

# How to Be a Great Relay for Life Team Captain or Coach



## Building Your Team & Team-Building

- HAVE FUN!!
- Passion – Know your Reason to Relay – tell your story, share your enthusiasm, WHY should we join you?
- Have a kick-off meeting – describe Relay, register members, create fundraising plans, and get things going
- Recruiting & Retention – find new members and keep your veterans
- Find your Survivors and ask them to participate – they are Your Reason to Relay!
- Ongoing Motivation – have survivors share, remind each other why we Relay, be your team cheerleader
- Communication – host regular team meetings, distribute Relay news, send reminders, email, phone...
- Recognition – celebrate team and individual successes
- Team Calendar – make a plan/timeline for all members
- Team Member Checklist – share ideas/planning with all members
- Team Mentors – veteran Relay members to answer questions
- Host a wrap-up meeting – celebrate your team awards, evaluate fundraisers & team organization



## Who Has the Skills to Help You Win the Game – Who can help carry the load?

- Succession Planning – ask people you like and trust to join your leadership team (who could take your place?)
- Committee Chairs – find people's strengths & delegate
- Build Critical Relationships – principal, CEO, bookkeeper, homeowners' assoc. president...
- Know Your Community – who can you ask for help? For money? For supplies? Who are you serving?
- Resources – know where you can go for answers (steering committee, staff, website)
- Captain Growth and Knowledge – attend all captains meetings & training opportunities to learn, learn, learn!

## Game Plan – Fundraising

- Goal Setting – write it down! Team and Individual plans
- Individual Fundraising – \$100 minimum per team member (in person & online)
- Team Fundraising – event planning – timelines, manpower, supplies, advertising – delegate!
- Onsite Fundraising – last push at Relay
- Online Fundraising – register your whole team & teach them to use the website
- Advertise Everything – banners, balloons, flyers, newsletters, emails... tell everyone!
- Get CREATIVE with your FUN-draisers



## Game Day – The Event – Relay as a Whole

- Understand the Story of Relay for Life – build participation/commitment for the entire overnight event
- Delegate – build committees and trust people to help you – don't do it all by yourself!
- Logistics – how will you move your team, supplies, etc. to the fairgrounds, set up, and clean up...
- Team Theme – slogan, decorations, t-shirt, games, fundraising, concessions... all should connect
- Onsite Fundraising – will you fundraise at Relay? Link to theme?
- Know your deadlines from ACS staff (registration, concessions, survivors, etc.)

