

# coaches vs cancer®

Founded by the American Cancer Society and  
the National Association of Basketball Coaches



## **American Cancer Society Coaches vs. Cancer High School Tool Kit**

**[cancer.org/coaches](http://cancer.org/coaches)**

## **About the American Cancer Society**

The American Cancer Society combines an unyielding passion with nearly a century of experience to save lives and end suffering from cancer. As a global grassroots force of more than three million volunteers, we fight for every birthday threatened by every cancer in every community. As a result, 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 others stay well, get well, find cures and fight back:

- ***Helping 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.
- ***Helping people 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.
- ***Finding 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.
- ***Fighting back*** by working with lawmakers everywhere to help make this world a healthier place to live and rally 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](http://cancer.org).

## **History of Coaches vs. Cancer**

Coaches vs. Cancer (CvC) is a program founded by the American Cancer Society and the National Association of Basketball Coaches (NABC) that empowers coaches and their teams and communities to join the fight against cancer by participating in a variety of national and local events. Since its inception in 1993, coaches have raised over \$70 million through the Coaches vs. Cancer program.

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

The concept evolved into a nationwide effort uniting coaches across the country into the Coaches vs. Cancer program. In 1998, the Coaches vs. Cancer Council was formed to involve the most prominent coaches of men's college basketball in guiding the program and to utilize those coaches in expanding and enhancing the program to all sports. Each year, more than 2,000 college and high school coaches nationwide participate in Coaches vs. Cancer.

## **How Can Your High School Get Involved?**

In light of the coach's position as a community leader and role model for youth and adults alike, Coaches vs. Cancer presents an excellent opportunity to enhance your school's community relations and create a positive image for the coaching staff, your school, and its athletic program. Whenever possible, all Coaches vs. Cancer activities should be promoted through various media outlets in advance of the event.

Listed below are suggestions that will help you successfully plan and stage Coaches vs. Cancer at your high school:

- *Share your personal commitment to the American Cancer Society and the 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 multiple sports and others (e.g., the student body council or business class students) to help promote and raise funds for Coaches vs. Cancer.*
- *Communicate to fans, supporters, and the student body that you are personally committed to making a difference in the community by supporting the American Cancer Society through Coaches vs. Cancer.*
- *Promote the program and your involvement at every opportunity, including through campus newsletters; local newspapers, television, and radio stations; at league meetings; and over the public address system at school and during events.*
- *Encourage visiting coaches to support Coaches vs. Cancer with a fundraising challenge between fans from both teams prior to a regular-season game.*

## **High School Program Fundraising Ideas**

The following ideas can be used to maximize the amount of money raised for Coaches vs. Cancer. Contact your local American Cancer Society office for more information.

### ***Coaches Online***

Download materials to promote Coaches vs. Cancer at [cancer.org/coaches](http://cancer.org/coaches).

### ***Football Teams - A Crucial Catch***

The National Football League has designated the month of October as NFL Breast Cancer Awareness Month. High school teams may participate with players and coaching staff wearing school-provided special pink uniforms, wristbands, shoelaces, etc. while raising funds to fight breast cancer. The game can be dedicated in memory or in honor of someone from the school or community who has either successfully fought or been lost to the disease. For more information, please visit [nfl.com/pink](http://nfl.com/pink).

### ***Basketball Teams - Suits and Sneakers***

During the last week of January, high school basketball coaches nationwide will raise awareness and funds to fight cancer by wearing sneakers with their game attire and asking other staff to do the same. The game is also an opportunity to honor or remember someone from the school or community who has been touched by cancer.

### ***Game-Day Fundraisers***

Your team can choose one home match-up during the year and designate it a Coaches vs. Cancer event where players and coaching staff promote their support of the American Cancer Society's mission to eliminate cancer. The game can be dedicated in memory or in honor of someone from the school or community who has either successfully fought or been lost to cancer.

Game-day fundraising activities may include:

- *Add \$1 or \$2 to the game admission fee as a donation.*
- *Donate all or a percentage of concession sales.*
- *Miracle Minute: Set the time clock at 60 seconds and collect donations from the crowd. Create a Coaches vs. Cancer sticker to adorn buckets and have cheerleaders pass around as the clock counts down.*
- *Recruit door prizes from local sponsors or homemade and personal prizes from a coach, principal or teacher.*
- *Wall of Hope Donation Cards: Use the Coaches vs. Cancer cut-outs from your local American Cancer Society to recognize donations in honor or in memory of loved ones affected by cancer. Place the cards on a "Wall of Hope" in gym, cafeteria, or classrooms.*
- *School Rivalry: Team up with a rival school to host a competition in the weeks leading up to the "big" game to see who can raise the most money to support the American Cancer Society. The winning school can be announced at halftime or during the game.*
- *To promote league-wide involvement, two or more schools could work together to each designate a game of their home series for Coaches vs. Cancer.*
- *Spare Change Day: Designate one class period on a specific day for team members to go room-to-room collecting spare change as a fundraiser.*
- *Donation Meal or Bake Sale: Ask school-sponsored groups or athletic teams to make dinners (spaghetti, barbeque, pancake breakfast, bake sale, dessert buffet) where all proceeds are donated to Coaches vs. Cancer.*
- *Coaches Association: Get in contact with your local coaches association to spread the word or work as a team on a campaign project.*

