



Coaches vs. Cancer Toolkit for High Schools

Get in the game.

**It's us against cancer
and we're in it to win!**



**Fight cancer with a winning team!
Look inside for resources to help you put together your game plan.**

Have questions?
Want to participate?
Contact us at coachesvscancer.eastern@cancer.org or
visit us on the web at coaches.acsevents.org/newjersey.



About Coaches vs. Cancer

Working together to make a difference



Who we are and what we do

Coaches vs. Cancer is a program founded by the American Cancer Society and the National Association of Basketball Coaches (NABC) that empowers coaches, their teams and communities to make a difference in the fight against cancer by participating in a variety of national and local events.

Since its inception in 1993, Coaches vs. Cancer has raised more than \$90 million to support the American Cancer Society's work to save lives from cancer.

Background

Norm Stewart, former head coach of the University of Missouri men's basketball program, cancer survivor, and member of the National Association of Basketball Coaches, was the catalyst behind Coaches vs. Cancer. He challenged fans to pledge a dollar for every three-point shot made by his team during the season to the American Cancer Society.

In 1993 the concept evolved into a nationwide effort uniting coaches, players and communities across the nation into the Coaches vs. Cancer program. More than 3,000 high schools and college coaches participate in Coaches vs. Cancer each year.

"As players, coaches and fans, we are all on the same team when it comes to the fight against cancer. When cancer is defeated this will be the biggest win that we will all share."

—Norm Stewart, Coaches vs. Cancer founder

Coaches vs. Cancer mission

Our mission is to increase cancer awareness and promote healthy living among students, faculty, school staff, fans and the community through year-round awareness efforts, fundraising activities, and advocacy programs.

Because cancer has touched so many of our lives, Coaches vs. Cancer offers athletic teams a unique opportunity to fight back against the disease.

Participating coaches are truly making a difference in the fight against cancer and raising awareness in their communities about the importance of cancer prevention and early detection, and making healthy lifestyle choices.



About the American Cancer Society

Together with our millions of supporters, the American Cancer Society saves lives and creates a world with less cancer and more birthdays by helping people stay well, helping them get well, by finding cures, and fighting back against cancer.

- Every sport can participate!
- We want to bring Coaches vs. Cancer to your school.
- We are happy to help with ideas, resources, and support for your event to make it fun and easy.
- 100% of the funds raised will support your local American Cancer, funding its lifesavings mission.



Teamwork Makes the Difference

Coaches lead the way for teams to rally

The coach is the key player

As a coach, you're positioned as a community leader and a role model. Coaches vs. Cancer presents an excellent opportunity to enhance your school's community relations and create a positive image for the coaching staff, your athletic program and your school.

Planning and staging a successful event

- **Get started** by logging onto coaches.acsevents.org/newjersey. Under "Get Involved" click "Start a Team." From the website, you can also find us on Facebook!
- **Share** your personal commitment to the American Cancer Society's fight against cancer with the school's athletic department and coaching staff.
- **Designate** a student or parent as a team leader who, in turn, can engage others such as the student council or business class students to help promote and raise funds for Coaches vs. Cancer.
- **Communicate** to fans, supporters and the student body that your team is committed to supporting the American Cancer Society through Coaches vs. Cancer.
- **Challenge** and encourage underclassmen teams and opposing teams to participate in Coaches vs. Cancer.
- **Promote** Coaches vs. Cancer in all opportunities, including campus newsletters; local newspapers, television, and radio; at league meetings; and over the public address system at school and during events.



Read about these successful Coaches vs. Cancer events

Mexico High School Lacrosse – Mexico, NY

The girls lacrosse raised over \$9,300 during their 2013 benefit game. A memorial game for an athlete's mother, the team sold 500 pink T-shirts, 2000 pink balloons (the team lined the track with them), did raffles and other in-game activities.

Bergen/Passaic All Star Basketball Game – Paterson, NJ

The Bergen/Passaic All-Star Game raised more than \$7,000. Sixty three all-county basketball student-athletes from Bergen and Passaic counties participated in the event and the teams were coached by the two counties' Coach of the Year winners. Over five hundred attended the event as over forty schools were represented amongst the all-stars. In addition to basketball skills, the student-athletes showcased their fundraising abilities, generating thousands of dollars in ticket sales and program advertising space. The top fundraisers were given awards and recognized during the event.

