

Fundraising Ideas



Relay For Life Team Fundraising Guidelines

Important Note: These are general guidelines. There may be specific guidelines for your local state or area. We recommend you contact your local office to ensure that you are aware of your local guidelines

One of the most treasured assets of the American Cancer Society is the non-profit status that is granted by the Internal Revenue Service (IRS). The American Cancer Society follows IRS rules, which states that we may not sell products for profit. Sales of products, could result in the loss of our non-profit status.

We've provided the guidelines below to assist you. If you have any questions, please contact your Relay For Life Team Development Chair or American Cancer Society Staff Partner.

We Can't Sell...

- Anything with American Cancer Society or Relay For Life logo and/or name on it. (Example, items purchased from the Relay Gear catalog)
- Items that can be purchased from or returned to a store, vendor, or the Internet

But We Can Sell...

- Homemade cookbooks
- Handmade holiday crafts
- Baked goods
- In Honor, In Memory and In Support of Sun and Moon Donation cards (see your Team Recruitment Chair or American Cancer Society staff partner)
- Services (car wash, yard work, house cleaning, etc.)
- Activities (bowling, skate parties, trivia nights, etc.)
- Garage/Yard Sales

*The American Cancer Society has very specific guidelines about raffles. As a non-profit organization, we must adhere to state and federal guidelines. Check with your American Cancer Society Staff Partner regarding the prospect of holding a raffle at your Relay.

Questions and Answers

Q: Who should checks be written to?

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

Q: My team really wants to do a raffle? I can just go ahead and print tickets right?

A: If your team is considering doing a raffle, please contact your local staff partner. There are many rules and regulations for the State of Michigan that you must follow before you can begin the raffle process.

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

A: You must obtain a food licence if you are going to make food onsite and sell it. Please contact your local staff partner and they can help you through the proper steps for obtaining a food licence.

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 your local staff partner and they will give you the information you'll need for your company

Individual

Fish for Sale

This is how one little girl, Amelia Patterson, age 12, raised over \$4,000 for Relay For Life in New Madrid County in Missouri.

She wanted to be on a team so her mother said she needed to raise \$100. She loves animals and has a hobby of chatting with fish breeders on the internet asking questions, etc. She had 3 small fish (I'm not sure what kind) but the kind you buy at Wal-Mart and she put a picture of these baby fish on an Internet site called Aquabid.com and named them after 3 children she knew that had cancer and asked for generous bids. They hoped to maybe raise \$20. These groups of breeders were touched by what this little girl was doing and began their own auctions of their fish with proceeds to go to Amelia for the American Cancer Society. It all mushroomed with spontaneous generosity.

Amelia's 3 fish sold for over \$200 and with the breeders' donations, she raised over \$3500.

Recipes for Life

Wende Mersereau, also of **Norwalk**, is working on a Relay For Life cookbook as a year-round fundraiser. Wende is collecting recipes, a photo and story of each contributor. What a meaningful idea and way to think about special people while enjoying a special recipe.

Wende was diagnosed with breast cancer when she was 32. She found a lump in her breast when nursing her son, Jonah. Wende has since had surgery, chemotherapy, and radiation and Jonah will have open-heart surgery when he is 2 or 3 years old. Wende says that there have been a lot of positives in her cancer experience and she has become a different person and she likes that person! She sounds remarkable to me!

Here's her recipe: Curry Chicken. Dredge four chicken breasts in flour and brown skin side down in oil. Remove chicken from skillet and place in a baking dish. Mix 1 teaspoon of curry with cream of chicken soup and spoon over chicken. Bake 45 minutes at 350 degrees. Remove chicken and mix in 1/2 cup sour cream. Serve over rice.

Angels Among Us

Chris Miller, owner of "Open Shutter" photography in **Norwalk** donated her talent in November to raise more than \$1,100 for Relay For Life. Chris photographed children as angels with the theme "Angels Are Among Us." Relay team members helped with the scheduling and handling of orders and deliveries. What a creative idea for Relay fund-raising!

Human Jukebox

For a fundraiser for the Chandler Relay, the Bogle Jr. High team created a "human juke box" outside one of the grocery stores. People made a donation, chose a tune and Bethany sang from inside the box!



Letters

Fast Fundraising. . . How to Raise LOTS of Money

Here's a way to raise a lot of money in a short amount of time. Four to six weeks prior to your Relay, set aside about four hours one day and you can have it all done.

- Compose a one-page letter. Write your own as if you are sending it individually to a close friend. Use a computer. Copy it twice. Adjust one copy to be sent via email; the other for regular mail.
- Both versions should begin with a quick apology for the impersonal nature. Include a preface that as a friend, you thought they would be interested in this important cause.
- Send it to EVERYONE who has ever sent you something! For the emails, blind copy (bcc) them to all. They don't need to know who else is receiving your note. This can result in more than 100 emails.
- Balance fact with feeling. Include: what Relay is (fact); why you are involved/what it means to you (feeling); where and when your Relay is, where the money goes (facts); describe the luminaria ceremony and how to purchase one (feeling); remind them to seek a company gift-match if offered (fact); and on the back of the letter or at the bottom of your email, recreate a receipt and a luminaria sign-up form (time-saving tip).
- Early on, make the ask. Don't limit your donors, but ask for a specific range. My phrase is to ask for, "\$10, \$20, \$50 or whatever your budget will allow."
- Give a ten day deadline for response. People respond when there is a sense of urgency. Tell them to write the check to the American Cancer Society and send it to your address.
- Write up envelopes for everyone who will not receive an email. This is a great activity to do in front of the TV.
- Copy the letters and before stuffing into the envelope, handwrite in colored ink on the top of the letter the person's name and a quick line, "Hope you can support me." Sign it to add the personal touch.
- Mail the letters (yes, you will be out-of-pocket the postage and copying costs but they are minor compared to the return and, of course, the cause). Transmit the emails.

Now, sit back and watch the checks roll in and they will. One final thing: Upon receipt of check, immediately send a brief handwritten thank-you to everyone who responds. So, in that spirit, good luck and for all the people who will benefit from your cancer-fighting efforts... thank you!

Surprises and Birthday Gifts

A special volunteer, Thom, has a good friend, his college roommate who is battling breast cancer for the second time. She is a team captain at a Relay in Wooster (Wayne County), Ohio. On his birthday June 2, he sent an email to all of his friends and family and asked that in lieu of gifts they send donations to him for the Relay For Life. He collected about \$850.

Canine Fundraising Letter (Adopt As You See Fit)

Dear Friend,

Greetings, salutations, and a wag of my tail from XYZ town in New England! I am writing- to you today because I know that my master needs my help. As you probably know, Robert has always managed to get himself in some real "jams". Well, this is no exception. In my three short years with him, he has managed to come up with some "doozies". Do you know what he has done this time? He has promised to raise at least \$100.00 in sponsorship for the upcoming 24-Hour Relay For Life to benefit the American Cancer Society. He has teamed up with a bunch of other crazies who have agreed to take turns walking laps throughout a 24-hour period May 15th and 16th. Surely you realize that he can hardly "raise sand", much less \$100.00. That is why I "borrowed" his keys and drove over to his office last night in order to type those - this letter (excuse me, but it is rather difficult to type with my big paws. My claws keep getting in the way).

I would appreciate it (and so would he) if you could help him out in anyway possible with his fundraising. He is dedicating his efforts in honor of his wife (and my "Momma") Debra. Your tax deductible gift made payable the American Cancer Society would get him out of this "jam". If you are able to help, please use the return envelope provided before May 10th. Thanks! I knew I could count on you (we dogs are great judges of character)! Well, I gotta go now. It's time for me to go bark at something. Take Care.

Sincerely,

Beauregard Jackson Sherman, Esquire

PS - I have enclosed a fact sheet about the event should you want to know more about it.

Marathon Fundraising Letter (Change to fit your race/ survivors/ etc.)

Dear friends,

On April 20, 2007 I am lacing up my sneakers and running the Boston Marathon to raise money for the American Cancer Society as part of our family team fundraising for the Relay For Life. I am taking on this challenge of my life in honor of my friends Susan Silodor, Marietta Stevens and, Bev Gross of Cheyenne, Wyoming. Each one of these special people has survived cancer because of their positive attitude and the breakthroughs in cancer research funded by the American Cancer Society. This is my third Boston and it will be the most memorable because of the courage and strength of these special survivors behind me.

Now, your part is easy. All you need to do is commit to sponsoring me. My part is a little tougher, I've committed to raising \$2,620 for the American Cancer Society by completing the 26.2 miles--no matter how long it takes. Please donate as generously as you can by sending in your check payable to the American Cancer Society to the address below. Just in case you need a little extra motivation to sponsor me, here are a few reasons.

Top 10 Reasons to sponsor Nancy in the Boston Marathon:

10. You can sleep in late on April 20th while still funding cancer research as I get up to drive to Boston for the marathon.

