

# Volunteer Fundraising Handbook

RelayForLife.org | 1.800.227.2345

©2016 American Cancer Society, Inc. No. 080015



## INDIVIDUAL

Funds raised by individuals on a team to support the overall team fundraising goal. Each team member is encouraged to raise at least \$100.



## TEAM

Team fundraising events are events hosted by a team that raises funds for the overall team total or for team members (divided up after the event). These events can include restaurant nights, bowling tournaments, bake sales, etc.



## RAISE YOUR WAY

Hosting fundraisers that need a ticketing component has never been easier. Through our Raise Your Way Platform you can set-up a site to handle ticket options and still raise money that will go toward your Relay For Life team or individual totals



## ONLINE

Online fundraising includes any donations made online. Online donations include: the Relay For Life website, team, and individual fundraising pages, email, and all social media.



## ON-SITE

Each team receives a campsite when they arrive at their Relay event. All teams are encouraged to use their campsite for fundraising at the event. Examples include: collecting donations for craft items, baked goods, and pay-to-play activities.



## SPONSORSHIP

Event sponsorships can be credited to your team to help your overall fundraising goal. Ask local business owners to support your team. It's an easy and fast way to raise some big bucks!



## YEAR-ROUND FUNDRAISING

Fundraising doesn't end! All money received before August 31 will go towards this year's total and anything after goes towards next seasons event. Keep the fun going by hosting a Bark For Life® event, Relay Recess™ event, or other post-event fundraising activity. Remember, you can utilize all six fundraising areas year-round!





## COMMON FEARS ABOUT FUNDRAISING:

### ***What if they say no?***

The worst that can happen is that someone can decline to make a donation. We never know who has been touched by cancer—maybe that person is waiting to be asked to help fight back. If you don't ask, how will you know?

### ***I feel uncomfortable asking for money.***

Although asking a stranger for money may feel unnatural, think about how their support can contribute to the fight against cancer. It's estimated that more than 1.6 million new cases of cancer will be diagnosed this year. The donor's contribution could save a life — including their own.

### ***Everyone I know is strapped for cash.***

The beauty of the Relay movement is that there are many ways to support the cause. If someone you ask is unable to make a monetary donation, ask them to help in another way. For example, they can bake cupcakes for an on-site fundraiser, host a garage sale and donate the proceeds to your team, and spread the word about your efforts throughout their social circle.

### ***\$100 is a lot of money! I don't think I can do it.***

It's easy to raise \$100 if you break it down into small pieces. Give your team plenty of ideas to help inspire them to raise \$100.

### **RESOURCES:**

- [Hope Club Flyer](#)
- [Individual Fundraising Club Flyer](#)





# RELAYERS ARE COURAGEOUS



## INDIVIDUAL FUNDRAISING:



### 10 Ways to Raise \$100

1. Sell Luminaria bags for \$10 each online.



2. Donations for Dessert! (or any item!) Deliver handmade things in exchange for donations.



3. Social Media: All you have to do is ask! Post for small amounts and offer hand written notes, drawings, or to post an embarrassing photo.



4. Ask for advisement! Sell a sponsorship for your event.



5. Pledge: if you reach your goal, pledge to take a pie in the face, dye your hair, shave your head, or something fun!

6. Silver Saves Lives—collect spare change around the house or tabling at local businesses.



7. Relay For Life Fundraising App—makes it easy to collect donations by credit card in person! Great for bake sales, yard sales, etc.



8. Coffee for a Cure: ask people you know to donate the \$5 they would normally spend on coffee that day.



9. Mission: bring it back to why you Relay — let others know your story, why you're passionate, and what the donations are for. (Remember all donations are tax-deductible.)