Saratoga High School Ice Hockey – Saratoga Springs, NY

The Saratoga High ice hockey team raised nearly \$9,000 with their "White Out Weibel rivalry game. They honored cancer survivors in attendance by giving them commemorative purple survivor shirts and invited them on the rink for a ceremonial face-off prior to the game. In addition, players wore purple sock tape and laces in honor of a local cancer survivor. During intermission, Cancer was put in the penalty box. The announcer put 94 seconds on the clock, and the cheerleaders rapidly collected donations in honor and memory of those affected by cancer. Donations were matched by a sponsor, resulting in \$750 over the 94 second span.

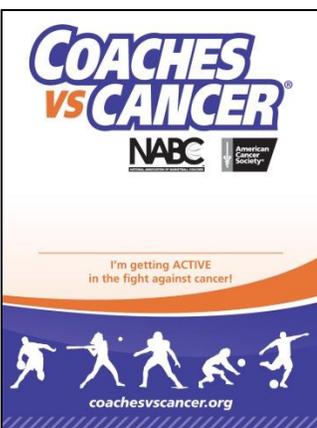


Funding the Fight

Ideas to make it fun and easy

Maximize your fundraising for Coaches vs. Cancer with these top tried-and-true ideas. See the next section for an A-Z guide to fundraising.

- **Ask for sponsorship** of local businesses. When you share your reasons for participating in Coaches vs. Cancer, many will be happy to support you. They could make a donation outright, or agree to match the funds your school raised. Be sure to recognize sponsors during the game.
- **Pass the bucket** during halftime, and announce that you are raising dollars for the American Cancer Society. In New York, 94 people die each day from cancer. In New Jersey, 48 people lose their battle to cancer each day. Set that number of seconds on the scoreboard for a rapid collection, then have volunteers race through the bleachers collecting donations.
- **Sell T-shirts** to students, fans and the community and create a huge splash when everyone wears matching colors during the game. Be creative with a team slogan and catchy phrase (examples: Strike Out Cancer, Stick it to Cancer, Take Down Cancer). T-shirts should cost less than \$5 per shirt so more money can go to fight cancer.
- **Create a Wall of Hope** using pin-up cards (pictured) – available free from your American Cancer Society – to



post in your gym or school lobby. For a donation, students, teachers and fans sign them in honor or memory of friends and loved ones who have battled cancer.

- **Fundraise online.** Visit the website and sign your event up! You and the team can utilize the participant center to email friends and family, especially those who are unable to attend your Coaches vs. Cancer event.
- **Make halftime fun** by inviting the crowd to get

involved with an airplane toss, a skills contest, or a dance off. Find a local business to donate a gift basket or gift card for the winner.

- **Compete for spare change** between homerooms or classes. Offer a prize for the winners. This is a great way for the whole to become involved with your Coaches vs. Cancer event(s).



- **Auction or raffle** items that have been donated by local businesses.

Not only will this raise additional funds, but it also provides another activity for fans to support.

- **Ask a group to host a meal or have a bake sale.** People like to eat, and school groups or local organizations can provide a chili or taco feed at halftime, or provide a table with baked goods for donations.
- **Plan special games or a tournament** and donate registration fees and proceeds. The ideas are endless – alumni, student-faculty, or powder puff games.
- **Collect pledges** using a pledge envelope – available from your American Cancer Society. Each player collects money from family, friends, neighbors and local businesses. Collect pledges per basket or touchdown made at one game or throughout the season. Or collect general donations using the envelope.
- **Visit our website** to find sport-specific customizable flyers and fundraising and mission strategies. You can also view highlights of other teams within your sport. Simply visit coaches.acsevents.org/newjersey, choose the “High School” heading and “Choose Your Sport.”



ABCs of Fundraising

Fundraising for the fight against cancer

A

Alumni: Host an alumni tournament the afternoon or weekend before your event. Request donations as an entry fee to play and to watch the games!