9. You can transform my sneakers into a money machine as I raise \$100/mile.

8. Your donation is tax deductible.

7. If you sponsor me than I have no excuse to walk or to crawl and will run the entire 26.2 miles.

6. If I do not raise the total \$2,620, they make me wear a shirt saying, "I came \$500 short of my goal."

5. The public can access comprehensive cancer information 24 hours a day, seven days a week through the American Cancer Society's toll-free information line (1-800-ACS-2345) and web site (www.cancer.org). During a time when so much

cancer and health information is available through the internet, much of which should be viewed with caution, the American Cancer Society is a dependable resource for accurate, unbiased information.

4. When I was in high school playing basketball, my ankles were sprained so many times they would give out on me in the hallways of school. The doctor said I would never be able to walk the same again; help me prove him wrong.

3. You can help me make it to Brighton, MA where Bronya is having a party 3 miles from the finish and will have signs celebrating the end of my trek. Help me continue on to her house to celebrate in reaching both goals! (They plan to have chocolate, which will fuel those last few miles!)

2. I've gone through 896 oz. of Gator Aid, 43 Power Bars, 5 pairs of running shoes, a new pair of cross country skis (for winter training), 53 lbs of ice for my knees, 2 bottles of Alleve and all you need to do is send in a check payable to the American Cancer Society.

1. The overall trend lines for cancer are going in the right direction. In 1990, for the first time in history, death rates from cancer in the U.S. began a sustained decline (at a rate of 0.6% per year). In 1992, the rate of new cancer cases also turned the corner and began to drop (at a rate of 0.9% per year).

We will eventually cure cancer. Why not help find the cure a little sooner?

Letter From Baby

Hello to all my family and friends!

My name is Kal. I'm about to participate in my first **Relay For Life**. Now, I've been to a lot of **Relays** with my mom and dad. Mom says she takes me to Relays for two reasons: (1) because it's her job – she works for the **American Cancer Society**; and (2) it's a chance to pay tribute to the memory of my Grammy.

Why do I Relay? First, I like the fact that I get to light a luminaria for my Grammy. I also like to take laps around the track in my purple Baby Jogger...beats trying to walk (I'm still working on that). Daddy pushes me really fast! The other thing I like about **Relay For Life** is that I usually always score a balloon, and I get to camp out all night!

Relay For Life is a lot of fun... but it's serious business, too. You see, it raises a lot of money so the **American Cancer Society** can help people who have been touched by cancer. It also raises oodles of money to fund research to **cure** this silly disease. Mom says the researchers tell her that by the time I grow up, cancer should be something that's treated at the neighborhood pharmacy. Cool, huh?

So – how can you help? You can make a donation to my team – Kal's Krew. Just write a check to the **American Cancer Society** and send it to me. If you include the name of a cancer survivor or someone who's lost the fight, I'll make a special luminaria bag for them. That's all you have to do... I'll do all the walking and my team will make sure there is someone on the track the entire 24 hours (even while I'm sleeping!). Be sure to put your donation in the mail soon. The **Relay** is coming up fast – it's on October 20th and 21st. Thanks for the support!

Love, Kal Lunders (& my mom & dad -- Becky & Scott)



Community Support Letter

Dear Community Supporter:

I am writing on behalf of the American Cancer Society to request a donation for our signature fund-raiser, Relay For Life, which will be held the weekend of June 22-23, 2007 at Phelps Stadium, Phillips Exeter Academy, Exeter, New Hampshire.

Relay For Life is a family oriented event where participants can walk or run on a track relay style for 24 hours. Participants camp around the track, and when they are not taking their turn, take part in other fun activities. Former and current cancer patients, their families, and the public are invited to take part in this team relay event. The team consists of individuals representing corporations, clubs, organizations, and families.

Because this event is quite long and exhausting, we look towards local businesses to help out in donations for our participants. We need food, drink, and gift certificates of all kinds to help make our event fun and rewarding. We expect to have over 700 participants this year, ranging from young children to people in their fifties. Most of our participants are between the ages of 30-50, and at least 60% of them will be female.

Cancer touches so many people in our community and Relay For Life is a great way to help fight this terrible disease. Please seriously consider this request and let your neighbors, your customers, and your community know that you are joining them in the fight. If you would like more information about Relay For Life, and any of the programs it supports, please feel free to call the American Cancer Society at _____

Kind Regards,

Relay Volunteer

Subject: My 30th Birthday Wish, by Erika

Now, that I have your attention. I have a birthday coming up in less than two weeks and yes, my birthday wish is about fighting cancer.

But wait, there's more! My 30th birthday wish is not just for me but for all of us that have been or probably will be touched by cancer. I am a team member on one of the American Cancer Society's Relay For Life teams for the Albuquerque Relay this June 1-2.

But wait, there's more! Most of my teammates are cancer survivors and I am honored they asked me to be on their team this year. Our event goal is \$200,000.

Okay, you've seen those old commercials selling the "can't-live-without" products for \$29.99...from the Ronco automatic egg scrambler to the aluminum cutting Ginsu knives.

But wait, there's more! At the moment, I am feeling very \$29.99 with that big 30 looming just ahead.

So here's the deal: I'm asking all of you to make a tax-deductible donation of \$29.99 to my Relay team towards our team goal of \$2,000. **But wait, there's more!** If not at least \$29.99 then \$2.99 or whatever you choose. Any amount gets us a little closer to putting me out of a job -- not necessarily a bad thing.

How? Mail to:

American Cancer Society
5800 Lomas Blvd., NE
Albuquerque, NM 87110
Attention: Erika Meisenbach

Make checks payable to the American Cancer Society, Albuquerque Relay For Life.

But wait, there's more: Call me at (insert your number) if you prefer to use your credit card.
Operators are standing by....

OR, e-mail me at (insert e-mail address),
OR, cash works, too.

But wait, there's even more : Check out the website at www.relayforlife.org where we have recently added a way to "FIND A RELAY" in New Mexico, Arizona and Nevada (as well as across the country) via the Relay For Life pages.

This year there will be over 3800 Relays across the country – get involved today!

My thanks and thanks from your American Cancer Society... 1-800-ACS-2345 for answers to cancer.

Team Fundraising

Cancer Control: Have a brown bag lunch seminar and invite someone from the American Cancer Society to speak on cancer prevention. Ask employees to donate what they'd normally spend on going out to lunch or charge a set fee.

Car Wash: Get your team together for a local town car wash. Works great for high school teams.

Casual for Cancer or Denim Days: Ask your company CEO/President to let staff dress casually or wear denim for a \$5.00 or more donation.

Cigarette Vending Machine Demolition: Charge \$\$ for people to take a swing at it with a mallet (remove glass first).

Company Contribution: Solicit a specific donation from your organization above and beyond that raised by your team and apply the credit for incentives for all team members.

Computer Message: Ask your company computer expert to have a message "pop up" on employees' screens asking for a donation. It won't go away until they give.

Auction (Silent or Live): Hold the event at your business, in your neighborhood, or at church. Ask for contributions of unique items such as homemade toys or art, a hand-knitted sweater, breakfast or dinner at someone's home, or a ride on someone's sailboat. Display the items (or their description) prior to the event. Hold the auction over lunch or at a convenient time.

Bake for Cure's Sake: Hold a Friday bake sale at work so employees will have treats for the weekend. Ask for baked goods to be wrapped attractively so they could be given as gifts. Encourage breakfast items as well as sweets, like bars and cookies.

Car Wash: Get your team together for a local town car wash. This works great for high school teams.

Matching Gifts: If your company has a matching gift program, it's an effective way to double your fundraising efforts. Be sure to check with the human resources department to obtain matching gift forms.

Freddie the Flamingo: An eight year old boy put "Freddie Flamingos" in people's yards with a note around Freddie's neck asking for a donation for Relay For Life. In the morning, he collected the birds and donations. **He raised more than \$6,000!!!**

Quilt Making: Do you have a team that makes quilts? Make quilt squares in honor and in memory of people with cancer. Ask for a contribution for different sizes: a 4" square for \$5, an 8" square for \$15, and a 12" square for \$25. Display the quilt at a public location such as the Chamber of Commerce.

Duped by Dollars: This works well at colleges or large companies. Departments/dormitories set up a jar for change drop offs. The group with the most points wins a prize. Pennies are worth positive points; silver coins and cash are worth negative points. Sabotage the other residence halls by dropping silver coins and cash into their jar!

Restaurants to the Rescue: Ask a local restaurant or cafe to contribute a portion of the proceeds for a day. It could be for a certain menu item or ask the owner if a special relay item can be on the daily special. Create a sign letting patrons know if they purchase this special the owner will donate half the money to the American Cancer Society.

