



# National Team Fundraising Club



The American Cancer Society Relay For Life program relies on your team’s fundraising efforts to help fund our mission to save lives, celebrate lives, and lead the fight for a world without cancer. We appreciate the commitment, time, and energy it takes to support our lifesaving mission year-round in your community.

As a small token of appreciation, your team will be presented with a Fundraising Club sign when you reach the Rising Star level.

**Each time your team reaches another level, your staff partner or Event Leadership Team will update your sign with a sticker indicating your newest achievement.**

Be sure to turn in your team’s donations at Bank Nights throughout the year and plan on-site fundraisers at your event!

## How To Use Your Team Fundraising Club Sign

- Keep your fundraising levels updated and display your sign at team gatherings.
- Proudly display your sign at team events around your community.
- Display your sign in your yard or at your place of business to show your success and generate publicity for your Relay event.
- Post at your campsite or along the track at your Relay event to recognize your team’s efforts and motivate other teams to reach higher levels next year.



## Team Fundraising Club and Stickers Levels

Cure Club Level	\$400,000
Titanium Level	\$300,000
Turquoise Level	\$200,000
Purple Level	\$100,000
Ruby Level	\$50,000
Emerald Level	\$25,000
Sapphire Level	\$15,000
Jade Level	\$10,000
Platinum Level	\$7,500
Gold Level	\$5,000
Silver Level	\$3,500
Bronze Level	\$2,500
Rising Star Level	\$1,000



# Keys To Team Fundraising Success

## **The most successful teams use a combined approach of individual and team fundraising.**

**Understand your target audience members.** Try to identify something that might be of value or interest to them.

**Publicize the fundraiser heavily.** The more people who know about your event, the greater the likelihood of success. Use the online tool to promote your team fundraiser to other teams.

**Get excited.** Take on the fundraiser with great enthusiasm. It's contagious!

**Keep the momentum going.** Plan fundraising activities on a year-round, ongoing basis.

## **Online fundraising is a quick and easy way to ask for donations. Use your team fundraising page to get started today.**

**Post the link to your personal fundraising page** on Facebook with a note about why you participate in Relay For Life events, and watch your fundraising thermometer rise!

**Be sure to say thank you** to those who donate online.

**Send a follow-up note after the event** to let each person know how their gift helped in the overall success of your fundraising efforts, your team's fundraising success, and the event's fundraising total.

**Customize your personal web page with your story** and a great photo after registering online as a team member.

**Email everyone in your address book.** This is the most important step, because you'll only get a response if you ask. Many people respond to an online request much more quickly than if they have to write a check. It's fast, it's easy, and it can help save lives from cancer.

## **The type of fundraiser you choose is only limited by your creativity.**

**Host a holiday-related fundraiser.** Holidays are a great time for fundraising. You can make personalized cards and sell them along with bulk candy. Other options include hosting a pumpkin carving contest and asking for donations in exchange for votes.

**Fundraise with food.** Food is a great way to bring everyone together. Host an ice cream social, spaghetti dinner, barbecue picnic, or pancake breakfast, and ask everyone who participates to make a donation.

**Offer a service.** From car washes to house cleaning to ironing clothes, think of all the services you can provide to collect donations.

**Make it competitive.** Organize teams for bowling, hockey, basketball, volleyball, dodgeball, or soccer tournaments. Charge an entry fee, and award donated prizes to the winners.

**Get going with games.** Fill a jar with jelly beans, and ask people to make a donation to guess the number. Have a local business donate the grand prize. You can also host a game night and have everyone make a donation to attend.