supplies given to them to aid their fundraising efforts. These include a letter writing campaign, a website where credit card donations can be set up, and luminaria bags that can be sold for a donation. Here are a few other ideas to get your mind working...REMEMBER: FUN is the key!

**Lunch for your friends, coworkers, etc:** Food is a great way to fundraise. Everyone's gotta eat! Notify your coworkers, friends, gym members, etc. that you will be preparing breakfast/lunch/dinner/snacks for them on a specified date. Let them know that your effort is a fundraiser and charge a donation to enjoy the treats. This is especially successful if you choose foods that are cheap and easy to make such as pasta, chili, cookies, etc.

**Photographer Day:** Gather loads of fun dress-up items and props from your teammates. Ask a local photographer or a talented friend to take pictures for a fee. Do this in a beautiful outdoor place or set up fun backgrounds based on upcoming holidays, popular topics (ie: Harry Potter, Guitar Hero), etc. Even better: make it a pet-friendly photography day and advertise at local shelters, pet stores, etc.

**Competitions:** Humans are competitive in nature. Host a competition of any kind of sport, hobby, or activity that you enjoy. Organize a bike ride, a canoe race, a Wii or board game night at your home. Charge a fee to participate...winner gets their entry fee money back. As always, make it fun with music, potluck, beverages, friends, etc.

**Lessons:** Not only are humans competitive (see above), they are inquisitive. Capitalize on this by asking a local professional to donate a group lesson. Charge friends to attend. For example, ask the chef at your favorite restaurant to donate a cooking class night, or have a personal trainer come to your home on a Saturday morning and teach your friends work out moves they can use to eliminate their "trouble spots" (we all have 'em...admit it!) and talk a bit about nutrition.

**Murder Mystery:** Host a murder mystery at your home or a public space that will donate the use of a private room. Charge an entry fee...which can be higher if you include dinner in the price.

**Obnoxious Ornaments:** Put 20 or 30 plastic pink flamingos, ugly plastic flower bunches, or a toilet on people's lawns and then make them make a donation to your charitable organization to remove them. After they make a donation, allow them to specify someone else to receive the flamingos on their lawn. This also works with toilet papering/sticky noting office cubes.

**Penny Wars:** These work well in places of business, at school, or at places of worship. Two teams are formed, and each decorates a jar full of change. Any penny put in the jar counts for one point. Any silver coin or dollar bills put in the jar count as negative points. (ie: a nickel is -5 points). Teams sabotage each other by placing silver coins and dollar bills in the other team's coin jar. The team with the most points at the end of a specified period wins! (Please have all coins wrapped before bringing them to Bank Night or Relay!)

**Garage Sale:** Hold a garage sale ... and have all proceeds benefit Relay For Life. Invite your friends, family and neighbors to donate items for sale.

**Weight Loss for a Cause:** Put out a weight loss challenge to your friends, family, coworkers, place of worship, etc. Charge an entry fee to be in the challenge (\$30-\$50). Then, have weekly weigh-ins. If someone gains weight, they pay a fee (\$1, \$5, etc.). If they lose weight, they don't pay a fee. Entry fees and weigh-in fees go toward your team. Doing this in conjunction with lunches for your friends and co-workers is a great idea if you serve healthy foods. Have a set amount of time on the challenge (6-10 weeks). Have a victory party at the end.

**Tried—And— True:** There are always the tried and true methods of fundraising: bowling fundraisers, bake sales, spaghetti dinners, pancake breakfasts, letter writing. These are easy and often successful. Think about how you can make your unique and increase your profits!

**Book/DVD sales:** Lots of people have used books and DVD's laying around their house. If you work in a large office, have access to a large faith congregation, or have children in school, ask members of these groups to donate all of their used books and DVD's. Make them available for sale in prominent places where the group gathers (office water coolers, teacher lounges, church atriums, etc.). This fundraiser is easy and surprisingly successful.

## WHAT IS RELAY...

Relay For Life is a 24 hour event that takes place in communities throughout the U.S and several other countries. It consists of community members coming together to raise money for the fight against cancer, to honor local cancer survivors and caregivers, and to remember those who have lost their fight. Relays are not a point A to point B walk, rather they take place on a round walking path. Community members form teams, do some pre-event fundraising, and on Relay Day, they try to keep one member of their team on the walking path for a full 24 hours. ("Try" is the key word here!) We Relay for 24 hours in symbolism that cancer never sleeps...so for one night, neither will we!

During Relay there are various ceremonies and celebrations (see below for examples)...along with live entertainment, games, and other family-friendly fun. Every team is given a campsite where they can set up tents, chairs, coolers, etc. to relax and hang out with their family and friends. Relay can best be described as a block party for the entire community!

### Typical Relay Ceremonies & Celebrations:

**Opening Ceremony:** The fun starts from the very beginning! During the Opening Ceremony, chairpersons, speakers, and community leaders set the pace for the American Cancer Society Relay For Life.



**Cancer Survivor's Victory Lap:** Sometime during Relay, the track is cleared for the "Survivors Victory Lap". During the Victory Lap, Relayers line the track perimeter and cheer and applaud as the Survivors walk a lap together. Immediately following the Victory Lap, cancer survivors and caregivers are invited to attend a celebratory reception as honored guests.