Photo Contest: Hold a "stumper" photo contest! Ask employees to bring a baby or childhood photo of themselves that they believe no one can identify. Ask for a donation to make a guess. Give winners a contributed prize.

Sports Tournaments: Set up challenge matches between individuals or departments for basketball, softball, football, or any sport! Ask for a donation as an entry fee and admission fee. Ask for contributions in exchange for refreshments at the event.

Taste of the Day: First, decide on a food theme (Creative Cookies, Best Barbecue Eats, Mexican Madness, etc.). All of the volunteers bring a dish and guests make a donation of \$5 for all you can eat, \$5 for a standard take-out container, or \$10 for both.

Fetch & Favor Fee: Place a sign up sheet in your office, the teacher's lounge, or even your own kitchen! Approach business owners with this offer to run errands (like fetching coffee or lunches, prescriptions, supplies, etc.) Create a price list to match the errand and let them know their dollars go toward a CURE.

Magical Mondays: Work out an arrangement with your employer to make flavorful Hazelnut or French Vanilla coffee in place of the regular and request a dollar donation for a steamy cup from co-workers. Include a sign that explains Relay For Life.

Windshield Washing: Fast food restaurant teams can collect donations for washing windshields as cars pass through drive-up window.

Wishing You Well: Set up a "wishing well" at your local school, business, church, or store with a sign explaining that all proceeds go toward Relay for Life and a cure for cancer. Put an ad in your local paper announcing specific days for change drop-offs. Maybe, the store or your employer would do a matching gift. You could even have this at your tent site at the relay.

Top Tent...Fundraising at the relay: Decorate ballot boxes for voting and donation collection. People enter a vote for their favorite tent site with a donation. Each site collects the vote and donation toward the total vote!

Lotta Bottles: Each team member runs a bottle drive in their area. Go door to door and collect bottles from your neighbors and friends. Create a flyer to give to the donors about relay with your phone number inviting them to join in the fun and cause! Maybe, your local store will match the money you make!

Ask for contributions for:

- the shirt off of your back. Donors pay \$ to write their names on the back of the shirt that gets worn for 24 hours.
- food, any kind, anyway, anywhere
- art, both professional & student (Parents will donate money for their budding artist's work.)
- balloons. Donations for RFL balloons can be for \$2 each and make bouquets to be delivered by volunteers.
- candles
- hair cuts. Have local salons sponsor a cut-a-thon with proceeds going to Relay.
- flowers
- jewelry
- yard, porch, garage sales

Odds & Ends

- write a letter and ask!
- parking cars. If your company has a parking lot near a local stadium, fair grounds, or other mecca, let participants in the activity make a donation to park there.
- kiss a pig. Put a picture of 2 or 3 managers or teachers on a cutout of a pig and students/employees vote. The one who receives the most votes has to kiss a pig in front of everyone.
- odd jobs for a fee. Great for youth.
- auction off a prime parking spot for a week
- questions for a buck. One team raised money by having their boss, who was constantly being asked questions, charge \$1 for each question. Word spread throughout the company about what he was doing and everyone started asking questions and paying up.
- recycle
- skunk them. One hospital group put a stuffed skunk on a co-workers desk. They needed to give a donation to be deskunked (make the skunk go away).
- ugly bartender contest. Get the bartenders in town to agree to be in your contest. For \$1 a vote,

the winner wins some type of award and becomes an honorary "server" of your team.
-vending machine. Designate the profits from one of your vending machines to the ACS.
If the company that provides the machine knows what's going on, they may give you a lower price on the supplies or donate a certain amount.

Collier Athletic Club held a Poolside Guest Bartending Evening on a Friday night from 6-9 PM. Six bartending teams members participated, each dressed in costume of choice and working an hour shift. Pre-invited friends came out to support the team fundraiser. In three hours, they collectively raised \$11,000 in tips. Todd and Kristin Weardon, members attending the event, pledged to match whatever was raised that evening. The Collier Athletic Club banked over \$22,000 for their team in one fun filled over-extended happy hour!

From Tennessee – Leslie Thrasher - "Painting the County Purple"

This fundraiser for Relay has a two-fold purpose. Everyone in the community gets involved asking why purple bows are up everywhere and it also raises money for the teams.

For our promotional runs we have a survivor putting up a bow on someone's mailbox or door. Huntingdon used their two honorary Chairmen in a picture with the sponsoring florist. At the team captains' meeting the teams placed an order for how many bows they think they could sell. That gave the florist plenty of time to get some tied up in advance.

We go to any and all the florists in the communities and ask them to donate their services, ribbon, or both. You can buy a roll of 100ft. ribbon for \$4-6 dollars and you get 20-30 bows out of each roll. We asked for a \$10 donation per bow. We also have a community that has a woman make smaller bows for \$5 for people to put them on their car antennas. One of the schools got involved with the smaller bows -- the homeroom that has the most bows bought and placed on their door will get a pizza party.

Restaurant Involvement Making a Difference

I have recruited a team from the restaurant where I work. For one team captain meeting, the owners will donate 60% after cost to be donated to our team fundraising. The wait staff will donate all tips and hourly wages, our wine distributors will donate beverages, and Kinkos is running off all our fliers and tickets. The restaurant will be decorated with informational signs about the ACS, Relay and advocacy.

Southern Fried Relaying Tips:

1. A local Papa John's pizza franchise has agreed to tape Relay luminaria and survivors' lap **forms on all of their pizza boxes**. Finally - something GOOD sticking to the top of the lid!!
2. From our "Snatched from the Jaws of Defeat" Department: One of our major corporate sponsors had a budget cut and were going to drop their sponsorship of our event. The company had purchased a night of tickets (full house) for our local Repertory Theatre. When the company dropped its sponsorship, they gave us the **night of tickets** for the theatre to sell and keep the proceeds. They provided all publicity and promotion for the event, the night of the event they're providing volunteers to staff it, all catering, and a silent auction as an additional fundraiser. The value of the tickets, support, catering, publicity, far exceeds the original value of what their sponsorship would have been and gives us lots of needed exposure to boot.

Eggstravaganza Fundraiser

The Strategic Marketing and Branding Department first began its "Eggstravaganza" Relay Fundraiser in 1998. The team was looking for a unique way to raise funds when Maddie Walston came up with the idea of selling plastic Easter eggs. The "Eggstravaganza" has since become an annual tradition!

Those who purchase eggs are guaranteed candy, but the real draw is the chance to win a variety of prizes. In addition to candy, some eggs have small slips of paper with prize names written on them. Members of the Relay team solicit local businesses to donate prizes, including gift certificates (e.g., restaurant, grocery store, video rental, department store, spa treatment), promotional items (e.g., plastic travel mugs, sports bags, t-shirts) and tickets to sporting and other local events.

Tips for a successful "Eggstravaganza":

1. Offer as many prizes as possible! Create a sign-up sheet of businesses to be visited, so that there is not duplication and no one is missed.
2. Advertise the high odds of winning a prize.
3. Publicize the fundraiser a few days to a week in advance of sales (via e-mail, Coffee & Chat Discussion Database, and signs in the building)
4. Offer volume discounts (e.g., 1 egg for \$3, 2 eggs for \$5, 3 eggs for \$8)
5. Sell, sell, sell! Have team members roam the office with baskets of eggs to sell; be on hand at the beginning of large meetings, set up a table in the cafeteria. We've done the majority of our sales in the building; however, they could easily be sold externally as well.

The Power of Purple

The elementary classes in a school in **Brecksville (Cuyahoga)** are planning a walk at school. The teacher of the class that raises the most money for Relay has agreed to dye his or her hair PURPLE... oh, the power of purple!

Pink Toilets

A very enthusiastic team, the Troy Fire Department Ladies Auxiliary, at my Gateway Relay in Troy, IL came up with a really cute fundraiser. Their campsite theme was a bathroom, shower stall and all, so their fundraiser went along with their theme. This team raised more \$2500!

This was an ad in the local paper: Beware of the HOT PINK TOILET. Help the Troy Fire Department Ladies Auxiliary "Flushing out Cancer Fundraiser". The ladies are participating in the American Cancer Society Relay For Life at Tri-Township Park on June 22nd and 23rd. So, if a HOT PINK TOILET appears in your business or home, a donation will be required to have the "EYESORE" removed. We all know of someone or will be affected at one time in our lives by this terrible disease. "LET'S HELP FIND A CURE!!"

A letter came with the toilet: CONGRATULATIONS! If you are reading this note, you have received your new fashionable yard ornament. To have this new fashionable yard ornament removed, we are asking you to make a pledge to the "FLUSHING OUT CANCER FUNDRAISER"

within the next 24 hours. To do so, please contact (NAMES/PHONE #'S OF CONTACTS). They will arrange for the collection of your donation and the removal of you ornament. If you would like to see this ornament in front of someone else's establishment, please inform us. Thank you for your cooperation in this fundraiser! The Troy Fire Department Ladies Auxiliary.