10. Emails: send templates from your participant dashboard.



# Relay For Life of: \_\_\_\_\_

EVENT DATE: \_\_\_\_\_ EVENT LOCATION: \_\_\_\_\_

*Please select a box, donate, and sign your name!*

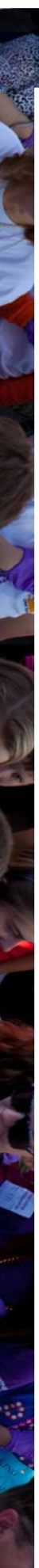


First \$1!		\$4 for a future with less cancer.		\$5 to help by a wig.		\$1 for:	\$2 for my first grandchild.		I'll donate the cost of a soda = \$1.	\$2 to "Save the Boobies"!	\$1 for:	\$2 - One each for my parents.	\$1 to help people quit smoking.	\$1 for sun safety.	
\$2 for:		\$5 to fight breast cancer.		Sure, here's a buck!		\$2 to fight leukemia!	\$2 because I'm proud of you.	\$1 for someone fighting cancer.		\$1 to encourage a healthy lifestyle.	\$1 for my dad.	Curing cancer is worth \$10 to me!			
\$4 in memory of:	\$5 to fight childhood cancer.	Sure, here's a buck!	\$2 for:	\$3 for:	4 quarters for cancer prevention education.	\$2 to fight pancreatic cancer.	Here's \$5. Thanks for fighting!	\$1 so my grandchildren won't worry about cancer.	100 cents: 1 cent for each year of ACS!	\$2 to END lung cancer.	Continuing research is worth \$1 to me.	I'll Finish the Fight! \$2			
Sure, here's a buck!	\$2 for:	\$2 to Fight the Fight!	\$4 in honor of:	\$1 for my aunt.	\$2 in honor of Mom.	\$1 for my sister.	\$2 for:								
\$3 because I believe in you!															

*Thank you for supporting my fundraising efforts and the American Cancer Society!*

TEAM NAME: \_\_\_\_\_

TEAM MEMBER NAME: \_\_\_\_\_





# RELAYERS ARE INNOVATIVE



## TEAM FUNDRAISING

Team fundraisers can be a great way to raise a lot of money at once. They are also a great opportunity to build comradery with your team and show them how to put the “fun” in fundraising!

### TEAM FUNDRAISING IDEAS:

- Think of something you and your friends already enjoy doing. Now, can you think of a way to make it a fundraiser? Host a bowling or bag toss tournament and ask for donations as admission.
- Many restaurants will host fundraising nights for your team. Just ask the manager and pick a date. It's that easy! Most restaurants will give back 10-30% of the bill for anyone who brings in your flyer.
- Get your workplace involved! If your company allows it, collect donations for luminaria and line the office hallways for a week, ask your boss to offer jean days for \$5 donations, or have a raffle at an office party.
- If there's another event being planned, ask the host if you can integrate your fundraiser. Add some minute to win it style games for \$1 each turn. No one will complain about the added fun!
- Use the Fundraising Thermometer and Team Fundraising Club incentives to motivate your team. A little friendly competition can go a LONG way.

### HOW TO DO IT RIGHT:

- Make sure your event is well publicized. There's no point in spending time planning a party if no one comes.
- Make sure your event is FUN! People are more likely to do something for a good cause if it involves a good time.
- Never forget to say THANK YOU! Thank your team members who help, your donors who give, and anyone who makes the event possible. Ask your team members to sign a thank-you card and mail it to the restaurant that hosted your fundraising night. It's a best practice and will make the manager's day.

### WHAT NOT TO DO:

- **DON'T** opt not to host a team fundraiser before your Relay event. The most successful teams do all their fundraising BEFORE the event and use on-site fundraising as icing on the cake. Team fundraisers take a little more time to plan but they are well worth it when you see just how much fun they can be.
- **DON'T** do it all yourself. Assign team members to help with decorations, invitations, and collecting donations.
- **DON'T** host an event that encourages lifestyle choices that contradict American Cancer Society recommendations on cancer prevention. Examples include: raffling off tanning bed certificates, hosting an event at a venue that isn't smoke-free, or appearing to encourage other unhealthy behaviors.
- **DON'T** put yourself at risk. Remember to be aware of national and state regulations on fundraising (and hosting events). Be aware of any potential issues around gambling, alcohol, and insurance.

### RESOURCES:

[Team Goal Setting Worksheet](#)  
[Team Fundraising Club Flier](#)  
[Thermometer Poster](#)

[Team Fundraiser Planning Guide](#)  
[Fundraising Ideas A-Z](#)



# RELAYERS ARE **DETERMINED**



## **RAI\$E YOUR WAY**

# Rai\$e Your Way is a new fundraising opportunity for your Relay For Life team.

Now you can create your own events and we'll provide you with the tools to make it a fully functioning fundraiser. You can even sell tickets or take orders! It's as easy as 1, 2, 3.

### **1. Start a fundraiser.**



Register and personalize your fundraiser in a matter of minutes. Add stories, photos, and videos. Let everyone know why you support the American Cancer Society.

### **2. Spread the Word.**



Invite friends and family to buy tickets or place an order to support your fundraiser. Whether you're holding an event or selling cupcakes, who can say no to saving lives from cancer while having fun?

### **3. Collect Your Funds.**



When the fundraiser ends, collect all the money you raised and turn it in to the American Cancer Society by online donation or to your local Relay office.