Art Sales: During this fundraiser, which is perfect for kids' teams, students produce creative works of art and host a show while parents and friends buy their budding artists' masterpieces.

Auctions of all kinds: Hold silent or live auctions to raise money. Some creative ideas you might consider are auctioning off a prime parking space, desserts, homemade dinners, local artwork, or gift certificates. Use a sponsorship letter to request donations and have the players do the asking!

B

Bake sales: Hold a bake sale during the event or during lunch the week leading up to the event.

Book sale: Dust off those bookshelves and hold a used book sale in the gym.

Bowlathon: Rent a group of lanes and raise funds by asking for a donation from each team/participant that enters the tournament.

Brown Bag Lunch Day: Everyone brings their lunch and donates the money they would have spent for lunch to Coaches vs. Cancer.

C

Candy bar sales: Sell candy bars at school or ask a local business to let you set up a display box. You can even ask businesses to donate the candy bars.

Car wash: Instead of charging a price per car, consider saying "donations accepted."

Challenge the coach: Get a coach to agree that if every team member raises their minimum fundraising amount, he or she will do something embarrassing, like dress up like a pig at a major event, shave his head, or get a pie in the face.

Change jars: Keep change jars in local businesses and restaurants. Or host a change war at school the week leading up to the event.

Collect pledges: Using pledge envelopes available from your American Cancer Society to have each player collect donation from family, friends, neighbors and businesses. Collect pledges per basket, touchdown, miles run at one event or throughout the season.

D

Dinner: Hold a themed dinner. Get the location, food and entertainment donated and charge a fee for tickets that will benefit your efforts.

Dog walkers: Walk neighborhood dogs for a donation.

Dress Down Days: Ask every teacher to contribute to your team, and in return they will be allowed to "dress down" on a specified day at work.

E

Email: Use email to reach out to those who have left the school community, such as alumni! Reach out to them and invite them to attend the event and donate.

Errand service: Run errands for neighbors and friends in exchange for a donation. This can be done on a Saturday morning and be offered to the whole community and have your players to a good deed!

F

Facebook fanatic: Use Facebook and other social networking sites to get the word out. Join the Coaches vs. Cancer Facebook page and Twitter page (Facebook.com/CVCofNewJersey and @njcoachvscancer). Send out messages and use your status to spread the word about your event.

Flowers and Plants: Sell extra house plants or bouquets from your garden and watch your donations grow.

G

Garage sales: Clean out the garage, attic and basement, and hold a team garage sale.

Gift wrapping: During the holidays, wrap gifts for donations at the local mall or in a particular store.

H

Halftime activities: Host games during half-time, like paper airplane toss, dance off, kick-a-thon, half-court shot, or any creative games you and the team can come up with! Have people make a dollar donation for their chance to win a prize!

Handyman/Handywoman for a Day: Shovel snow, rake leaves, or mow your co-worker's/neighbor's lawn and donate your "fee" to Coaches vs. Cancer.

I

Ice cream social: Everyone loves ice cream! Get all the fixings for sundaes, and sell as an extra at concessions.

J

Jump shot contest: At halftime, see who can make the longest jump-shot. People make a dollar donation to play.

K

Kiss the pig: Select a few teachers or even the principal. Have students vote for who they would like to see kiss the pig by placing money in that person's jar. The person who makes the most money gets to kiss the pig!

Knock Out Cancer: Set up a punching bag in your office lobby or cafeteria and let people take out their aggressions on cancer in exchange for donations.

L

Lawn Service: While you are mowing your lawn, ask to mow someone else's too for a donation.

Lunch with the principal: Auction off lunch with the principal or a well-known school figure. This can be an incentive for top fundraisers as well.

M

Matching Funds: Teachers, ask your HR department if your employer matches funds. If so, get the form, fill it out, and turn it in with your donation!

Miracle minute: Pass a bucket or helmet around before the game or during halftime; see how much you can raise in one minute!

Movie Night: Invite friends over for a movie night! You provide the goodies and ask for a donation for admission.

N

Name beads: Make personalized bracelets, key chains, or other popular items for a donation. Add clever sayings or your school name or mascot.