Hot Pink Toilet

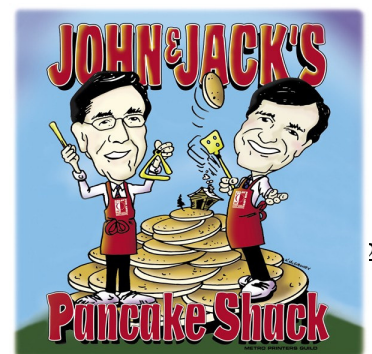
Picture this: My husband created a pink and purple Relay toilet. It has the RFL logo on it and even has glow-in-the-dark stars and moon.

It was auctioned off at a team captains' meeting for a team to "lease" for the season to use as a fundraiser. The Brunswick Junior Women's Club paid \$300 for that privilege and then proceeded to raise another \$3,500 with the toilet, "Flushing Out Cancer" all over the county. Their tent site carried out the bathroom theme, and each team member carried a decorated toilet brush during the parade of teams and whenever one of them was on the track walking.

My husband even rigged up a way for folks to deposit money in the seat into a secured lock box. Several teams vied for the privilege to use it. I think that was the most fun—watching the bidding war. When they turned out the lights, folks went bonkers over the glow-in-the-dark stuff.

John and Jack's Pancake Shack

For the eighth year, National Chief Executive Officer, Dr. John Seffrin, and the Southeast Division Chief Executive Officer, Jack Shipkoski, will be making and serving pancakes from "John and Jack's Pancake Shack" at 5:45 a.m. on Saturday during Relay For Life in metro-Atlanta! National Director of Executive Operations, Nathan Grey, had the idea eight years ago that the two CEOs should form a Relay For Life team. While the team



began with only 10 team members, it now has over 30, and they have raised over \$110,000 to date, with a goal this year of about \$40,000. The team has developed so much that it now has corporate sponsors, team banners with caricatures of John and Jack flipping pancakes. In addition to selling pancakes, they also sell autographed t-shirts. Some team members even have their own John and Jack's Pancake Shack Relay Citibank MasterCard!

John and Jack's Pancake Shack Update

John and I thought last year that the team had developed to its full potential – with corporate sponsors, team banners, and our own logo with caricatures of the two of us flipping pancakes. The spirit of Relay, however, allowed us to surpass last year – with a new “Hawaiian shack” logo, and our own pancake mix and “bobbing head” dolls. The creativity of our team members continues to amaze me! Because of the generosity of team member, John Burley, and his company, Metro Printers Guild, 100 percent of donors' contributions for these items went directly to the American Cancer Society. If you'd like to order John & Jack's Pancake Mix (at \$7) and 'bobbing head' dolls (at \$10), please let us know.

Gurney Rides

For the eighth year, the White Bear Lake Fire Department in Minnesota will be raising money onsite at Relay. “The Hosers” bring a gurney and take turns offering rides to the Relay participants for \$2 a lap. The participants young and old wait in line for this fabulous ride around the track by the male and female members of the volunteer fire department. This fundraiser brought in \$800 additional dollars to their team.

Gas Station Oil Change Fundraiser

Request that a local oil change garage donate their time and material for a Saturday afternoon of oil changes. 100 percent of the income goes to the local Relay. While the customer is waiting for their car you can sell luminaria and food to help pass the time. Don't forget the cancer control information! Ft. Atkinson, WI raised over \$1,800 in one afternoon by doing 101 oil changes at \$15 each, \$170 at the brat stand, and \$200 on a car wash. Pennzoil donated the oil and filters and the staff donated their time.

“Kill” for a Cure – Volleyball

My company has been working with the American Cancer Society on a limited basis since 1994. Many in our 10-person company play competitive volleyball. In 1997 one of my non-company teammates, Karen Shortall, was diagnosed with malignant melanoma. She was 26 at the time. That year we had a volleyball tournament to help with her medical expenses and called it “Kill For a Cure.” “Kill” is a volleyball term that means to hit the ball with enough force that you knock your friends down on the other side of the net and laugh at them.

Karen died the next year. She did our first Relay with us in 1997 and was gone the next. It was 19 degrees that first year and she stayed all night. She died 4 months later. At that point, my ACS client, Micki Privett, educated me about Relay and we got involved. Since then our Relay teams have continued the “Kill For a Cure” tournament and this past year raised over \$7,000 with that tournament alone. At that tournament we have a concession (and we don't make change), we've sold massages (and we solicit big tips however we can), we've sold Latin dance lessons (good money there), a Silent Auction (competitive people are good at this), and we sell “I'm playing for...” stickers for \$2 each. Most players end up covered with them by end of day. Through that tournament and other efforts our teams have raised over \$40,000 since 1997 because an ACS staff person took the time to tell us what Relay was all about.

Onsite Fundraising

The Icing on the Cake

Your team should aim to raise most of your goal prior to the event. You're encouraged to do on-site fundraising at Relay For Life, but it shouldn't take the place of pre-event efforts.

Onsite Hair Salon

For 2 years now, we have had a local hair salon on-site at Relay offer haircuts for donations to ACS. The first year we were not sure how it would go, but we were SWAMPED! We made almost \$1,000 and had to turn people away! The hair stylists donated all of their time so 100% went to the American Cancer Society. Last year, we were more prepared and made almost \$1,400 at a \$20 minimum donation per cut. Some donated more money for the cause. In addition, some of the African American girls on our team started braiding hair. The girls would do this to pass time in order to stay awake. They started charging \$5 and made almost \$100. This year we're preparing to offer both haircuts and braiding at a \$20 minimum donation, and hope to raise as much as \$2,000 on site!

Make a Difference - Dedicate a Song

Have Relayers pay \$5 to have a dedication and special song played for the person they are walking for at Relay.

BALLOON POP

Team members collect prizes as well as donate their own goods or services as prizes. Before filling each balloon with helium, put a note inside with the name of the a prize. People donate \$1.00 to buy a balloon and pop it to find out what they win.

CARICATURES

Offer caricatures at your campsite for a donation. It's sure to be a hit!

BOWLING CHANCE

A \$1.00 donation gives you the chance to throw two balls (toy bowling set). If you strike, your name is entered into a drawing two times. If you spare with your second ball, your name is entered into the drawing once. The team solicits a nice prize for the drawing.

CAKEWALK

Have each team bring a cake to the opening ceremonies at the Relay. Schedule the cakewalk at the peak time of Relay when several hundred people will be in attendance, and ask for a minimum donation of five dollars to participate. Place numbered squares around the center of the track or on the stage, and have people follow the numbers. When the music stops, so do the people (like musical chairs). A number is drawn and the person on that space will win a cake!

DANCE LESSONS

Have dance lessons at your campsite for a donation. Swing, salsa, ballroom, disco and more!

DUNK TANKS, INFLATABLE BOUNCE HOUSES, AND CLIMBING WALLS

Utilizing these activities as on-site as fundraisers is permissible, as long as you make sure the operator is properly licensed and insured.

FACE PAINTING

Set up a booth at Relay and offer face painting for a donation.

FOOD SALE

Sell healthy treats and snacks, home baked cookies, sandwiches, popcorn... the sky's the limit!

FORTUNE TELLING

Look into a crystal ball... and tell participants their fortune for a donation!

GENERAL STORE

Have extra campsite supplies available for a donation for people who did not come prepared or forgot something (toothbrushes/toothpaste, extra socks, toilet paper, flashlight, bug spray, sunscreen, baby wipes).

HOLLYWOOD SNAPSHOT!

Get a cardboard cut-out of a famous person and have your picture taken for a donation.

JAIL & BAIL

A former American Cancer Society fundraiser. For a donation, participants can be arrested. For an additional donation, they can post their own bail.

MEXICAN CANTINA

Decorate your campsite in theme, have non-alcoholic Margaritas, Relay tattoos, chips and guacamole. Fiesta!

GLOW GEAR

When the sun goes down sell stuff that glows in the dark.

MIDWAY GAMES

Bring the fair atmosphere to Relay! Host games at your campsite that encourage fun competition.

POPSICLE SALE

Get a local grocery store to donate the Popsicles/frozen treats and sell them at Relay for a suggested donation.

SILENT AUCTION

Have each team donate an item to be bid on in a silent auction. Money raised from that item will go toward the team's total. This encourages teams to donate nice items.

VIDEO SALE

How many times can you watch Forrest Gump? Sell those old movies at Relay!

WEDDING CHAPEL

Charge a donation to "marry" people or renew their vows. Have wedding cake, wedding photos, wedding bands, and a ride around the track in a golf cart with cans on it. Each activity can require a donation or be done as a package deal. Use a stand up cutout of a tux and wedding dress for heads to take a photo. All for fun!

Please note: this would, of course, not be a legally binding activity!