Visit **RelayForLife.org/RaiseYourWay** to start a fundraiser or host an event supporting Relay For Life.



**RAI\$E**  
YOUR WAY

©2017 American Cancer Society, Inc. No. 031525

RelayForLife.org | 1.800.227.2345



# RELAYERS ARE PASSIONATE



## ONLINE

The Internet and our smart phones make fundraising incredibly easy! There are a variety of effective ways to fundraise using the Relay For Life website, social media and Fundraising App.

### FIVE-MINUTE FUNDRAISING:

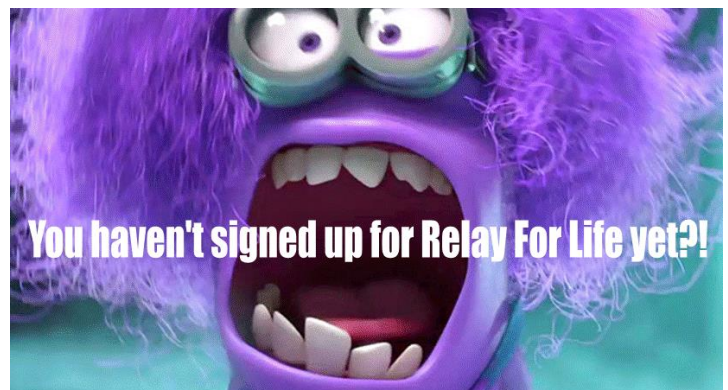
- Take five minutes to update your personal fundraising web page. Include your reason for participating in Relay events, photos, and other information you'd like to share. Tell page visitors why the cause is so important to you.
- Spend five minutes sending an email to your address book. The My Relay dashboard has a variety of pre-written emails that you can send as is or customize yourself. Relay participants who send emails from the My Relay dashboard raise on average six times more than those who don't use the tool.
- Take five minutes to download and explore the Relay For Life Facebook app and you'll see just how easy it is to raise funds using social media. You can customize the messages posted by the app or set up automatic posts.
- As always, make sure to thank your donors publicly with a thank-you email or shout out on social media. Social media is also a great place to promote fundraising events, spur a friendly competition, or recruit team members.
- Take five minutes to download the ACS Fundraising App and send text messages to your friends and family.

### HAVE FUN WITH SOCIAL MEDIA:

- Use silly photos, memes, etc. to get creative with your fundraising through social media. Just because cancer is a serious topic doesn't mean raising awareness has to be!
- Create a Pinterest board and search for ideas on everything from fundraising to campsite decorations. Follow other Relay participants from around the country and even the world.
- Create a team Facebook page to shout out to your team, update fundraising totals, and send announcements.

### RESOURCES:

- [relayforlife.org](http://relayforlife.org)
- [Relay Connect](#)
- [Participant Dashboard](#)
- [Fundraising Through Facebook](#)
- [Brand Toolkit](#)
- [Social Media Toolkit](#)



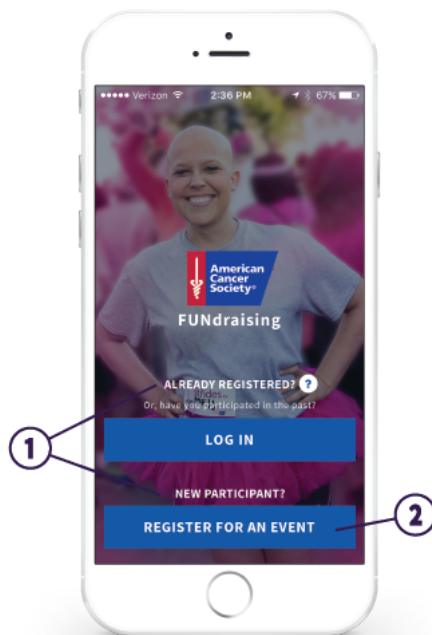


# AMERICAN CANCER SOCIETY FUNDRAISING APP

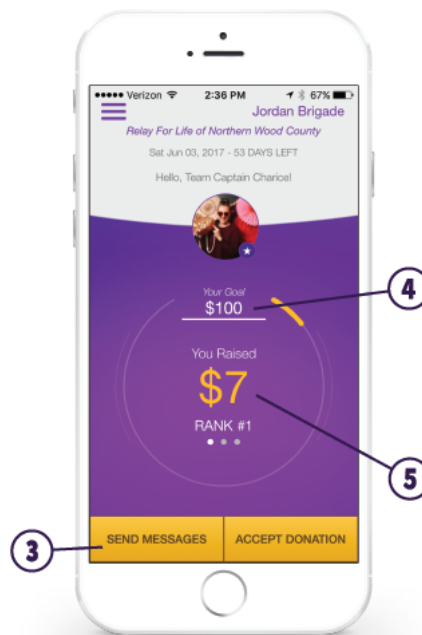


Help support the American Cancer Society. Download and fundraise from anywhere with our FUNdraising app. It is now easier than ever to **raise** and **track** donations.

