

Relay for Life Of Brazos Valley



Team Captain Handbook

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Purpose:

To lead the fight against cancer in the Brazos Valley

- Brazos County
- Burleson County
- Washington County

Mission:

To be the preferred non-profit leader that enables research, educates the public and provides support to all people affected by cancer.

We offer and provide:

To all communities - A message of hope and an opportunity to get involved in the fight against cancer by providing access to information and education.

To all Survivors and those affected by cancer - Solidarity, support and care as well as a sense of belonging by honoring, empowering and giving them a platform to spread their message of hope as champions for the ACS(American Cancer Society).

To all Volunteers - Education with regards to the cancer challenge and enable them to get involved and take ownership in the fight against cancer by sharing their resources and their talents in their own communities

Welcomell!

Congratulations! You have volunteered for Relay For Life - one of the most exciting events globally. Relay For Life is a unique event offering everyone in a community the opportunity to participate in the fight against cancer. It represents the hope that those lost to cancer will never be forgotten, that those facing cancer will be supported and that one day cancer will be overcome.

At Relay For Life, team members take turns to walk or run around a track for 6 hours. Participants enjoy camping-out, entertainment, good food, games and community camaraderie. People who join, all share a common purpose - their desire to fight cancer and to support Relay for Life of Brazos Valley.

Relay For Life is:

- a celebration of life for cancer survivors
- an opportunity to remember the precious moments of loved ones lost to cancer
- a community joining forces to fight cancer
- an excuse to stay up all night and celebrate life with family and friends
- PRICELESS.

This handbook is designed to make your Relay For Life experience enjoyable. In it, is information to help you understand how Relay For Life helps the American Cancer Society deliver its crucial

unique integrated cancer-control service as well as tips on recruiting your very own Relay For Life team.

Thank you for becoming a Relay For Life Team Captain!

What can you expect at a Relay for Life event:

The Survivors' Lap - the first lap around the track is taken by cancer survivors in your community. It's an inspiring part of every Relay celebration demonstrating that we're winning the battle against cancer. If you know any survivors, please invite them to participate in the Survivors' Lap.

The Luminaria Ceremony - after dark, an inspirational Luminaria Ceremony takes place. Glow sticks placed in bags line the track in memory of those who lost the fight and in honor of survivors. We are also now doing yellow caregiver bags. Throughout the night, these bags remind us why we continue to fight. For a donation, you and your team members can purchase a glowing tribute for friends or loved ones who have experienced cancer.

On-site fundraising - Come to the event with a pocket full of change and an appetite to try great food! Though team members will raise money prior to the Relay event, on-site fundraising is a fun, interactive way for team members to raise money together. Encourage your team to participate in an on-site fundraising project.

Campsites - It's more than pitching a tent and laying out sleeping bags. Your campsite is the chance for your team members' creativity to shine through. It should portray your team's theme. The sky's the limit for any ideas that you and your team members can imagine.

On-site activities / entertainment - these are being planned just for you. Throughout the night, you and your team members are encouraged to participate in on-site activities such as: Jail & Bail, Shavathon, raffles, Relay Idols and many other entertaining activities and entertainers.

Your role as a Team Captain:

Recruit a Team - gather 10 to 15 of your friends, family and/or co-workers to join. Ask them to support you by being a member of your Relay For Life team and to help you spread cancer education messages and raise money for ACS.

Attend Team Captain Meetings - Team Captain Meetings give you more information about cancer, ACS and Relay For Life. You will receive specific information pertaining to the activities of the Relay. At these meetings you'll learn about successful fundraising methods that your team can use. Each meeting offers new information. If you are unable to attend a meeting, delegate a team member to attend on your team's behalf. Please pass information on to your team.

Submit a commitment/registration form - once you have recruited your team members, complete and return all registration forms and fees, indicating that your team is on board and to help the planning committee prepare for your arrival.

Educate Team Members - to get the most out of team members, you will want to educate them about cancer, ACS and Relay For Life. Share the information you gather at Team Captain Meetings with the group. Invite a cancer survivor to speak about their experience to your team. This will personalize the purpose behind the fight against cancer.

Set a Team Goal - help your team to set fundraising goals. Let them talk about their plans for raising money and give guidance from what you have learned at Team Captain Meetings. Write down each team member's goal and share the overall team goal with the whole group. You raise money as a team, but focus your energy on individual fundraising first.

Determine a theme - Several teams enjoy decorating their campsite to match the Relay event's theme - it helps them determine how their campsite is going to be decorated, their dress code and what they may promote as an on-site fundraiser. Sometimes your theme may depend on the connection you have with your team members, whether you are a family or church or a team of co-workers.