Multi Team

Fundraising with Food:

Between the Biscuits

Some of our Relays have a "Between the Biscuits" event. Hardee's or McDonald's will donate plain buttered biscuits for the event and then the teams all prepare an edible filling for the biscuits. Have judges go around and critique on tastiness, eye appeal, ingenuity, and overall creativity. It's loads of fun!!!!

Food Tasting

My Mom does a fundraiser every year called The Great Chocolate Escape. All of the volunteers bring a chocolate dessert (we usually have one table of non-chocolate, so those who are allergic have no excuse to skip it), and guests are charged \$5 for all you can eat, \$5 for a standard take-out container, or \$10 for both. This concept could translate to barbecue, sandwiches, whatever. Basically, all you need is a couple of banquet tables to set all the food on, and someone to recruit the cooks. Sometimes we use place cards (bought at card or party stores) to label foods. For a small local fundraiser (a rural mill town of about 5000) it usually brings in about \$2000, without a lot of effort.

Have a "Bite Of..." Event

In my smaller relay, the teams bring goodies to share and they really appreciate the opportunity to visit each others' campsites during what they call the "Bite of Port Angeles." The committee plans to extend it into a contest this year with judging and prizes and the whole works. It is one of their favorite things to do. They use this as their kick-off activity right after the survivors' walk. From 7 p.m. to about 9 or 10, or until the food runs out, the idea is to eat your way around the track and get to know everyone there. One word of caution, however, is to check with local health districts about rules and distribute them to teams.

Cakewalk

We have each team bringing a homemade cake, then ask for entry to the cakewalk for a minimum donation of one dollar each. Numbered squares are placed around the park and the activity runs similar to musical chairs. The cakewalk is scheduled when we have several hundred people attending our ceremonies. When the music stops, a number will be drawn and the people on that space who have tickets will win a cake!

Taste Of Life Silent Auction

Each participating team prepares several dishes and brings them to the event. The public can buy a minimum number of tickets and each ticket buys a "taste" of any of the dishes brought by the teams. Meanwhile, the business community participates by donating items and "goodies" for the Silent Auction (anything from hair care products to a grill!). It is a great way of bringing the teams together in one activity, getting businesses involved, and gathering the community in a festive atmosphere

Support Relay by shopping Albertson's!

"CAKE CARNIVAL" AT ALBERTSON'S BAKERIES!

All Albertson's Bakeries are having a Carnival of Cake Event on April 10th –16th. For Every cake that is sold during this promotion, 25-cent donation will be made to Relay for Life. Single layer cakes such as German Chocolate, Carrot, Cookies'n Crème, and Chocolate Decadence will be Buy One CAKE, Get One FREE! Average bakery will sell 300 cakes for \$75 donation per store. There are 135 bakeries in the Oregon and Washington area. The goal is to raise \$10,000! Stickers for the cake event will say - BUY ME and a donation will be given to American Cancer Society Relay For Life. The stickers will be purple with white writing. It will be advertised in the weekly paper also.

Taste of Relay

"The Taste of the Relay" as we call it, is an opportunity for area restaurants to join the American Cancer Society. We ask that places donate a sampling of one or two of their specialty dishes and a person to help serve. At the Relay, in the cafeteria or in a tent, the restaurants set up. Participants and the public donate \$5.

Luncheon Idea for Team Fundraising

To earn funds as a team member in the RELAY FOR LIFE, I decided that the easiest way was to do something that would be fun for my friends and me. Since we are always lunching and playing bridge anyway, I decided on a bridge luncheon with all proceeds going to ACS. The event has grown from 7 tables, seven years ago, to 14 full tables, bringing in approximately \$1,400 - by charging \$15 a person (checks made to ACS) and mailing a luminaria envelope with the invitation. Attendees also bring in additional donations. I encourage people to bring friends, just to let me know who and how many, so I'll have enough tables set up. The food is simple, mostly finger food (sandwiches, fruit, veggies and sweets). I also provide door prizes for the winners. Doing something that people enjoy is what counts most; you can have fun for a cause!

"HOPE PROMOTION" AT ALL OREGON ALBERTSON'S STORES!"

During the month of May, all Oregon Albertson's stores will be selling \$1 HOPE cards to all customers and associates. Star shaped cards will be purchased and dedicated to a cancer patient or in memory of a lost loved one. The cards will be on display at the front of the store for the entire month. Brochures of your local Relay For Life will also be on display in the Customer Service Booth.

Visions of Hope

Relay teams in **Chillicothe** sold tickets to the first Visions of Hope gala at The Pump House Center for the Arts. Local artists donated work that they created as their vision of hope for survivors and a world free from cancer. A local caterer whose family had been touched by cancer donated food. Tables were covered with burlap, centerpieces were running shoes filled with daffodils. More than 220 attended the event that netted \$10,000 for Relay For Life. The most received for a piece of art was \$2,100. Artwork was judged before the auction. The winner, named **Within Reach**, will be on the back of the survivor shirt at Relay.

Torches

The Waltham, Massachusetts's event had a great idea this year to sell torches for \$100 each. Some torches were donated to loved ones in memory or honor of their fight against cancer. Other torches were purchased and donated to the local fire department.

Beauty in the eye of the beholder

Here is a new fundraiser we tried this year that was a lot of fun. The contestants for this year's American Cancer Society Snake River Relay For Life "Mr. Relay" contest proved to the audience that beauty truly comes from the inside – because there wasn't much showing on the outside.

The Mr. Relay competition rules allow all male contestants 15 minutes to rummage through boxes of clothing and accessories supplied by the Discovery Shop in an attempt – "attempt" being the operative word – to beautify themselves. The men are allowed to spend the last three minutes with a woman in a last-ditch effort to turn a sow's ear into a silk purse.

With the process completed, the contestants lined up on stage. They were judged on their choice of female name, poise, modeling ability, confidence and their answers to the interviewer's questions. \$751 was taken in by "Buy A Vote" vouchers, which is basically a thinly veiled bribe to the judges to sway their decisions. The votes were tallied to whittle down the group to the top five finalists. As with all good bribes, the more money offered, the more influence the voucher carried. The audience—with the enthusiasm of their applause— finally decided the honor of Mr. Relay. The winner was crowned, awarded a sash and trophy.

Youth Fundraising

Pennies from Heaven

This was a huge success. We had 19 classes from Kindergarten to 6th grade that participated. Did you know that 1 milk jug full of pennies weighs 35 pounds? And did you know that 30 pounds of pennies is equal to \$50.00. P.E.S collected over 420 pounds of pennies. That was a total of \$695.99 to help find a cure for cancer. The winning class received an ice cream party and had their picture taken while presenting the check. The class was also at the Relay to present the check again.

Relay Carnival at Norcross High School

"I am a teacher at Norcross High School and several of us decided to get the entire school behind our fundraising this year. We held several small events, but our large activity occurred April 26th. Our student body was allowed to pay \$2 each to buy their way out of the last period of the day to attend a carnival. Different teams and clubs from our school all ran booths such as grilling hotdogs and hamburgers, basketball games, karaoke, teacher dunk tank, teacher pie throw, obstacle courses and much more. We had more than 25 different booths. We worked with our community to raise sponsorship money, get donations of food and equipment, as well as parent volunteers. At the end of the event we had raised \$7,500 to begin our Relay For Life fundraising.

Miss Relay Pageant

Lanier County (Lakeland, GA) held their first ever Miss Relay For Life pageant. This pageant has 38 contestants ranging from tiny Miss to Miss! Each contestant was responsible for getting at least \$100 in sponsorship money and competed for the chance to be the Relay Ambassador in the county and promote Relay For Life throughout the year. The Miss contestants were judged on eveningwear, sports wear, and on-stage interview. The interviews were judged according to each girl's knowledge of the American Cancer Society and Relay For Life. Once the top three girls were announced, there was an informal on-stage interview with the girls so they could openly talk about their commitment to ACS and RFL and what they planned to do with the "year of service."

The pageant was held one week prior to the event giving RFL publicity and allowing the committee to invite the community to RFL. The unique part of this pageant is that regardless of the winner, each contestant will be at the Relay as a part of the pageant girl's team, the "Tropical Beauties" who will also be spearheading the survivor reception and recognition ceremony!

Not only is this an EXCELLENT team fund-raiser, but it is an outstanding way to incorporate cancer control and youth at Relay For Life!

Impact Award – "Kick-a-Thon"

The drill teams invited local business people, city officials, school officials, etc., to participate in the Kick-a-thon by raising a minimum of \$100 in pledges to have the honor of kicking with the drill teams during half time at the football game.

The drill team performs 100 high kicks while the school band plays. The community kicking partners are lined up behind the drill team. After the drill team has completed their 100 kicks the community kickers step forward to do their 100 kicks.