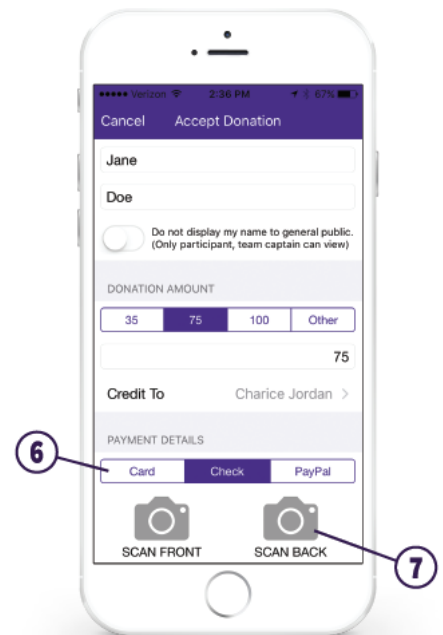
## REGISTER FOR EVENTS



## TRACK PROGRESS



## ACCEPT DONATIONS



- 1 Brand-new registrants, returning participants, and team captains can now register directly in the app.
- 2 Registration has never been easier. Sign-up for events without ever leaving the app.
- 3 Asking for donations is easy and personal via Facebook, Text, Email, or LinkedIn.
- 4 Keep track of fundraising goals and progress.
- 5 All mobile and web donations to individuals, teams, and/or events will appear on the dashboard.
- 6 Offers donors flexibility with a variety of payment methods: credit/debit cards, checks, and PayPal.
- 7 Accepting donations is secure with our bank-grade technology. Quickly scan checks and cards!

# DOWNLOAD



Download on the  
App Store



GET IT ON  
Google Play

NEED HELP? 1-888-227-5552 | [cancer.org/app](http://cancer.org/app)

[cancer.org](http://cancer.org) ©2017 American Cancer Society, Inc. No. 41088

# RELAYERS ARE EMPATHETIC



## ONSITE

Fundraising at Relay events is considered the “icing on the cake”. Have fun with it and be creative! As people walk around the track, they’ll stop and check out the campsites with the most fun and engaging fundraisers.

### TIPS FOR SUCCESS:

- Be organized! Have clear signage that explains what you’re doing/selling, how much it costs, and other instructions in case your fundraiser is time-sensitive (e.g. silent auction closes at 6 p.m.). Your team members should be able to run the activities if you leave the campsite.
- Have no more than three things going on at once. This will help keep your campsite manageable. You can always change out different activities/fundraisers at different times throughout the event.
- Tell your team ambassador your plans. They can help make sure no other teams are planning on having the same fundraiser and answer questions about water, power, space availability, and set up/take down.
- Download the Fundraising App so you can take donations via credit card. Be sure to display a sign at your campsite that says “Now accepting Mastercard, Visa, American Express and PayPal”

### OTHER THINGS TO CONSIDER:

- Food safety: if you decide to sell food, first check if your event allows cooking on site. Make sure everything you choose to cook is thoroughly cooked and properly stored. Unsure about food safety? Go for something pre-packaged and non-perishable to be safe.
- Participant safety: if there are a lot of small children at your campsite, you might not want to have a dart throwing contest. Also, bounce houses require special waivers and constant monitoring. Make sure to consider these things when planning your on-site activities.
- Accounting safety: designated accounting team members will identify themselves to you at the beginning of the event. Keep your donations in a secure location at all times and ONLY turn over those donations to designated volunteers. But remember, your life is more important than the donations you’ve collected.