Delegate responsibilities to Team Members - the best way to get your teammates to actively participate is to delegate responsibilities to them. Some of the areas of delegations are: Campsite decorations; Team fundraisers; On-site fundraising; Track walking times; Preparation of team activities; Food preparation during the event.

Collect team donations - to help keep your team focussed, it's best to collect team money regularly and prevent your team members from holding onto money and large amounts of cash that might get lost. Your

team recruitment committee will provide you with the dates for "bank nights".

Follow-up with Team Members - To ensure that your team meets your overall team goal, you need to follow-up with your team members regularly to confirm that they are working towards their personal goals.

Encourage Team Members to collect contributions for Luminaria - it's an important part of the fundraising efforts, not to mention a vital part of the Relay event. Collecting luminaria contributions encourages stronger community participation in Relay For Life. Luminaria envelopes and order forms are provided for you and your team members.

What to Bring

- Family and friends
- Tents
- Decorations for your campsite
- Sunscreen, insect repellent
- Camping chairs|
- Umbrellas
- Coolers
- Sunglasses and hats
- Extra clothing, including socks and shoes
- Food and drink (check to see if there will be food or drinks available at the Relay)
- Supplies for on-site fundraising
- Positive attitude.

What not to bring

- Pets (for the safety of others)
- Tobacco or tobacco products
- Weapons - traditional or conventional.

Raising support is easy.

There are many ways to raise support and money for Relay For Life. Here are just a few:

The Mighty Pen

Send a letter or e-mail to friends, family or colleagues asking for their support. Tell them why you are participating and invite them to join your team. Explain why Relay For Life is important to you. Be creative. The more honest and touching the letter, the more people will be moved to join you or give you a donation.

One a Day

Aim to talk to at least one new person every day about Relay For Life. Ask colleagues, friends and family to join your team or to support your fundraising efforts. Most people are willing to help - they simply need to be asked! Also, don't be afraid to aim high when asking.

"Hello, I am volunteering for ACS by participating in the (name of your community)

Relay For Life. I have set a goal of (R) and I am asking my closest friends to support my efforts by matching my (R) donation. Can I depend on your support?"

If you know the person has the potential to give you more, don't give them an amount, just ask them to support you.

Take it Along

Take your Relay For Life envelope wherever you go. When you talk to someone during the course of the day about your Relay For Life plans, have your envelope ready for them to sign up as a team member or donor.

Send a message

Change the message on your phone to include your plans for Relay For Life. When people call back, ask them to join your team or to support your team's fundraising efforts. When e-mailing friends, add a "PS" asking for their support. Alternatively, send a SMS text message.

Photo Contest

Hold a "guess who?" photo contest. Ask colleagues, church members or community members to bring a baby or childhood photo of theirs for others to identify. Charge a fee to make a guess.

A Car Wash with a Difference

Hold a Dolly Parton or Patricia Lewis Car Wash - team members dress like the singer while washing cars. Either play the appropriate music or charge extra for singing. Ask the local car wash to match your fundraising efforts.

Arrange or plan a "civvies" day at work

Ask your boss to let staff dress down or wear jeans to work for a donation towards your Relay For Life team.

Matching Gifts

Double your fundraising efforts by getting your company to match your donation cent-for-cent. Speak to your Human Resources Department to find out whether this is an option.

Hold a silent or live auction prior to the event

Ask for unique contributions such as homemade bread, hand-crafted toys, hand-knitted jerseys, dinner at somebody's house or a ride on a sailboat. Auction these at work, your place of worship or in your community. Hold the auction over lunch or another convenient time.

Make a memory quilt

Ask a group of quilt-makers to help you with a memory quilt. Make quilt squares in honor or in memory of people with cancer. Sell each square for \$2.00. Display the quilt in a public location like your municipal offices and then again at your Relay For Life. Donate the quilt to your local ACS office or interim home for permanent display after Relay For Life.

To get more ideas, be sure to attend Team Captain's meetings.

On-Site Fundraising

- Food -
- Games - Video & TV Games, putt-putt, midnight cricket, treasure hunts, various board games and many others.

ACS's purpose is to lead the fight against cancer in the United States by offering a unique and integrated service to the public and all people affected by cancer. As a leading role-player in cancer research (more than R4,5 million spent annually), the scientific findings and knowledge gained from our research are used to realign our health programs as well as strengthen our watchdog role to the greater benefit of the public.

Our wide-reaching service includes prevention and awareness campaigns, patient care and support in the form of thirty one ACS Hope Lodges in the main metropolitan areas including four in Texas-Houston, Dallas, Lubbock and San Antonio for out-of-town cancer patients, support centers that offer stoma and lymphoedema clinics, medical equipment hire, toll-free line and support to children and their families affected by cancer through our ACS TLC programme.

