

# AMERICAN CANCER SOCIETY **RELAY FOR LIFE**

## Team Captain Handbook



*Relay For Life of  
Ionia*

*July 13-14, 2012*

*Noon - Noon*

*Ionia Public Schools Track - Ionia, MI*

*[www.relayforlife.org/ioniami](http://www.relayforlife.org/ioniami)*



# WELCOME!

Thank you for joining us for Relay For Life, the signature activity of the American Cancer Society. We hope you find this to be an exciting and rewarding experience.

This year, we will be celebrating the 19th year of the Relay For Life of Ionia – and we couldn't be more excited! Our Relay For Life event has done great things and we hope to make this year even bigger and better than ever with your help!

More than 11 million Americans who have survived cancer – and countless others who have avoided it – will celebrate a birthday this year thanks to the progress we're making together to help people stay well and get well, to find cures, and fight back.

At Relay For Life, everyone will be reminded of the progress that has been made in the fight against cancer through the enthusiasm of community members and life experiences of cancer survivors. While team members take turns walking around the track, a celebratory atmosphere will be created by camping team members who are enjoying entertainment, food, games and community camaraderie. The party atmosphere is complete with camping, decorating, entertainment, activities and even some competition.

The team captain handbook is designed to help make your Relay For Life experience even more enjoyable. In it you will find numerous pages to help you understand how Relay For Life impacts the mission of the American Cancer Society and tips on recruiting a Relay For Life team of your own!

The meeting schedule is located right in the front of this handbook for a quick and easy look at those important dates. Just after that page you'll find a table of contents of all the other great information your Team Captain handbook has for you!

Our relay committee is here to assist you in any way so along your journey please do not hesitate to contact us.

We're looking forward to having you as part of this amazing event– Get ready to Relay!!

~Your 2012 Relay For Life Planning Committee

Dana Kamradt, Event Chair [danakamradt@yahoo.com](mailto:danakamradt@yahoo.com) or 616-755-2203



# 2012 Meeting Dates & Contact Information

## Relay For Life of Ionia

April 26, 2012:	Team Captain Meeting #1 Ionia County ISD 2191 Harwood Road	6 - 7 p.m.
May 24, 2012:	Team Captain Meeting #2 Ionia County ISD 2191 Harwood Road	6 - 7 p.m.
June 28, 2012:	Team Captain Meeting #3 Ionia County ISD 2191 Harwood Road	6 - 7 p.m.
July 12, 2012:	BANK NIGHT! Ionia Public School Track	5 - 7 p.m.
July 13-14, 2012	RELAY FOR LIFE! Ionia Public School Track	Noon-Noon
August 9, 2012	Wrap Up Meeting Cook-out Dana Kamradt's Home 3560 Bluewater Hwy Ionia, MI 48846	5:30 - 6:30 p.m.
Address to mail donations	American Cancer Society c/o RFL of Ionia 129 Jefferson SE Grand Rapids, MI 49503	

## Relay Team Development Contact List:

<u>Contact</u>	<u>E-mail</u>	<u>Telephone</u>
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Katie Holcomb	cancer_fighting_kat@yahoo.com	616-477-1289
Toni Feehan	birdwatchermom@hotmail.com	989-855-2108
Mamie Schnicke	mamieschnicke16@yahoo.com	616-841-1166

Please feel free to contact anyone on the above list for further information and questions. You can also check the event website at [www.relayforlife.org/ioniami](http://www.relayforlife.org/ioniami) for up to date information.