### ***Take Your Game to the Next Level!***

Receive an official Coaches vs. Cancer banner to recognize your school's fundraising effort. To qualify, all funds must be turned into your local American Cancer Society office no later than **June 1**. Recognition banners will be imprinted with the name of your high school based upon the total combined fundraising results of all sports throughout the school year, as follows:

- All-Star: \$2,500
- MVP: \$5,000
- Champion: \$10,000 or more

## **High School Program Components**

Designate a team leader to assist with your fundraising and cancer awareness efforts. To get started, we recommend using the qualifications and roles and responsibilities summary below:

### **Job Description: High School Team Leader**

#### *Qualifications:*

- Knowledge of the American Cancer Society's mission and desire to advance the mission in the local community.
- Ability to make necessary time commitment to the position.
- Strong leader with ability and connections to recruit and work well with key volunteers.
- Able to serve as a positive representative of the American Cancer Society and the local Coaches vs. Cancer program in the community.
- Event goal: \$ \_\_\_\_\_

#### *Roles and responsibilities:*

- Understand the mission of the American Cancer Society and abide by the Society's fundraising policies and standards.
- Recruit committee volunteers as needed.
- Utilize and adhere to event timelines as needed.
- Conduct committee meetings with volunteer leadership as needed.
- Thank and recognize committee volunteers and community partners.
- Collect all donations raised in support of Coaches vs. Cancer and turn in to your local American Cancer Society office, along with your post-event reporting form and any excess materials.

### **Program Guidelines and Best Practices**

*Goal Setting and Budgets:* Planning cancer awareness activities for your school can get expensive. It is important to work to keep all expenses low. The less money you spend on activities, the more money can go toward the mission of the Society. Plan to keep your expenses at less than 5-10% of your anticipated gross income.

**NOTE:** All checks should be made payable to the American Cancer Society. Donors will receive an acknowledgement of their gift for tax purposes by mail.

*Timeline:* When possible, establish and adhere to an event timeline that has been developed at least three months in advance of your event.

*Promotion:* Utilize local media outreach targets and successfully generate "buzz" from the market's dominant media organizations; include messaging on research, education, advocacy, and service. Please work directly with your local American Cancer Society office on any media outreach.

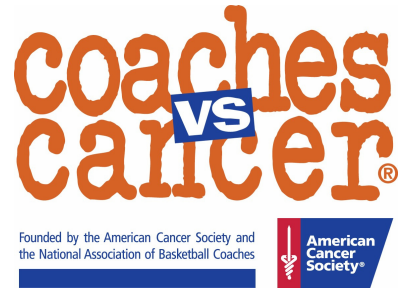
*Branding:* Any materials using the Coaches vs. Cancer logo must be approved by your local American Cancer Society staff partner.

*Mission Integration:* Make sure that all activities provide venues for communicating the American Cancer Society's programs and services, reaching students, volunteers, and donors before, during, and after the event with a memorable mission message. Opportunities can include signage at the event, honoring cancer survivors, and including one or more auction items tied to the mission.

## Coaches vs. Cancer Public Address Announcements

- Tonight, the [HOME TEAM] will take on the [VISITING TEAM] on the field/court and a very important cause off the field/court – the fight against cancer. Join us in supporting the American Cancer Society as part of the Coaches vs. Cancer program. Players, coaches, and fans can all get involved – we hope to see you tonight at [HOME TEAM FIELD].
- The [HOME TEAM] are proud to support the American Cancer Society through Coaches vs. Cancer. Join the [HOME TEAM] on [GAME DAY] to show your support in the fight against cancer.
- Thank you to the coaches, players, and fans for supporting the American Cancer Society and Coaches vs. Cancer!
- Together with the American Cancer Society, you can fight cancer and save lives. For more information, visit [cancer.org](http://cancer.org) or contact your American Cancer Society at 1-800-227-2345.
- When you support the American Cancer Society, you are helping create a world with less cancer and more birthdays – where people are living longer, healthier lives. Thank you for supporting the American Cancer Society!
- The American Cancer Society and the Coaches vs. Cancer program raises funds and awareness to fight cancer and provides hope to people facing the disease. Together, we'll help the American Cancer Society save lives. To learn more about how you can help create a world with less cancer and more birthdays, call 1-800-227-2345 or visit [cancer.org](http://cancer.org).
- For more information about cancer, how to find it early, and join the fight against the disease, contact your American Cancer Society at 1-800-227-2345 or visit [cancer.org](http://cancer.org).
- The American Cancer Society saves lives by helping people stay well and take steps to reduce their risk of cancer or find it early. Learn how important lifestyle behaviors can help reduce your cancer risk at [cancer.org](http://cancer.org).

# Coaches vs. Cancer Post-Event Reporting Form



Please complete one form per each athletic team and return with donations and any event photos to your local American Cancer Society office. To qualify for Coaches vs. Cancer recognition banners imprinted with school name, all donations must be received no later than **June 1**.

Contact Name: \_\_\_\_\_

School Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Coach Name: \_\_\_\_\_

Type of Sport: \_\_\_\_\_

Boys

Girls

Mixed

Varsity

Junior Varsity

Freshmen

Event Description: \_\_\_\_\_

\_\_\_\_\_

Amount Raised: \_\_\_\_\_

Comments or Suggestions: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_