






STANDARDS

-  Uphold all National Standards
-  Have a minimum of six branding points at event
-  Complete the Risk Management Pre-Event Checklist

National Relay For Life Standards

- Overnight Event (Dusk - Dawn, Minimum 12 Hours)
- Opening, Luminaria, and Closing Ceremony
- Survivorship Activities
- Mission Delivery Activities
- Tobacco and Alcohol Free Environment
- Team Commitment Fee
- Adhere to National Text / Graphic Standards

Branding

- Utilize signage to provide clear direction / logistics for your event
- Build affinity towards the American Cancer Society and Relay For Life through branding (banners, signage, track signs)

Risk Management

- To view a complete Risk Management checklist, visit www.RelayForLife.org > Local Resource and Information > High Plains > Five Star Relay Challenge



SURVIVORSHIP

-  Meet the High Plains Division Exemplary Survivorship Standards

- Recruit and train a Survivorship Chair and Co-Chair
- Set and achieve a progressively challenging survivor recruitment goal
- Achieve a 25% increase in Relay team participants who are survivors
- Establish and implement a Survivorship Committee action plan
- Collect and report survivor/caregiver data through the use of Relay Online and/or scannable forms
- Recruit survivors who participated in past Relay For Life events and other American Cancer Society programs, using appropriate Siebel reports
- Implement the following at Relay For Life events:
 - Conduct an opening Survivors' Lap
 - Survivors carry a Relay For Life banner during the opening lap
 - Each survivor participating in the event receives a Relay For Life T-shirt
 - Conduct at least one caregiver recognition activity
 - Survivors are invited to participate in at least one additional activity beyond the Survivors' Lap and Survivors' Celebration
 - Recognize teams that have a survivor as an active team participant
- Conduct at least one opportunity for survivors to be engaged with the American Cancer Society during the year, besides the Relay For Life invitation

Five Star Relay Challenge

-  **ADVOCACY**
-  **FIGHT BACK**
-  **FUNDRAISING**
-  **STANDARDS**
-  **SURVIVORSHIP**

The Five Star Relay Challenge is designed to be **achievable** by all events. Create a **plan**, put it into **action**, and receive **recognition!**

To find out more about the High Plains Division Five Star Relay Challenge, visit www.RelayForLife.org > Local Resources and Information > High Plains > **Five Star Relay Challenge**

High Plains Division





ADVOCACY

- ✓ Recruit an Advocacy Chair
- ✓ Recruit *five* ACS CANSM members
- ✓ Facilitate Picture a Cure[®] at Relay

The American Cancer Society's advocacy efforts have a far-reaching impact, and by recruiting an Advocacy Chair your event is helping to make a difference in the fight against cancer.

Through your Advocacy Chair your event can empower individuals to help make cancer a top national priority by:

- Contacting legislators or other elected officials by phone, letter, or email
- Writing letters to editors of various publications
- Educating people about cancer issues

By facilitating the 2009 Advocacy activity at your local Relay your Advocacy Chair is helping to educate participants at the grassroots level on the importance of advocacy efforts.

Visit www.RelayForLife.org > Local Resources and Information > High Plains > Five Star Relay Challenge.



FIGHT BACK

- ✓ Identify a Mission Chair to facilitate Fight Back activities year-round
- ✓ Facilitate Mission Moments during during Team Captain meetings
- ✓ Conduct a Fight Back Ceremony at your event

Relay For Life is a life-changing event that brings together more than 3.5 million people every year to celebrate the lives of those who have battled cancer, remember loved ones lost, and empower individuals and communities to fight back against a disease that takes too much from too many.

By identifying a Mission Chair and facilitating Mission Moments you are helping to:

- Raise awareness of and change behaviors that lead to cancer
- Share with others a menu of opportunities that fight cancer year-round
- Provide opportunities to celebrate and remember their reason to Relay year-round

To find sample Mission Moments and Fight Back scripts, visit www.RelayForLife.org > Local Resources and Information > High Plains > Five Star Relay Challenge.



FUNDRAISING

- ✓ Discuss Fundraising "how to's" at all Team Captain meetings
- ✓ Implement Fundraising Club Program
- ✓ Achieve an increase over last year's net revenue

"Fundraising isn't all we do, but all we do depends on it."

Educating and empowering teams and individuals to fundraise is an essential part to a successful Relay. To learn more about individual, team, online, on-site, and post event fundraising, visit www.RelayForLife.org > Relay Library.

The Fundraising Club Program recognizes teams for their fundraising efforts.

To learn more about the Fundraising Club Program and additional fundraising activities, visit www.RelayForLife.org > Local Resources and Information > High Plains > Five Star Relay Challenge.

The High Plains Division **Five Star Relay** Challenge is designed to strengthen the **core** of Relay in each community. The objective of the Challenge is to recognize the **outstanding** events within our Division.

When your event **achieves** the Five Star Relay Challenge you will receive a **banner** and recognition at the **2009** High Plains Leadership Summit. Don't miss out on this great opportunity to **have your event recognized.**

In order to achieve the Five Star Relay Challenge, all event information must be **entered in ED** via your staff partner within **30 days post event.** ED > **Evaluation Report** > Five Star Relay Challenge.