O

October Festival: Celebrate autumn by raising funds for your Coaches vs. Cancer event. Have pumpkins, straw bales, dried corn stalks, colorful gourds, and bright flowers for your décor. For the main attractions, you may want to consider a pumpkin-carving contest, apple bobbing, face painting, bake sale, or a scarecrow-decorating contest. Charge an admission fee and sell other goods and services at your festival.

Odd jobs: Have players charge a fee to do odd jobs for neighbors, family members, and friends.

P

Pancake breakfast: Host a pancake breakfast to help with fundraising.

Percentage of Sales: Ask local businesses to designate a percentage of one day's sales or proceeds and publicize store offer.

Photo Contest: Ask each player to bring a baby or childhood photo of him or herself that they believe no one can identify. Ask of a donation to make a guess. Give winners a donated prize.

Q

Quarter Campaign: Old film canisters hold \$7 worth of quarters. Challenge co-workers or students to fill as many canisters as possible. Have a reward for the team that collects the most canisters filled with quarters. Or, fill something bigger.

Quilt raffle: Is there a quilting guru or group in the community? Ask them to donate a special quilt for the night and raffle it.

R

Raffle: Use the sponsorship letter to request donated items from local businesses and get a basket together to raffle, or do a 50/50 raffle. (Check state raffle regulations.)

S

Say it with a card: Create home-made birthday cards which would tie in nicely with the American Cancer Society "Official Sponsor of Birthdays" campaign. Gather supplies, create the cards, and then package them up for purchase. Offer various designs and sell packages of 4 cards for \$5.

Shave your head: Have someone agree to have his or her head shaved once a certain amount of money is raised.

Soup supper: Host a soup meal prior to the game to raise funds. Have the student council or other school groups take on this part of the event.

T

Talk it up: Spread the word about the American Cancer Society and the great work that is being done to save lives. Use school and game announcements to get the word out and encourage people to support your cause.

Text to give: Text COACH to 20222. (\$5 will be added to your bill.)

T-shirt sales: Use the Coaches vs. Cancer logo to design a t-shirt and sell shirts to raise donations.

U

Uniforms: Get special uniforms for your event. You may reach out to local businesses for sponsorship of these jerseys or auction them off at the event to cover costs.

Unique Boutique: Collect or make unique, one-of-a-kind items and raise funds via a silent or live auction.

V

Video Game Contest: Perfect for a Friday! Set up a video game system and invite people to make a

donation to join in the fun for a designated amount of time.

Video Sale: Collect used DVDs and have a sale!

W

Wall of Hope: Use paper pin-up cards, available free from your American Cancer Society, to post in the gym or around school. For a donation, students, teachers, and fans can sign in honor or memory of friends and loved ones who have battled cancer. Start offering these before your event and see how many you have the night of your event!

X

Xmas Tidings: Make fresh evergreen wreaths and yule logs to sell, adorned with festive holiday bows, berries and pinecones.

Xtra Xtra, read all about it: Use the Coaches vs. Cancer press release to get the event out to the local news. Use our poster template to display posters at school and around town. Do any local businesses have message boards outside their businesses? Ask them to put up an announcement about the game the day of the event.

Xtreme hair: Offer spray painting, hair extensions or even haircuts for donations at your event. Ask a local salon or hair stylist to volunteer.

Y

Yard Sale: Hold the ultimate yard sale on your school's football field

Youth Players: Get the younger players in your community together for a camp or tournament, or even have them play an exhibition game during your half-time. This will bring more people to your event and encourage the younger players to get involved in the fight against cancer!

Z

Zzzz: Get some rest after all your great fundraising efforts and game

Share the Fun

Join with partners in your school and across the nation

Invite others to get involved

Local sponsors

Local businesses and organizations may want to sponsor your Coaches vs. Cancer game or t-shirts, or they may want to match the funds your school raises. Just ask! You will be surprised by your local community's support!

School rivalry

Team up with a rival school and hold a competition in the weeks leading up your Coaches vs. Cancer game to see who can raise the most money. At the game announce fundraising totals and the winning school.

Cheer and dance teams

Getting your cheer and dance teams involved will help get the crowd involved in your game. They are a great added resource to help pass the bucket or run fundraisers while your team plays the game.