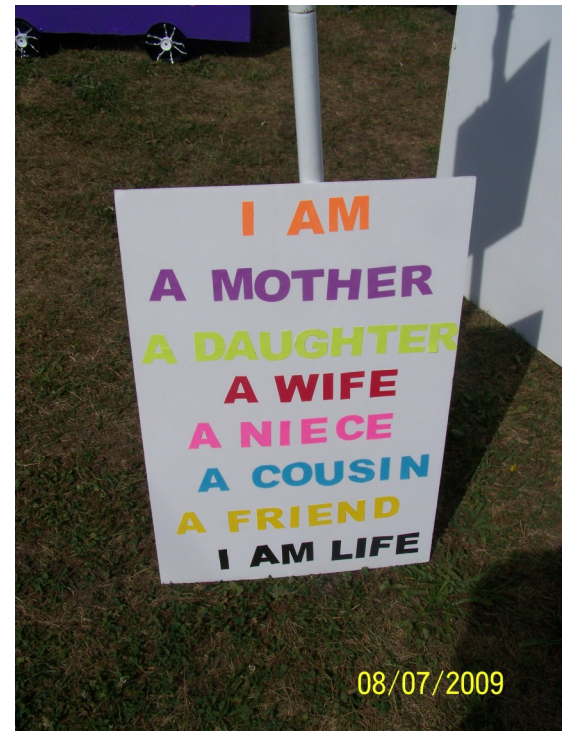


# What is Relay For Life?

Relay For Life is a fun, team-based overnight event. Community organizations, local businesses, churches, friends, schools, or families can form a Relay team. Each team registers and each member sets a personal fundraising goal– and by doing so, joins the American Cancer Society in saving lives and creating more birthdays by helping you stay well, helping you get well, by finding cures and by fighting back.

Relay For Life is the American Cancer Society's signature activity. It's a time when people can learn about the wide variety of programs that the American Cancer Society offers all year in their communities and about ways to fight back against cancer. During this event participants and the community will:

- Learn more about cancer
- Receive tips for cancer prevention and staying healthy
- Link with others who are advocating for legislation to benefit patients, families, and public health
- Find out about local programs and services that are especially geared for cancer patients and their families



As each Relay begins, teams pitch tents, decorate their campsite, and get out the food, games, and sleeping bags that will keep them going throughout the event. Then, in a moving tribute to survivorship, we celebrate with cancer survivors from the community as they kick off the Relay by walking a victory lap around the track. This is known as the Survivor's Lap. At dusk, a Luminaria Ceremony to honor or remember those affected by cancer is held. Lights are placed in bags bearing the names of both survivors and people lost to the disease. Throughout the night the light from Luminaria guides each walker.



Throughout the evening and into the next day, everyone enjoys entertainment, fun, and camaraderie. Long before walkers have completed their last lap, new friends have been made, old friends have been hugged, and all hearts have been touched by the special event that is the American Cancer Society Relay For Life. Each community's Relay For Life is special, but its greater power lies in the synergy created from all the Relays taking place nationwide. In 2011, more than 5,200 communities held an American Cancer Society Relay For Life.

# Table of Contents

This is your guide to the rest of your Team Captain’s Handbook.

This handbook is designed to provide you with all kinds of helpful tools to make your Relay For Life team as successful as possible! This handbook will also be your reference throughout the time leading up to our Relay For Life event.

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# Team Recruitment

## How to recruit a terrific team!

### STEP 1: Get Organized

- Set Goals:     *How many team members do you want on your team?* \_\_\_\_\_  
*How much money do you want your team to raise?* \_\_\_\_\_  
*What awards do you want your team to win?* \_\_\_\_\_
- Recruit a co-captain to help build your team.
- Pick your team name and register the team on the Relay Online website: [www.relayforlife.org/ioniami](http://www.relayforlife.org/ioniami)  
*(If you don't like the name you can always change it later!)*

### STEP 2: Spread the word....Relay For Life is fun!

- Distribute Relay For Life walker packets to all participants on your team
- Put materials on display at community meeting places
- Promote friendly competition between teams and participants
- Include a Relay For Life article in your group or organization's newsletter
- Ask your workplace to help sponsor the event
- Recruit team members. An average team has about 10-15 team members.
- Encourage your team members to register online at [www.relayforlife.org/ioniami](http://www.relayforlife.org/ioniami)

### STEP 3: Build Team Spirit

- Attend regular Team Captain Meetings (or send a co-captain if you cannot attend)
- Hold a fun meeting for your team to get energy flowing and brainstorm ideas
- Distribute luminaria bags to team members. You can pick these up at any Team Captain's Meeting
- Work on team fundraising projects
- Plan your campsite decorations and on-site fundraising activities for the event

### STEP 4: Think Relay For Life

- Make sure all of your team members have registered on the Relay Online website
- Encourage each of your team members to think about cancer survivors they know to invite
- Share rules and guidelines of the event
- Schedule times for team members to walk. We encourage you to have a team member on the track at all times (Check out page 15 of this handbook for a handy walker sign-up sheet!)