### RESOURCES:

- [Relay Connect](#)
- [RFL Onsite Fundraising Ideas A-Z](#)





# RELAYERS ARE EMPATHETIC



PIE



COIN



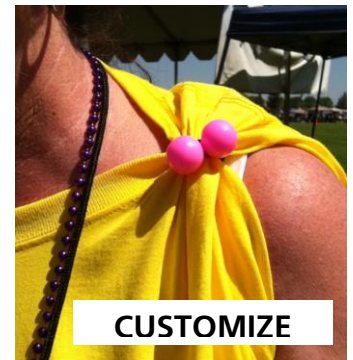
SPONGE



JAIL AND BAIL



CORN



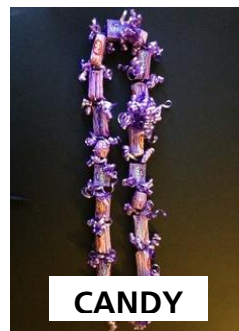
CUSTOMIZE



PROM DRESS



CANDY



FRISBY TIC-TAC-



GIANT CONNECT



WALKING TACO



GLOW-IN-THE-DARK



# RELAYERS ARE EMPATHETIC



## SPONSORSHIP

Sponsorships are a great way to get some big bucks for your team or items you need for the event!

### SPONSORSHIP 101:

- Sponsorships come in a few different shapes and sizes. The major categories are: event level and in-kind.
- Use in-kind donations for auction items or to improve your campsite and team member experience.
- Event level sponsors can count towards your overall team total as well as individual.
- All donations businesses make are tax-deductible. Ask your event lead for the proper paperwork for a cash donation. Online donors receive receipts instantly, and check donors are mailed receipts after the checks are processed.
- The American Cancer Society offers a comprehensive benefits package to all sponsors. Be sure to ask your staff partner for information to share with potential sponsors, and discuss your targets, and strategy. What would be a better way to promote your business than partnering your name with finding cures for cancer.

### TIPS FOR SUCCESS:

- Start close to home. Your place of work, family business, and personal contacts are the best places to find potential sponsors.
- In densely populated areas, there may be several Relay For Life events happening in communities next to yours. Keep in mind that we're all on the same team, and if a business is supporting another event, that's a win for the American Cancer Society. If you need help, reach out to your staff partner to determine the best approach.
- As always, never forget to say thank you! If you obtain an event level sponsor, some things are taken care of by the American Cancer Society. Depending on the level of sponsorship, the Society will provide the company with a certificate or plaque, tax-deduction information, and all other recognition detailed in the sponsorship packet.

### THINGS TO CONSIDER:

- For in-kind donations, remember that other teams may be asking for support as well. Grocery stores are particularly susceptible to over-asking. If you have a large event, you may want to check with your team ambassador or staff partner to coordinate one big ask for all the needs of the event and the teams.
- As your staff partner about local Partners Against Cancer for potential sponsorship opportunity!

### RESOURCES:

- [Volunteer Learning Center Sponsorship Trainings](#)



# RELAYERS ARE EMPATHETIC



## YEAR-ROUND FUNDRAISING

Just because the Relay For Life event has taken place doesn't mean you have to stop fundraising. You can continue to fundraise after your event! There are plenty of fun post-Relay fundraisers you can plan. You can also do these before your event.

### BARK FOR LIFE®:

- For many Relay For Life events, pets are not allowed (with the exception of service animals). However, we know that our four-legged companions are often crucial caregivers during the cancer journey. Bark For Life is a canine event to fight cancer.
- The event is planned completely by you, however, many materials and tools have been created for you. You can work with your staff partner to help with getting materials and setting up the event website.
- All the funds raised will go to your team.

### RELAY RECESS™ & RELAY FIELD DAY™:

- Early prevention and education are critical to fighting cancer. Relay Recess is an event for elementary age children that raises funds and teaches children about healthy lifestyle choices. Relay Field Day is for middle schools.
- Work with your local school to plan a Relay Recess or Relay Field Day event. They are incredibly flexible and can easily be added to an existing activity. Your staff partner can provide you with all the materials you'll need and all the funds raised go towards your team.
- Students who raise funds can receive incentive prizes for their hard work.

### YEAR-ROUND FUNDRAISING IDEAS:

- As we know, cancer never sleeps, so Relay participants are encouraged to fundraise year-round.
- Use holidays to get creative with fundraising. Ask your local shopping mall if you can set up a gift wrapping station or host a New Year's Eve or Valentine's Day auction. Instead of hosting a toy drive around Christmas, ask a local Hope Lodge® community for a wish list and collect items needed for patients staying at the facility during treatment.
- Incorporate fundraising into your birthday celebrations. Get creative and host a birthday celebration for all the survivors you know. Choose a theme like, "Celebrating another year of fighting cancer!" or "Celebrating more birthday candles!"
- Use vacations as an opportunity to visit other Relay For Life events. Take inspiration from the awesome ideas you see and incorporate them into your own event.

### RESOURCES:

- [Start A Bark For Life Event](#)
- [Relay Recess Resources](#)
- [Relay Field Day Resources](#)
- [High Impact Fundraising Opportunities](#)