It is now considered an honor to be asked to participate and the community kickers eagerly await their invitation to kick again the next year. The 2006 Drill Team Kick-a-thon boasted of more than 200 community kickers and raised \$10,000 for the Relay For Life of Kane County.

The drill team coaches and parent sponsors are well organized and invitations along with pledge sheets and a donor collection envelope are mailed to the community kickers. A program is printed to distribute at the pre-game tailgate party and each community kicker is given a ribbon to wear while kicking. In 2006, participants were also given a cap with "St. Charles High School Drill Teams Kick Cancer" printed on it.

This year a new fundraiser will added to the event. The drill team and cheerleaders will be selling ribbons with "I'm kicking in honor (memory) of _____" imprinted on them this year. The ribbons will be sold in the school

cafeteria the week before the Kick-a-thon and also sold at the pre-game tailgate party for the community kickers. They also plan to have a booth at the football game to sell the ribbons to the spectators. Any ribbons not sold at this time will be brought to the Relay as an on-site fundraiser for their team.

Quarters for a Cure

We implemented the "**Quarters for a Cure**" program in the schools. In nutshell, the "Quarters for a Cure" program consists of collecting empty film canisters and distributing them out to the students. They, in turn, collect \$7 worth of quarters in these canisters and turn them in at registration. The students took the challenge to heart and raised almost \$4,000! One student alone raised over \$1700 in quarters. Talk about dedication!

It's really great to see youth getting involved and learning about the goals of the American Cancer Society.

Fundraising with 13-14 year olds

Car washes are great- many fast food places like Taco Bell or Pizza Hut will let them use their parking lots. Also, doing odd jobs can be lucrative and babysitting for community events serves two purposes - raises money and does a service for parents who want to participate in PTA, bazaars, or other school events.

Bowl-a-thons

We had to do a fundraiser for my stepdaughter's group at church and we tried a bowl-a-thon. It appeals to pre-teens as well as teens, and they even managed to involve adults. The initial group of six teens involved some twenty people and raised about \$1,200. (Bowlers go out and get pledges for each pin they knock down.)

FUNDRAISING IDEAS FOR KIDS

Raising \$100 per team member is easy when you remember it is to fight cancer.

Bake Sale: Hold a bake sale at school, church or other places in the community. Ask for donations to be wrapped attractively so they could be given as gifts. Encourage breakfast items such as rolls and breads, as well as sweets such as bars and cookies.

Cancer Control: Have a brown bag lunch and invite someone from the American Cancer Society to speak on cancer prevention. Ask people to donate what they'd normally spend on going out to lunch or charge a set fee

Car Wash: Get your team together for a local town car wash. (Works great for high school teams.)

Cigarette Vending Machine Demolition: Charge \$\$ for people to take a swing at it with a mallet (remove glass first).

Earn Dollars for a Prize: Raise a minimum of \$100 to get name in drawing for giveaway. Make sure giveaway item is donated from local store.

Fishing for a Cure: Set up a booth that looks like a pond with poles, etc. with prizes floating in it and charge \$1.00 to fish for a prize.

Flying Pig Project: Place a piggy bank on someone's porch (when they're not looking) and to make the pig fly away they will need to give the pig a donation.

Friends and Family: Dedicate your personal effort to someone who has won a battle with cancer or to someone who is battling cancer or to someone who has lost the battle or all three. Include that in a letter along with a self-addressed, stamped envelope, and consider mailing it to: friends, family, your doctor, dentist, hairdresser, barber, church members, service club members, Christmas or Hanukkah card list, personal phone director, etc.

Garage Sales: Not just your stuff, ask friends, & neighbors to donate items to your garage sale or hold a Team Garage Sale and have all team members bring items.

Kiss A Pig Contest: Ask the popular person in your school to do something fun if your team raises a certain amount of money. Be creative, for example shave a beard or a head, dress up like a pig, kiss a pig, dunking booth, pie in the face, and many more.

Penny Drive: Set up containers all over town.

Penny Wars: Set up a challenge for each class to try and collect the most points (pennies). Points are given for pennies and negative points for other coins. Classes could sabotage other classes by placing other coins (not pennies) in their jars. The class with the most positive points (pennies) wins a pizza party at the expense of the other classes. All the money in the jars is donated to the Relay.

Online Fundraising

On-line fundraising can be an especially great source of revenue for attracting new donor dollars. Think of on-line fundraising as the *"new age letter writing"*. It is especially important to emphasize that on-line fundraising should be used as a supplement rather than a replacement to traditional forms of fundraising. Keep the car washes, garage sales, and craft fairs going. Use on-line fundraising as icing on the cake!

- When engaging in on-line letter writing, remember to customize your home page as much as possible. Use the text to tell your story and the photo center to show why YOU relay!
- The site is designed to allow users to "click and send" many e-letters at one time. To save time we have composed letters for you; however, we suggest editing the letters to tell your American Cancer Society story.
 - E-mailing Letters can be a great way to send out cards for holidays such as Valentine's Day, St. Patrick's Day, Halloween, etc. It is a great way to reach people all over the U.S. and those workaholics who slave at a computer all day!

Finally, use the website for more creative forms of fundraising:

- Carry around business cards with the Relay logo and a link to your personal webpage. This allows you to more easily get donations from anyone, anywhere, anytime, by referring them back to the webpage.
- Use the site to gain support from local companies to support your local efforts. Some companies may not be able to donate \$1,000, but may see \$100 as more reasonable. Allow them to make the donation directly through the website to your home page.

Sample Email

Dear Aunt Bonnie,

Hello! How are you doing? How was your vacation to Orlando? I'd love to hear all about it the next chance I get. Apparently the weather there is pretty terrible, so I hope that didn't ruin your trip.

One of the reasons I'm writing you is to tell you about something that is very important to me: Relay For Life. Relay For Life is the signature fundraiser for the American Cancer Society (ACS), and I've choose to sign up for the Relay For Life of Hope University in order to help raise money for cancer research, advocacy initiatives, and ACS educational programs and services. After grandpa died, I wanted to help the ACS fight back against cancer and Relay For Life makes me feel like someday cancer will be cured.

It would mean a lot to me if you made a donation on my behalf. There is no minimum donation, nor do you have to pay more if I walk more during the event. I would really appreciate any donation you're willing to give because anything helps the ACS. If you're willing to donate, please follow the link at the bottom of this email to see my personal fundraising page. All you have to do is click the link to donate and follow the instruction on the page. If you have any questions, please let me know! If you'd feel more comfortable with an offline donation, my fundraising page has a printable form with the actual mailing address for the American Cancer Society.

Thank you for any help you're willing to give!

Love,
Chris

Fundraising Year Round

Spring Ideas

Send letters to parents at spring break time
Restaurant Relay
Valentine's Day Deliveries
Sell Purple Roses
Luminaries at track meets
Spring flower seeds – sell packets of purple flower seeds and hand out information about
Hit-a-thon
Car smash – a distress tool during exam time
Benefit dance
Monthly anniversary activities
Monte Carlo night – car rally
Spare change
Tip night at a restaurant
Tournaments
Garage Sales
Concessions and clean up at baseball games and track meets
Mothers day dinner, flowers, photos, pies
Topless Carwashes
In a parking lot rent out parking spaces to the community and run a big garage sale – percentage goes to the relay.
Daffodil
Silent auction – theme baskets

Summer Ideas

Carwashes
Yard sales
Bake sales
Luminaria sales
Carnivals
Home run derby
Basketball tournaments
Sports tournament
Videogame tournament
BBQ
Dance
Fireworks stands or show
Sno-cone booth

Dress down days at businesses
Penny wars
Pool admissions – percentage
Gas station (\$.50 a gallon)
Car wash (topless)
Car hopping (fast food restaurant)
Baby-sitting donations
Department store coupons (team registrations)
Cookout – 4th of July
Start recruiting small business to sponsor the signs around the relay track
Weekend Service projects
Mow Lawns
Summer newsletter – Keep thinking about relay all summer.
Sell American flags
Restaurant donations
Yard signs with flags that show ACS support

Fall Ideas

Costume Party
Restaurant – charge a cover charge
Food tasting - invite a bunch of restaurants and charge admission to taste test food
Rake leaves
Garage Sale
Camping out for cancer
Football games – pass the hat, collect at the door
Homecoming donations
Activity each month with the campus
Car wash – regular or topless
Back to school fashion show – models could be children with cancer
Smashing out Cancer – car bash
Selling items related to breast cancer
Buy flowers in honor of a person with cancer
Trick or treat and collect money for the relay
Holiday charity event at a local store – store allows charities to give coupons for volunteers to have an early shopping day and gives a percentage to the charity.
Collect donations during freshman move in day
Purple ribbons
Concessions at games
Kissing contest – pay to kiss a card and the students vote on who has the best lips
Pumpkin sales/carving contest
Haunted House
Think pink shirts
Study break snacks
Thanksgiving day pie sales - talk to local church to see if they will bake them for you.