### STEP 5: Counting Down - You're almost there!

- Collect team members' money before Bank Night (July 12th 5:00-7:00pm)
- Discuss the various event activities and how your team can participate
- Continue to invite cancer survivors to come and celebrate their victory!

### STEP 6: This is it - Relay For Life!

- Turn in your team members' money at Bank Night
- Distribute t-shirts to your team members – you'll pick them up at Bank Night
- Confirm the times team members will be at event and walking
- Discuss what to bring (food, beverage, tents, etc.)
- Enjoy the American Cancer Society Relay For Life!
- Celebrate survivorship!
- Pay tribute to your loved ones!

# Frequently Asked Questions

## Relay For Life Event Rules & Guidelines

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- No tobacco or alcoholic products are allowed at the event.
- No rollerblading, skates, skateboards or bikes on the track.
- No pets or animals are allowed with the exception of service dogs.
- Tents may be set up in designated areas only.
- Some teams may serve food as a fundraiser, but teams are encouraged to bring extra food/snacks for team members. (See Below)
- During ALL ceremonies we ask that all teams stop their walkers.
- Teams will establish their own schedule of walkers. Please try to maintain the spirit of Relay by keeping a walker on the track at all times (except during ceremonies).
- The American Cancer Society is not responsible for any loss of valuables or personal property. Be careful to secure your items properly.
- Please help to clean up the site at the close of the event. Garbage is the responsibility of everyone at the event.
- Most importantly, you are under strict orders to HAVE FUN!

## F.A.Q.

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### **Q: What makes up a team?**

A: Teams can be made up of friends, family, churches, organizations, co-workers, or neighbors. In other words, anyone who would like to join you in the fight against cancer!

### **Q: Where do I register my team?**

A: Head to our website at [www.relayforlife.org/ioniami](http://www.relayforlife.org/ioniami)

### **Q: Where do my team members register?**

A: Once your team is registered online, your team members can register there too. Make sure they know your team name, and that your team is only registered once.

### **Q: Where will our team campsite be?**

A: Campsites are assigned by the planning committee and are dependent on the amount of space on the track. The exact process for assigning or picking campsites will be explained at the team captain meetings.

### **Q: When can I disassemble my team site?**

A: After the Closing Ceremony.

### **Q: Who should checks be written to?**

A: Please make all checks payable to the American Cancer Society.

### **Q: Are there rules regarding the types of fundraising I can do?**

A: Your team cannot have any raffles as a fundraiser. Raffles are regulated by the State of Michigan and our event does not have a license to legally conduct a raffle. Your team also cannot sell anything with the Relay For Life logo on it. If you have any further questions about this, please contact the American Cancer Society.

### **Q: Our team wants to make food at Relay and sell it for our onsite fundraiser. Do we need to do anything special?**

A: Certain types of food preparation are regulated by your local health department and will require a temporary food permit before serving to the public. Please contact our ACS staff partner and they can discuss the rules and if you will need to obtain a food license.

### **Q: I think my company would be interested in being an event sponsor. Is it too late?**

A: It is never too late for a company to sponsor the Relay. Please contact our Connie Biggs 616.642.9566 or [cbiggs\\_tr@yahoo.com](mailto:cbiggs_tr@yahoo.com)

# The Fight Back Challenge

## Are you ready to take up the fight?

It's as easy as 1,2,3 to be a part of the Fight Back Challenge!