Other school groups

Parent-teacher organizations, student councils, KEY Club, NHS, players' parents, alumni, teachers, school board. Everyone can be involved and support the cause by fundraising and publicizing your event.

Conference-wide involvement

Work with two or more schools and coaches in your conference to each designate one game of a home series for Coaches vs. Cancer.

Survivor Engagement

Work with your schools to honor and engage survivors and their caregivers at a game. During half time have a designated person call down all of the attending survivors and caregivers to the floor for a round of applause and words of celebration.

Every activity and communication should include information about available resources and services, & upcoming programs and events and ways they can get involved.

Football Teams – A Crucial Catch

The NFL, its clubs, players and the NFL Players Association are proud to support the fight against breast cancer. Their campaign, "A Crucial Catch", in partnership with the American Cancer Society, is focused on the importance of annual screenings, especially for women who are 40 and older. In October, NFL games will feature players, coaches and referees wearing pink game apparel, on-field pink ribbon stencils, special game balls and pink coins - all to help raise awareness for this important campaign. All apparel worn at games by players and coaches, along with special game balls and pink coins will be auctioned off at NFL Auction (www.NFL.com/auction), with proceeds benefitting the American Cancer Society and team charities. Football teams can participate anytime throughout the season by adding pink items to your uniforms and planning a Coaches vs. Cancer event. The game can be dedicated in memory or in honor of someone from the school or community who has been affected by breast cancer. For more information, visit nfl.com/pink.



Basketball Teams – Suits And Sneakers

Suits and Sneakers awareness weekend is an annual initiative of Coaches vs. Cancer. During the last week in January, college basketball coaches nationwide will raise awareness and funds to fight cancer by wearing sneakers with game attire and asking other staff to do the same. By wearing sneakers, coaches and their staff will be calling attention to how healthy lifestyle choices – including getting regular exercise and eating a healthy diet – can help reduce personal risk of cancer. High school teams can participate anytime throughout the season by having the coaching staff wear sneakers and planning a Coaches vs. Cancer event. Additionally, local businesses can join the cancer fight by participating in the Suits And Sneakers Challenge. During 'Wear Your Sneakers to Work Day', employees are encouraged to donate \$5 or more to the American Cancer Society, in exchange for wearing sneakers to work on a day or series of days.



Market the Mission

Let supporters know it's for a good cause

How your contributions fight cancer

The American Cancer Society is saving lives every day. For nearly a century, we have fought for every birthday threatened by every cancer in every community. Thanks to our supporters, more than 11 million cancer survivors in America will celebrate another birthday this year.

The American Cancer Society saves lives and creates more birthdays by helping people stay well, get well, find cures and fight back.

We help people...

Stay Well by offering the tools necessary to make healthy decisions and take steps to prevent cancer or detect it early, when it's most treatable.

Get Well by being in their corner around the clock, providing information to help make informed decisions or offering free support services to help put patients back on the road to recovery.

Find Cures by supporting the best ideas of the brightest cancer researchers. As the largest non-governmental funder of cancer research in the United States, the American Cancer Society has invested more than \$3.4 billion on cancer research since 1946.

Fight Back by working with lawmakers to help make this world a healthier place to live and rallying communities around the globe to join the fight.

For more information about the American Cancer Society, including local programs and services for patients in your community, call 1-800-227-2345 or visit cancer.org.

Nutrition and Physical Activity

Avoiding tobacco products, staying at a healthy weight, staying active throughout life, and eating a healthy diet may greatly reduce a person's lifetime risk of developing or dying from cancer. These same behaviors are also linked with a lower risk of developing heart disease and diabetes. Adults should get at least 150 minutes of moderate intensity or 75 minutes of vigorous intensity activity each, preferably spread throughout the week. Children and teens should get at least 1 hour of moderate or vigorous intensity activity each day, with vigorous activity on at least 3 days each week. To support a healthy diet, everyone should strive to eat whole foods and whole grains, at least 2 ½ cups of vegetables and fruits daily, and limit processed and red meat.