Winter Ideas

Visit Businesses

Chili Suppers

Bake Sales

Hot chocolate sales at football games

Garage sales

Holiday photo package

Penny wars (floors/dorms)

Party \$5 to get in

Faculty – get them to do wacky things for a charge to watch them

Mystery dinner theater

Silent Auction

Ornament Sale

Gift Wrapping

Snow Shoveling

Cookie – grams

Recipe books

Fundraising books

At secret Santa gift exchange instead of that donate to the team

Sell snowflakes with names on the in honor of or in memory of

Jellybean guess

New years party

New years resolution fine

Coin collections

Valentine's grams

Date Auction

Singled out

Alumni letter writing

Writing Birthday cards

President's day letters

Toy assembly – People in the community can drop off their toys that need assembly. The team assembles them and is there for the people to pick them up on Christmas Eve so they don't have to worry about hiding them from their kids.

Sell flowers for Valentines' day

Telegrams

Chocolate covered strawberries

Mystery dinner/feast of carols

Fundraising A-Z

A

Ask: The easiest way to raise money is to ask your friends, neighbors, relatives and anyone you know to make a donation to the American Cancer Society's Relay For Life event, which you are taking part in. Explain your commitment of 24 hours and why you are involved – maybe because of a loved one battling cancer.

Art Sales: Have preschool and elementary students produce great art and have a show. Parents and friends buy back their budding artists' masterpieces.

Auctions: Many teams are putting together live or silent auctions. Teams can make a whole event out of it- work with an auctioneer who will donate his/her time and hold a live auction. A team in MA held a silent auction during their family reunion. Some teams are putting together sports auctions, which are very popular. Collectibles are hot! Auction off the boss- have the boss or department head as your assistant for the day at work.

B

Baby Sit: Do extra baby-sitting and give your pay (or at least part of it) to your team's effort. Or baby-sit as a team during a community event.

Bake Sales: Hold a bake sale at work or at a busy place- a bank branch held a bake sale once a week for several months. Or have a No-Bake sale where co-workers pay so they don't have to bake goodies.

Balloon Day: This is good for students. Sell a Relay balloon with a message attached for \$2 each. The students take orders in advance and then deliver the balloon messages at a later date.

Bank For a Year: Get everyone on your team to put in \$2 each week beginning the week after this year's RELAY. In 50 weeks each team member will have his or her \$100. Or try this – 50 cents every day, in 50 weeks you will have collected, from yourself, \$175 – add just two more friends giving you 50 cents each per day and you will now have a total of \$525 in 50 weeks. See how easy it is.

Bingo: Hold a bingo night at a local club, church hall or at your place of business.

Birthday Party with a Purpose: Individuals have had birthday parties and on the invitation they state in lieu of gifts, please bring a check made out to the American Cancer Society for Relay For Life.

Block Party: Put together an old-fashioned block party in a parking lot, or close off a neighborhood street (with permission). Have a band donate a few hours, have a BBQ, do face painting, offer hay rides etc. Have fun and raise money for your team.

Book Sales: Do it in conjunction with a publishing house that will donate books or have everyone on your team bring in good condition used paperbacks or hard cover books. Set up a table to sell your books. Get permission to have your table set up in a local mall or plaza, or if you work for a large employer, set it up in the break or lunch room.

Boss for the Day: Allow people to bid on being boss for the day-high bid wins.

Bounce-a-thon: Elementary students take a collection envelope home to collect pledges for bouncing a basketball for half an hour. Each class in the school takes turns gathering in the school's front hall throughout the day to bounce their basketballs.

Bowl-a-thon: Some student teams have been holding bowl-a-thons, where they get pledges per pin they knock down.

Bowling Chance: \$1 gives you the chance to throw 2 balls (toy bowling set). If you strike your name is entered into a drawing 2 times. If you throw a spare with your second ball your name is entered into the drawing once. Team is to solicit a nice prize for the drawing. This one could be held on site.

Breakfast With: Put together a breakfast with Santa or the Easter bunny. Work with a local restaurant or your team can do it themselves at a hall or club. Have someone in costume and sell tickets, also have pictures taken. Could also use this as breakfast with the mayor or other high profile person.

Brown Bag Lunch Day: Everyone brings in their own lunch and donates the money they would have spent to the Relay For Life fund.

C

Can and Bottle Drive: Set up at a central location and collect cans and bottles from passerbys. Return for deposit to nearest redemption center. You will need pick up trucks to carry the cans or ask a local redemption center or local store if you can set up in their parking lot so you don't have to carry the cans to be redeemed.

Candle Sales: Sell scented votive candles to fellow employees and friends.

Candy Bar Sales: Sell candy bars at work, or have someone at a business let you set up a little display box (beauty shops, store check-out counters, etc.). You can purchase box kits from wholesale warehouses such as Sam's or ask a candy store to donate them.

Car Washes: This is another good idea for students as well as adults. Especially in the spring when everyone wants the mud off of their cars. Try saying "donations accepted" instead of charging a set price.

Car Smash: Secure an old car and write in large bold letters CANCER across the car. For a dollar donation you get to "smash cancer" three times with a sledgehammer.

Challenges: Challenge another team to raise more money than you. Some radio stations may gladly put your challenge on the radio.

Change Makes a lot of Cents: Bank and credit union teams post this message at the teller line – Donate the cents from your deposit to the (name of bank) Relay For Life team and help fight the war against cancer. If your check total is for \$187.67 your donation is just 67 cents. We might find the cure for cancer right in your pocket. All proceeds will benefit the American Cancer Society.

Chili Cook Off: have a Hot-Hot-Hot chili cook off.

Christmas Party: Play carols, serve cookies, decorate a tree, have pictures with Santa and charge admission.

Christmas Tree/Wreaths: Ask a local retailer to donate \$1 for every tree and wreath sold to support your Relay team. Or make your own wreaths as a team- use princess pine you find in the woods.

Coin Drive: This is especially good for students to do at schools- have everyone give them their change in the lunchroom. Set up a coin jar at the beginning of the school year and see how it grows. A college put a twist on the coin drive, which would also work at companies with different departments, or at a bank with the different tellers etc. They sent out a flyer explaining: JOIN THE PENNY WARS- drop off your change in the jars at the front of your residence hall. The residence hall with the most points wins a pizza party for its residents. Pennies are worth positive points, silver coins and cash are worth negative points. Sabotage the other residence halls by dropping off your silver coins into their jars! Spare some change for cancer research.

Coin Toss: Get permission from the local mall to collect all the coins tossed into the fountain for a designated time period. Be sure to have signs state that the coins will be donated to the American Cancer Society's Relay For Life.

Comedy Club: Ask a local comedy club to host an evening in support of the Relay For Life and invite all teams to sell tickets. The teams would get the credit for the tickets they sold.

Concession Stands: Set up a concession stand or booth at a community event during the year.

Cookbooks: Collect recipes from employees and have them published and sell them. Can be produced for approximately \$2 each and sold for \$7-\$8. You need to be sure that all recipes are healthy and follow nutritional guidelines.

Craft Fairs: Have your team set up a craft table or raffle at a craft fair or festival.

Crafts: In a holiday mood? Craft tree ornaments, stockings or decoration and sell them.

Cut-a-thon: Have a beauty salon or vocational school hold a cut-a-thon for you.

Cutest baby: Have a Cutest Team Baby Contest. Either on site or beforehand at your place of work. Place a photo of each team member as a baby on the bulletin board or on a display board. People donate \$1 per vote. You decide on the appropriate reward.

D

Dances for a Cure: Students can hold a school dance. Adults can put together a dance at a local club or hall. Get a band or DJ to donate their services.

Day of Cleaning Raffle: Team members donate a suggested five hours to spring/fall house clean your home, with tickets selling for \$5 each.

Decorating Service: No time to decorate?... holiday decorating service! Also can put Holiday lights up on houses for a fee- this is a job many people would like someone else to do.

Deliver Flyers: See what businesses distribute sales flyers in the weekly paper or through the mail and offer for your team to deliver them within the town (at each house) for a set amount. It costs these businesses a lot to mail them out and they would be able to save money by having you distribute them personally. This is another good idea for a student team. In Washington state the phone company paid a high school team \$2500 to distribute the new phone books throughout the community.

Die Cut Cards: The suns and moons paper cut outs (available at a minimal cost through the division office) can be sold at businesses, companies, or anywhere people frequent. Some teams have used them at holiday time to place a memorial or honor tree. Other divisions have seen other paper cut outs with the RELAY logo used. Ice cream cones with the logo at local ice cream shops, paper bowling pins line the walls of a bowling alley to "bowl down cancer" and in the Wayne and Pike units, paper clocks are sold at local businesses to benefit the event.

Dog Walkers: Have your team walk the neighborhood dogs for a donation. Many pet owners would appreciate the opportunity to let someone take their dog for a long walk.