1

### Take our quiz.

Take our short American Cancer Society quiz to learn a little bit more about what the American Cancer Society does and how we're all helping to create a world with more birthdays and less cancer.

2

### Make a pledge to Fight Back against cancer.

What's a Fight Back pledge? It's something that you can do for yourself or someone else that will help us toward a cancer-free future. Your Fight Back pledge could be to help a friend quit smoking, visit a loved one while they're undergoing treatment, or even something as simple as pledging to always wear sunscreen.

3

### Become a member of the American Cancer Society Cancer Action Network (ACS CAN).

ACS CAN is the non-partisan advocacy affiliate of the American Cancer Society. By becoming a member of ACS CAN for just \$10 for a full year, you'll receive e-mail action alerts to let you know when your lawmakers may be voting on important cancer-related issues. ACS CAN provides you with easy e-mail templates that you can customize and send on to your lawmakers to let them know that cancer needs to be a priority.

**All participants who complete the 3 easy steps of the Fight Back Challenge will receive a special Relay For Life shirt** to let everyone know that they're up for the challenge! We'll also be celebrating those who have completed the challenge with a special Fight Back lap at Relay so that you can show off your special shirts.

So are **YOU** ready for the challenge? You can complete all three steps today by visiting the Fight Back Challenge page of our website at [www.relayforlife.org/ioniami](http://www.relayforlife.org/ioniami)



# Fundraising Tips For Teams

Whatever your fundraising efforts, remember to promote them as a benefit for the American Cancer Society. Use these ideas from around the country as a starting point for your own creativity.

**Car Washes:** Hold a car wash at a local supermarket or available parking lot and take donations to add to your team total.

**Busing Tables for Tips:** Have your team/company work with a local restaurant. Select a busy evening and volunteer to be the table busers. You can put Relay donation cups on the tables with an explanation of why you are there and the importance of Relay. Be sure to wear your old Relay t-shirts! Though you won't get paid for your time, you surely will be spreading the word about Relay.

**Penny Wars:** Compete against another Relay team or between departments in your work place to see who can collect the most pennies for Relay. All silver and paper money in the penny jars count AGAINST the total number of pennies, so each team tries to sabotage each other's jars with bills and large coins. Award a prize to the team with the most pennies after a month.

**Food Sales:** Bake sales are always popular at Relay and in the time leading up to Relay, but try to think out of the box also! Maybe have bagels and orange juice in the morning instead of just sweets. Just remember to wrap everything individually to comply with health regulations.

**Bottle/Can Drive:** Collect pop cans and bottles from friends and neighbors to turn in for a deposit and put toward your Relay Team

**Garage Sales:** Gather all your teammates together and hold a garage sale! You'll clean out your home and raise money for Relay!



**Dining Dollars:** Many restaurants have fundraising opportunities available. Most require you to hand out some type of flyer or coupon and a percent of the profit from that night will go to your Relay team.

**Sporting Events:** Some local sports teams have fundraising opportunities if you help them sell tickets.

# Fundraising Tips For Individuals

Everyone knows someone who has heard the words “you have cancer.” That’s why so many people are willing to donate money to fight this disease. Know your stuff. Arm yourself with a few facts about Relay and the American Cancer Society. Then, ask! You’ll be surprised how many people are just waiting for an opportunity to make a difference.

## Fundraising Tips For Individuals

**Fundraise with Facebook!** This is a great way to get the word out to all your friends online!

**Make your own contribution** and let others know that you are donating not only your money, but also your time.

**Send letters and e-mails early** and ask that they be returned by a due date. It’s harder for people to ignore a due date other than the event date! Enclosing a stamped return envelope also helps. On the participant center through the webpage you can access sample emails to send out to your whole address book!



**Ask at your regular meetings.** If you belong to a service club or religious or social group, request time to ask for support.

**Ask everyone you meet.** Even if you have sent out letters, be sure to carry a collection envelope with you so that when you talk to people about Relay, you can ask them to contribute right then. Take advantage of daily opportunities. Ask your dentist, dry cleaner, the sandwich shop person, etc. for a donation.