Promoting and branding Coaches vs. Cancer

Promotion

Work with media outlets in your community to generate "buzz" about Coaches vs. Cancer. Be sure to let them know how funds raised help the American Cancer Society to help people stay well and get well, and to find cures and fight back against cancer. Your staff partner can provide ideas and template media materials to help you get started.

Logo use

Coaches vs. Cancer is a trademarked initiative. **By using this program and the logo, you are committing that 100% of the proceeds will be donated to the American Cancer Society.**

Logos must be used fully intact, as shown. **The logos may not be altered or manipulated in any way. For example, no changes in color or dimension are acceptable.**

For basketball events, use the basketball logo (far left). For non-basketball events, use either the generic logo (left) or other sport-specific logos. Ask your staff partner for assistance with the correct logos and format.





Sample Materials

Timeline

You are very busy, so we're suggesting a timeline to help keep the momentum of your event from the time your school decides to get involved until the actual game day. Check in with your Coaches vs. Cancer staff person as needed throughout the process. We are here to help!

2 months before event

- Form a committee of students, teachers, parents, and assistant coaches to help plan and run your Coaches vs. Cancer event.
- Hold a committee meeting. Decide which fundraising activities and mission components to use, and delegate tasks for the duration of the planning process.
- Communicate with opposing coach. Let him or her know about your event and encourage their team to participate.
- Begin any long-term fundraisers – letters to businesses asking for prizes or matching funds, pledge drive for a Shoot- A-Thon, Penny Wars, and silent auction items.

1 month before event

- Recruit people to help run game-day activities. Consider asking student groups, parents, JV players, and cheerleaders.
- Meet with your committee to plan the logistics of your event. Decide who will run each fundraiser, plan the order of activities, and assign an adult to be in charge while you coach.

2 weeks before event

- Hang posters in your community and school. This is a great task for a student group to take over!
- Send a press release to local media and promote your event via social networking. Your Coaches vs. Cancer

staff can help with this! See a sample media release in this toolkit.

1 week before event

- Begin announcements at school. Remind students of the event and educate them with cancer facts and statistics. Check cancer.org for information.
- Hold a final check-in with all those involved. Make sure everyone is on the same page and prepared for the big day.

Event day

- Provide announcer with a script that details all of the event's activities as well as cancer facts and Text-to-Give information.
- Collect ALL money raised at the event

Post-event

- Send all your checks to: American Cancer Society, Coaches vs. Cancer, 75 Davids Drive, Hauppauge, NY 11788. Checks should be made out to the American Cancer Society. A cashier's check for the collected cash is easy for you, and appreciated by us!
- Take pride in what you have accomplished in the fight against cancer!



Sample Materials

Fundraising Letter

Customizable Letter

You can mail, email, or hand-deliver this letter to friends, neighbors, or businesses to collect donations. Feel free to customize further by adding specifics about your event, or why helping the American Cancer Society in the fight against cancer is important to you.

Dear Potential Donor,

This **[Month]**, I will be participating in the Coaches vs. Cancer event for **[School Team]**, and I am asking for your help as we raise awareness and raise funds throughout the community.

We are dedicating our game on **[Date]** vs. **[Opponent]** to help the American Cancer Society save lives and create a world with less cancer and more birthdays. I'm truly excited to be a part of this team, and your support will help me achieve my goal of raising **[\$Amount]** for the American Cancer Society.

I appreciate any contribution you can offer, large or small. Every donation makes a difference and is meaningful. Your support helps the American Cancer Society save lives every day by helping people stay well and get well, by finding cures, and by fighting back against cancer. Your gift will mean so much to me and the countless other people who really need our help right now.

Most of us have been touched by cancer in some way or another. Coaches vs. Cancer is my way to fight back against the disease that has taken too much. To support my efforts, you can make a donation by check or cash. Please make all checks payable to the American Cancer Society. All of the funds raised will support your local American Cancer Society.

Thank you for supporting Coaches vs. Cancer and the American Cancer Society. Not only are you joining a winning team in the fight against cancer, but you are helping the American Cancer Society save lives and create a world with less cancer and more birthdays.

Sincerely,

[SIGNER]



Sample Materials

Media Release

Getting the Word Out

A media release can spread the word about your event. Use this template and send it to local media outlets. Here are a few helpful hints in getting media coverage.