**Fight Back Ceremony:** The Fight Back Ceremony is a short ceremony that asks every Relayer to make a commitment to continue the fight against cancer year round. Participants make pledges to live healthier lifestyles, help family members get cancer screenings, etc. Participants in the Fight Back Ceremony are asked to sign a promise card and take a flag that symbolizes the life they are going to save.

**Luminaria Ceremony:** Luminaria Ceremony is often said that to be the most emotional part of Relay. Prior to Relay, teams are encouraged to sell luminaria bags. You can obtain as many bags as you wish to sell by asking your staff partner, Janelle Nagy. These bags are then decorated in honor of a survivor, caregiver, or someone who has lost their battle with cancer. At dusk we place all of these bags around the track and candles are lit inside. The bags' glow helps guide us as we continue Relaying throughout the night. A ceremony of remembrance takes place at 10:00 p.m. This ceremony will include a lap of silence to reflect on the people whose names are inscribed on the glowing tributes. Luminaria is a powerful testimonial as to why we Relay For Life.



**Closing Ceremony:** The Closing Ceremony celebrates the accomplishments, success, and efforts of the committee, team captains, participants, donors and volunteers. Awards are presented to teams and individuals, and the grand total of dollars raised will be announced. Taking the final lap together is a proud moment for "a community taking up the fight!"

# How the American Cancer Society Fights Cancer Through Dollars Raised at Relay For Life

## Research

The aim of the Society's research program is to determine the causes of cancer and to support efforts to prevent and cure the disease. The American Cancer Society is the largest source of private, nonprofit cancer research funds in the United States, second only to the federal government in total dollars spent. The Society's research program has invested about \$3 billion in cancer research since its start.

The research program focuses primarily on peer-reviewed projects initiated by beginning investigators working in leading medical and scientific institutions across the country. The research program consists of three components: extramural grants, intramural epidemiology and surveillance research, and the intramural behavioral research center.

## Education

ACS actively reaches out and provides free programming and educational materials to community organizations, schools, and workplaces. Some popular topics include tobacco cessation, sun safety, proper eating/activity levels, and cancer screening promotion.

Finding cancer in the earliest stage possible gives the patient the greatest chance of survival. For this reason, the makes information available 24/7 through its Web site ([www.cancer.org](http://www.cancer.org)) and the National Cancer Information Center (1-800-ACS-2345).

These resources provide not only health related information, but also resources available from ACS and throughout your local community. (See Patient Services for more info).

## Patient Services

Because cancer takes a toll on the person diagnosed—as well as family and friends—the Society offers support and service programs to try to lessen the impact. These programs cover a wide range of needs—from connecting patients with other survivors to providing a place to stay when treatment facilities are far from home. Check out the "Support Programs and Services" link on [www.cancer.org](http://www.cancer.org) for detailed information about each of our programs.

Most importantly, our 24/7 toll-free number (1-800-ACS-2345) provides access to not only information about health, cancer, treatment and prevention, but also helps patients find services they need....be it an American Cancer Society Road To Recovery ride, or meals from a local church group to aid families as their patient undergoes treatment.

## Advocacy

Cancer is a political issue. Many of the most important cancer decisions are made not just in the doctor's office, but in your state legislature, in Congress, and the White House. The Society's advocacy efforts work in concert with its research, education, and service initiatives in order to:

- Increase federal funding for cancer research
- Increase and improve access to lifesaving health prevention and treatment
- Make it easier for patients to navigate the health care system
- Promote clean indoor air acts

As a non-profit organization, ACS has limited lobbying ability. Consequently, the American Cancer Society Cancer Action Network (ACS CAN) ([www.acscan.org](http://www.acscan.org)) was created to lobby on ACS' behalf. ACS CAN works diligently on the aforementioned issues to make cancer a legislative top priority.

# What does it mean to be a Relay Team Captain?

Being a Relay Team Captain means you will lead your group's effort in the fight against cancer. As a team captain, your key responsibilities are:

1. **Form a team...**a typical team has anywhere from 7-10 members. There is, however, no minimum amount of people you must recruit. It IS important that the people you recruit will all help fundraise and pitch in on Relay Day.
2. **Fundraise.** While there is no minimum amount of money that a team must raise to be part of Relay, teams that are most successful plan fundraiser events (ie: spaghetti dinners, bowl-a-thons, etc.). In addition to that, every team member diligently asks their friends, family, coworkers, etc. for donations to the cause. As a team captain, you will want to ensure that all members of your team are doing these things. In general, \$100 per team member is a typical fundraising goal.
3. **Attend Team Captain meetings!** At these meetings, you will be given all of the materials you need to be a successful captain. These include luminaria bags to sell, fundraising idea book, donation receipts, etc. Also included will be the list of Team Captain meetings. Once a month, between Kick Off and the event, local Team Captain meetings will be held. These meetings will be held in the evening, be about one hour long, and will provide you with the necessary info you need such as what to bring to Relay, what to expect from ceremonies, how to invite survivors, etc. It is VERY important that a member of your team attend these meetings. If the Captain cannot make it, please send a member of the team. See enclosed flier for meeting dates.
4. **Communicate:** All of the information that you get at the above mentioned Team Captain meetings? You need to pass that info on to your team mates so they are informed. ACS has found that the most successful teams hold regular team meetings...whether its in person or over the phone...an informed team is a happy team!
5. **Delegate, Delegate, Delegate!** Team Captains must delegate the work of fundraising, campsite planning, and all other efforts to their team mates. If you do not delegate, you will burn out and not enjoy Relay!