**Dedicate** your personal efforts to someone who has been touched by cancer. Tell that person’s story and yours.

## More Easy Fundraising Suggestions

### RELAY FOR LIFE CANS: FOR COLLECTIONS

Set the Relay For Life Cans out in high traffic areas so people can help by donating to your team’s efforts for the Relay For Life. Check them periodically, collect them when they’re full, and turn them in at Bank Night!



### RELAY FEET: TO SHOW SUPPORT IN OUR WALK

Have feet available to sell for \$1 each. The person buying the foot/feet can sign their name on the line, or they can put the name of someone dear to them who has lost the battle to cancer or who is fighting cancer. Tape these up in a prominent place for all to see.



### LUMINARIA BAGS: TO BE LIT ON THE NIGHT OF THE EVENT

Luminaria bags are a tribute to those who we lost to cancer, and displayed in honor of those still battling the disease.

At sunset, luminaria bags are placed around the track and lit with tea lights. The light of the luminaria will guide the steps of participants and serve as a reminder of each individual’s struggle against cancer.

Available for a donation (typically \$10) luminaria bags are decorated by the donor with the name of a loved one who has battled cancer. The bag can also be decorated by a participant or by the team, if the donor prefers. Feel free to add images or draw on the bags to create that personal touch.



Be sure to record the dedicated names on your Luminaria Tally Sheet, so the names can be included in Luminaria Ceremony. The ceremony is a powerful part of Relay For Life and one you will not want to miss!

# Accounting & Donation Handling

## Before the Event:

- Encourage all team members to raise as many donations as possible.
- Keep track of the amount each team member has raised to ensure accurate team totals.
- Encourage all team members to check with their employers to see if they offer matching funds. If they do, pay close attention to the company's procedure to ensure the process is done correctly. Corporate matching donations will be credited to your team's total.
- Remember to use the Relay Online site for fundraising:  
[www.relayforlife.org/ioniami](http://www.relayforlife.org/ioniami)
- Ask your ACS staff person for credit card slips for your fundraisers if the donor cannot make a donation online.
- Please update your Relay Online website to show off how well you are doing!

## Before Bank Night:

- Please have your money counted before bank night . Please separate cash, checks, and any credit cards slips you may have.
- Please roll any loose change.
- Record bank night total to ensure accurate team totals.
- Your online fundraising totals will be credited to your team automatically. You will not need to include your online fundraising totals at bank night.

## At Bank Night:

July 12th  
5:00-7:00pm  
Ionia Public School Track

Bring with you:

Team Collection Envelopes totaled  
Luminaria Tally Sheets  
All other forms and unused supplies

## At The Event:

- Money turn-in will happen at designated times at the event. Bank times will NOT be on any printed materials at the event to better secure donations, so please keep the bank times in mind ahead of time.
- For better record keeping, a Team Captain or Co-captain should be the ONLY people turning in money.
- Your online fundraising totals will be credited to your team automatically. Your team's total will include all online fundraising, sponsorships credited to your team, plus any money turned in.



# Relay Ceremonies

## Opening Ceremony

The fun starts from the very beginning! All areas of the community come together to embrace Relay For Life and make a difference in the fight against cancer. In the opening ceremony, chairpersons, speakers, and community leaders set the pace for the American Cancer Society Relay For Life.

## Cancer Survivor's Victory Lap

Early in the evening on Friday, cancer survivors take a "victory lap" around the track together to the cheering and applause of all participants. Cancer survivors and their guests are also invited to attend a celebratory reception immediately following as honored guests. Survivors are encouraged to remain and enjoy the festivities throughout the event. If you know any cancer survivors in your community, please extend an invitation for them to celebrate their survivorship during the Cancer Survivor's Victory Lap.



## Luminaria Ceremony

It is during the Luminaria Ceremony that the true meaning of Relay For Life hits home. In the weeks leading up to the event, all participants collect donations for luminaria, which are paper sacks with glowing lights placed inside of them, in honor of cancer survivors or in memory of those who have lost their battle with cancer. At dusk, the luminaria are placed around the track and glow for the remainder of the night. Participants can take time to reflect on the people whose names are inscribed on the glowing tributes. It is a powerful testimonial as to why we do Relay For Life. Each luminaria bag represents someone special who has battled cancer.

