



RELAY FOR LIFE TEAM CAPTAIN GUIDE

We would like to invite you to celebrate life and to honor the memory of friends and loved ones touched by cancer. "How can I help," you ask. The answer is easy; you can form a fundraising team for Relay For Life. Relay For Life is an overnight team event to raise money, fight cancer and raise awareness of cancer in your community. It is also an overnight "party." As "Relayers" visit with friends and family, live music plays throughout the night, children play games, and the air is filled with laughter. We Relay all night because cancer never sleeps.

The evening begins with the survivor lap where all survivors are cheered on by well-wishing onlookers in testament of their hard-fought achievement. All during the night team members take turns walking, running, skipping, and hopping around the track in celebration of their teamwork throughout the year. At dusk, the lights are dimmed and the only light shines from the hundreds of candles inside luminaria bags that line the track in honor or memory of individuals touched by cancer. That is what it is all about.... Celebrating.....Remembering.....and Fighting Back.

Cancer is America's number one health concern. One in three Americans will be diagnosed with cancer during their lifetime. With funding from Relay For Life we have increased the survival rate to 62%. This year, for only the second year in a row since records have been kept for over 70 years the mortality rate has dropped; over 300 in 2006 and over 3,000 in 2007.... a 10% increase in just one year! It is because of community-minded people like yourself that we are able to achieve these amazing results.

The American Cancer Society and its signature fundraiser, Relay For Life, generates funds for:

Research – ACS is the largest source of non-governmental research funding in the US investing almost \$3 billion dollars since 1946. Grants are awarded to upcoming researchers that would not otherwise receive funding; because of this 40 of our recipients have received Nobel Prizes. ACS researchers have provided information that has led to most major breakthroughs in cancer research.

Education – Life-saving information is available to your community through volunteers or your local office for wellness as well as cancer detection and prevention materials.

Advocacy – The Cancer Action Network staff and volunteers fight for life-saving legislation to increase funding for cancer issues, reduction of tobacco usage, improvement of access to care, and for the continued support of cancer patients.

Service – All day, every day, we are available to provide information and support through our 800-ACS-2345 number and website, www.cancer.org. Local volunteers are trained to work with cancer patients in programs such as Look Good...Feel Better (cosmetic makeovers), Reach to Recovery (individual support for breast cancer patients), or the Cancer Survivor's Network.

Without your support none of these would be available at the time of need for your community.

It is so easy to get started. Just ask your place of worship, family, friends, or co-workers to become a part of a Relay For Life team. You can have as many or as few on your team as you desire, but teams generally average about 10 members. Join us at monthly meetings run by a local Planning Committee where you will receive the information, fundraising ideas, and support you need in order to have a successful team. Give your team a name and begin fundraising in any way that you would like....the most important thing is that you all have fun!

On behalf of the staff and volunteers of your American Cancer Society, and especially on behalf of cancer survivors and their loved ones, thank you for your consideration in becoming an official Relay For Life team. If you have further questions, please do not hesitate to contact your local ACS office or volunteers.

WHAT IS EXPECTED OF A RELAY FOR LIFE TEAM?

FUNdraising – The main goal of a Relay For Life team is to generate the funds necessary to one day eliminating cancer. Both individuals on the team and the team as a whole raise much-needed funds in many different ways – email or letter writing campaigns, dinners, bake sales, motorcycle rallies, fashion shows, gift baskets – you name it! The ways to raise money are only limited by your imagination. Your Committee and staff are also there with ideas if you need their help.

Communicate Why You Relay – Nothing is more powerful than a personal story about why you and your team members decided to get involved in the fight against cancer. Are you dedicating your efforts to an individual? Tell your story.

Registration – Individuals and the team are registered either online (if available) or with paper forms which you can get from your local Planning Committee. There will generally be a deadline well before your Relay For Life so that t-shirts may be ordered. Ask your local Committee about registration fees.

Attend Team Meetings – These monthly meetings generally run for several months leading up to your local Relay For Life. This is the best time to get information to pass on to your team.

Delegate – Get others on your team to help you. Having a Co-Captain is a great way to generate interest and enthusiasm. You can also get others to help with keeping up with individual and team income, designate individuals to help with specific fundraisers, or get a group to help with on-site fundraising or decorating the night of Relay.

Communicate – Whether or not you have meetings for your team is up to you but it is important that they know what is going on. Find a way that works for everyone and keep the communication going.

Track your Team's Progress – Set team and individual fund-raising goals and keep up with them.

Motivate – Keep your team focused on why they decided to Relay and why fighting cancer is important for them. Enthusiasm is contagious!

HAVE FUN! Celebrate. Remember. Fight Back.



1.800.ACS.2345
www.cancer.org

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