- **Target your reporter.** Your best bet is to call reporters you know, or have worked with in the past. If they can't cover the story, they'll likely refer you to someone else.
- **Be timely.** Do not call reporters when you know they are on deadline. Mid-morning and early afternoon are good times to make pitches. If they sound rushed, offer to call back later. If you get voicemail, leave the basics and call back at a better time.
- **Hooks galore.** What makes a story newsworthy? Again, it's dramatic human interest, controversy, local angles, calendar tie-ins and major events. Be sure to let the reporter know if there is a photo opportunity at the event – they may be interested in coming out for this.

SAMPLE EVENT PRESS RELEASE

For media inquiries, contact:

<Name> – <Phone Number>

<E-mail address >

FOR IMMEDIATE RELEASE

EVENT NAME TO BENEFIT AMERICAN CANCER SOCIETY

<CITY, STATE>. – The <team name/school name> Coaches vs. Cancer night will be held on <day, date at location in city>, to benefit the American Cancer Society, the official sponsor of more birthdays. The game will raise funds to help support American Cancer efforts to help people in <region> stay well, get well, find cures and fight back.

<INSERT PROMOTION DETAILS ABOUT EVENT (raffles, activities, special guests, etc.) AND ANY PERSONAL COMMITMENT OR STORY> *Example: The Bobcats will have a variety of items available to bid on during a pre-game silent auction as well as specialized event T-shirts available for purchase. All gate fees will be donated tonight, and the city's mayor will be on hand to open the game with a few remarks. The basketball team has rallied around the Coaches vs. Cancer event because highly regarded teacher John Doe was recently diagnosed with cancer. Doe will be on hand for an honorary tip-off.*

<INSERT QUOTE FROM EVENT ORGANIZERS>

In addition to supporting lifesaving American Cancer Society research, education and advocacy, the money raised by the Coaches vs. Cancer event will be used to support patient service programs in county. Programs such as Road to Recovery, which provides free round-trip transportation for cancer patients to doctor visits and treatments, and Reach to Recovery, which helps breast cancer patients cope with their diagnosis, treatment, and recovery, will benefit from the Coaches vs. Cancer game.

Together with millions of supporters, the American Cancer Society saves lives and creates more birthdays by helping people stay well and get well, by finding cures, and by fighting back. For 24-hour cancer information, call toll free 1-800-227-2345 or visit cancer.org



Pin Up Card Order Form

Free tool for schools to use



Why create a Wall of Hope?

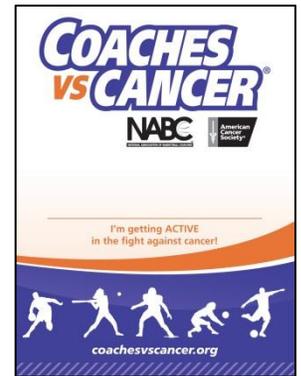
To honor loved ones touched by cancer. To spread awareness about Coaches vs. Cancer to your entire school community. To bring us closer to eliminating this disease.

A pin-up card program is a simple cost-free yet high-impact fundraising tool for schools to use to raise money for the American Cancer Society. You can sell them in the week leading up to the event or at the event itself.

Here's how a Wall of Hope works:

Ask permission to post Coaches vs. Cancer donation cards in a common area, such as the gym or cafeteria

- Set up a table during high-traffic hours to provide and distribute information and ask for donations. Give each donor a pin-up card to fill out; they can write their own name or someone they know that's been affected by cancer
- Hang the cards on a wall to form your Wall of Hope. Watch your donations increase every time someone fills out a card!



If you would like to sell \$1 pin-up cards as part of your Coaches vs. Cancer event, please complete the order form below!

Date of Submission: _____

Date of Event: _____

Number of Pin-Ups Requested (available in batches of 100): _____

Name: _____

Title: _____ School/Business: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Please return completed form to coachesvscancer.eastern@cancer.org.

For American Cancer Society Use Only:

Date Received: _____

Date Shipped: _____

Quantity Shipped: _____

Confirmation Email Sent _____