## Fight Back Ceremony

Not unlike the Survivor's Lap and the Luminaria Ceremony, the Fight Back ceremony is an emotionally powerful time that will inspire you to take action the other 364 days of the year. During this ceremony participants will be asked to make a personal commitment to do one thing the rest of the year to fight back against cancer. The action we take represents what we are willing to do for ourselves, for our loved ones, and for our community to fight cancer year-round and to commit to saving lives.

## Closing Ceremony

The Closing Ceremony celebrates the accomplishments, success, camaraderie, and efforts of the committee, team captains, participants, donors, and volunteers. Friendships have been formed, teams have bonded and hearts have healed. Taking the final lap together is a proud moment for a community taking up the fight against cancer!



# What Do Your Relay Donations Support?

## Cancer Research

Because of you, Americans have a far greater chance of winning their battles against cancer than at any other time in history. Since 1946, the five-year cancer survival rate has more than doubled, and the American Cancer Society has seen yearly reductions in cancer mortality since the rate first started declining in the 1990s.

## Information

The American Cancer Society is just a call or a click away. You can call us for answers and the help you need 24 hours a day, seven days a week at 1-800-227-2345, or you can visit us on the Web at [www.cancer.org](http://www.cancer.org). For information about understanding your cancer, finding a clinical trial that is right for you, or finding help with insurance concerns, contact us. We are here to help.

## Cancer Resource Network

Having cancer is hard. Finding help shouldn't be. Your American Cancer Society can help. Our information, resources, and support programs are available in communities across the country by calling 1-800-227-2345.



## Day to Day Help

You can find assistance with transportation to treatment or lodging during treatment thanks to American Cancer Society programs, such as Road to Recovery or Hope Lodge.

## Emotional Support

You can rely on the American Cancer Society for support with programs, such as Reach to Recovery for people facing breast cancer. More information is available online at [www.cancer.org](http://www.cancer.org) or by contacting your local American Cancer Society office.

## Cancer Action Network

The American Cancer Society Cancer Action Network works to make cancer a top priority for lawmakers at the federal, state, and local levels. Smoke-free communities, insurance coverage, protecting cancer survivors from discrimination, and improved access to health care are some of our most important concerns.

## Cancer Prevention and Early Detection

Defeating cancer heavily depends on prevention, early detection and treatment. Your American Cancer Society is dedicated to providing the most up-to-date information, as well as prevention and early detection guidelines, to prevent cancer and increase survivorship. Guidelines for early detection and screenings are available through the American Cancer Society and are just a call or click away.

## Workplace Solutions

A healthy lifestyle doesn't have to stop when you get to work. The American Cancer Society can help businesses implement or enhance an employee wellness program that promotes healthy lifestyles for all workers. Workplace Solutions provides a company with a variety of tools and programs to help manage health care costs, increase productivity and improve overall health. Workplace Solutions promotes positive change in three key areas: Physical activity, nutrition and smoking cessation. These services are provided free of charge by your local American Cancer Society office.



# Notes

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# Walker Sign-Up Sheet

Team Name: \_\_\_\_\_

Team Captain: \_\_\_\_\_

Time	Walker
<b>Friday</b>	
NOON	
1:00 PM	
2:00 PM	
3:00 PM	
4:00 PM	
5:00 PM	
6:00 PM	
7:00 PM	
8:00 PM	
9:00 PM	
10:00 PM	
11:00 PM	
<b>MIDNIGHT</b>	<b>Half Way</b>
1:00 AM	
2:00 AM	
3:00 AM	
4:00 AM	
5:00 AM	
6:00 AM	
7:00 AM	
8:00 AM	
9:00 AM	
10:00 AM	
11:00 AM	

\*During Ceremonies participants are encouraged to stop walking.