[Help is out.](#)

ACS is available to supply information and support via its toll-free number and the website.

cancer.org and the phone number is 1-800-227-2345

Minimum Standards for a ACS Relay For Life event

To be considered a Relay For Life event, the event you and your fellow volunteers create could include all of the following:

Relay For Life was created as an overnight event to represent the fact that cancer never sleeps. A cancer patient endures months and sometimes years of treatment and life changing issues. Starting our event during the day and going into the night at the Relay is one small way that we symbolize and support the struggles of cancer patients and their families.

Our current Relay events last approximately six hours. The longer the event, the greater the opportunity to promote cancer education, build relationships, and recruit volunteers.

2. *Tobacco free* - This doesn't mean banning smokers - in fact encourage them to attend. Encourage them not to smoke throughout the event.

3. *Opening, Closing and 'Fight Back' Ceremony* - Relay must always begin with an *Opening Ceremony* that clearly identifies the event with American Cancer society (ACS). The *Opening Ceremony* includes a lap of cancer survivors and caregivers. The *Closing Ceremony* is a great opportunity to congratulate everyone involved in the event and reward those teams that have excelled in a certain area. The *'Fight Back'* ceremony is the visible symbol or activity of those attending and participating in what they can do to help.

4. *Luminaria Ceremony* - Often called the *Ceremony of Hope*, it is a time for participants to remember those lost to cancer, to support those still fighting the disease and to honor those who have fought in the past. Ideally the track will be lined with luminaria bags that participants have written messages in memory of or to honor those still

living. This is a powerful ceremony providing an opportunity for people to work through grief and to find hope.

5. Survivorship activities - All ACS Relay events must honor cancer survivors, as this is the foundation of the event. Survivors launch your event by taking the first lap with caregivers. It is imperative that all survivors are recorded so we can contact them throughout the year on the service and support we offer to them. Survivorship activities can include a reception area for survivors and a special recognition memento such as a sash, pin, or bag with items. Additional survivorship activities are encouraged, (eg: a special seating area for survivors and caregivers where free refreshments are often served). All Relays should aim to have a cancer survivor on their committee who is responsible for survivorship activities.

6. Mission Delivery - Relay For Life is more than a fundraising event. With over 90% of cancers preventable by lifestyle choices, it is essential we take steps to utilize Relay as a vehicle to promote cancer smart lifestyles. It is therefore essential to give this area focus by having dedicated committee members who are responsible for mission integration at your event.

7. Fundraising goals/Team - Every Relay as a minimum should strive to see each participant raise a minimum of \$100. If nothing else, the commitment fee covers the costs of printing the registration materials and other event overhead costs. Every Relay should allow participants to sell luminaria bags in advance of the event, this is a great fundraising tool as well helping to create a great luminaria ceremony. Fundraising should always be promoted at Team Captain meetings, while

the Relay For Life website should also be promoted as a great fundraising tool.

8. *Annual Event* - Relay For Life is an annual event right across the world. Communities should always be offered the right to fight back against cancer every year. Each year one in four people in the United States are affected by cancer. This is a large section of our community affected and Relay is an important opportunity allowing people to fight back. In addition with Relay being utilized as an opportunity to educate the community about ways they can change their lifestyle to reduce their risk of cancer, it is important this message is taken out annually.

Event Leadership Committee

Social Media	Phone number	Email Address
Amanda Godfrey Co-Chair	979-218-3431	
Publicity		
Paige Holmes		
Zona Lyman		
Matt Bywater		
Teams		
Christina Mooring	Christina Moring	979-224-4106

Activities		
PBJ		
Recognition		
Angelie Beene		
Amanda Godfrey		
Entertainment		
Erin Bywater		
Cari Stovall		
Survivor/Hospitality		
April Lyman		
Brandee Brooks		
Accounting		
Mary Johnson		
Silent Auction		
Karen Kaspar		

Luminaria		
Rebecca Winburn		
Ginger Freeze		
Sponsorship		
Amanda Godfrey		
Donations		
Flora Reeves		

Calendar of Events

<p><u>July</u> New year of relay starts. Begin working on sponsorships.</p>	<p><u>August</u></p>	<p><u>September</u></p>
<p><u>October</u> 10/12-Scarecrow Festival Table</p>	<p><u>November</u> 11/1 Table at First Friday</p>	<p><u>December</u> Santaville Bryan Electric Parade Float College Station Parade</p>
<p><u>January</u></p>	<p><u>February</u> 2/7 Table at First Friday</p>	<p><u>March</u> 3/7 Table at First Friday</p>
<p><u>April</u> 4/12-Relay at Davila Middle School</p>	<p><u>May</u></p>	<p><u>June</u></p>