Dog Sit: While the owners are on vacation, saves them from sending Fido to the kennel.

Donut Days: Students have done this, where they get donuts donated from a bakery every Friday, and sell them at school.

Dress Down Days: Many businesses have been doing this, where their employees can dress down for a day if they make a certain donation. This is also happening at parochial schools or other schools that require uniforms. For a specified donation, the student doesn't have to wear a uniform to school that day.

Dress as a Woman: Raise money to have a certain person dress up as a woman for the day, or have employee's pay \$! To vote for the individual they would like to see dress as a woman. The two individuals with the most votes would spend the entire workday dressed as a woman.

Dunking Booth: Set up a dunking booth at a local event festival, fair, picnic etc. and recruit local celebrities to sit for you.

E

Email: Email your friends and associates for donations.

Envelope at Restaurant table: Restaurant teams generate donations by placing a Relay For Life envelope at every table during a designated time period, stating "Please support our Relay For Life

team and the American Cancer Society” Waitresses check envelopes after each seating and find surprising results. Be sure to have 1-800-ACS-2345 on the envelopes.

Errand Service: Never have time.... Run an errand service!

Event parking spaces: Sell parking spaces for community events near your home.

F

Face Painting: set up a booth at a local event, fair, or festival. Kids love it! Charge .50 and up.

Fashion show: Work with new or existing clothing stores to hold a fashion show. You could have it at the store, or use a club or church hall. Offer refreshments and your team members can be the models.

Fast Food Restaurants: Ask your local restaurants if they will have RELAY day. Either a percentage of the day's take or from a certain item on the menu will go towards your team. Your team should be on hand to ask for donations from the patrons as well as be able to talk about the event. Fry Day Friday- on a Friday prior to your Relay, a dime from every order of fries sold goes to your team total.

Fifty/Fifty Drawing: Everyone loves the chance to win cash. Hold 50/50's at your place of work, weekly or monthly. An individual did this at his annual birthday party and raised a lot of money for his team.

Flamingo Alert: Use Mike Wagner's idea and place pink flamingos in someone yard. It will fly away once a donation is made to Relay For Life. Some people have expanded this idea and for a set amount you can designate the next person is should go to, as well as you can purchase flamingo repellent, so it will not land on your yard. Other lawn ornaments could be used.

Flower sales: Work with a local florist or wholesaler and sell bouquets, potted flowers or individual stems (carnations or roses) at your place of work or school.

Flower bouquet Raffle: Ask a local florist to donate one bouquet of flowers, one for each month for a three-month period (or go to 3 different florists and get one per shop). This is a good fundraiser for corporate teams with a large staff, especially during the winter months, to take a chance to win some "springtime" for their desk.

G

Game Night: Have a game night- much like a party with a purpose. Everyone comes to your house to play board games, charades etc. Charge an "entrance" fee.

Garage Sales: Work individually or as a team to set up garage sales- clean out your attic and raise money for the American Cancer Society at the same time!

Glow Sticks: Sell glow in the dark sticks that can be worn as necklaces or carried at the event.

Go Door to Door: Go door to door and ask for donations. Canvas your neighborhood, work as a team and canvas the town.

Golf Tournament: Have your team put together a golf tournament with the proceeds benefiting your Relay Team goal.

H

Hat (or Cap Day): This is good for schools. For a specified amount, the students can wear a baseball cap to school for the day.

Haunted House: For Halloween, organize a haunted house and charge admission. Or as a team organize a haunted forest. You can also sell refreshments such as donut holes and hot chocolate.

Hoagie Sale: Hold a hoagie sale at work or around town, taking orders ahead of time.

Hole-in-One: set up a portable putting green and for a donation; let people try to putt it in. You can do this on site, or at a community event beforehand.

Hot Dog For Cancer: Principal at an elementary school agreed that if ALL the teachers would raise \$100 each he would dress up like a hot dog and let the students squirt ketchup, mustard, and relish on him.

I

Ice Cream Socials: Plan one at your place of work or for friends, asking for a donation to attend. Sell ice cream for dessert at your place of work.

J

Jail & Bail: For a donation employees can be arrested. For an additional donation they can post their own bail, or employees have a bounty placed on their head, are arrested and are not set free until the entire bounty is raised (\$100 or more per inmate) This activity can also be done on site.

Jewelry Sales: Work with a wholesale company to sell jewelry they don't wear anymore and have a jeweler clean it up for you, then have a sale.

K

Kiss a Pig Contest: Recruit a local celebrity to kiss a swine when a certain amount of money has been raised. Also has been done as a contest. Put the face of all the teachers or employees one on each jar, and who ever raised the most money must kiss the animal (could also be a team mascot, goat mule, dog etc.)

L

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

Letter Writing: A great way to ask for donations without asking in person. Send letters out to your friends and family explaining what you're doing and why, and asking for a specific amount (more than you want) seems to work best or leave it up to them. Write them your personal goal and ask for their help. Some people are writing letters on behalf of their pets or babies adding a little humor.

Line Dancing: Work with a local club or facility to offer a night of line dancing. Get a DJ to volunteer his/her time to play music and get someone to teach a couple dances. It's a fun way to spend a night while collecting donations.

Longenberger Basket Bingo: Work with a Longenberger basket sales rep to hold a bingo party. Get the use of a hall, sell tickets ahead of time and sell refreshments at the party. Most groups are selling 200-250 tickets for \$15-\$20 each, which entitles the ticket holder to 20 games. Each game winner will be awarded a longenberger basket. The rep could also help with selling extra games or special rounds and raffles.

Lunch with the CEO: Auction off lunch or maybe a round of golf with the CEO or president of your company.

M

Massages: Offer massages for a donation at the event.

Matching Gifts: Ask your company to match what you raise. Some companies have a matching gift policy, check to see if your does. If they don't ask them anyway.

Money Jars: Set up money jars or coin boxes at your place of work. This is good for banks, diners/restaurants hairdressers, and stores. Check back to empty frequently.

Movie night: Invite your friends over for a night at the movies. You provide the popcorn and soda and charge admission. Or have a movie week during lunch hour at work. Charge admission and invite employees to eat their lunch while they watch.

N

Nonalcoholic cocktail party: have a nonalcoholic cocktail party at the RELAY and ask for donations. Or have a moving one, where each team has different appetizers and drinks available so people go tent to tent. Be sure to have your donation cans next to the refreshments. You could also do this a team and move from house to house on different weekend nights.

O

Odd jobs: Call on your neighbors and ask to do some odd jobs, such as fixing a rain gutter, shoveling their driveway, paint a fence, or rake their leaves.

Open House: A fitness center held an open house with a variety of toning and aerobic classes offered throughout the day. They also included a silent auction and babysitting. Ask for donations.

P

Pancake Breakfasts: Hold a pancake breakfast at a hall or church or at work on specific days.

Parking Space Auction: College students can auction off the presidents parking spot, or company employees can auction off a prime spot.

Payroll Deduction: Employees can make their own contribution by having it deducted directly from their paycheck. A little each week, can grow into a large amount by RELAY time.

Percentage of Sales: Designate a percentage of one day's sales or proceeds and let the public know so they will buy more.

Personal Bake Sale: Bake some extra delicious, extra gooey brownies and sell them for dollars a piece- make the slices large. Bake a different dessert each week for your co-workers.

Pet Fashion Show: Have a pet fashion show where you give everyone's pet the opportunity to flaunt its favorite outfit. Charge admission and vote for best outfit, matching outfits (owner and pet) wildest outfit etc.

Photos: Have your photo taken with a local celebrity for a specified donation. Or use one of those realistic cardboard stand-in's. Do this at work or in conjunction with a local fair or festival.

Pie Sales: Much like bake sales, these are also popular. Especially around the holidays- take orders or set up a table at a busy grocery store or shopping center.

Pizza Sales: Work with a pizzeria to give you a percentage of the pizzas you sell. Take orders and deliver them. OR put pizza kits together yourself. Also can work with a wholesaler to get pizzas at a reduced price or donated is even better.

Place a "Plea" in your employee bulletin or newsletter: Place a plea in your employee newsletter letting them know that you are contributing dollars plus 24 hours of your life to the Relay For Life. Place a picture of the person your team is working in honor or memory of in a highly visible place to remind team members of the importance of their participation.

Plant Sales: Like the flower sales, work with local florists or wholesaler and sell potted plants. A nursing home team did this and painted the flowerpots, repotted the plants and added a bow with a card. They sold a number to friends, staff and family members of the patients.

Pot Luck Lunches: Designate every Wednesday as Relay For Life Pot Luck Day, where team members take turns making chili, salads, desserts, etc and offer to employees at a set price or donation.

Program Ad Sales: Some RELAYS are giving partial credit to teams who sell ads for the program. You would have to check with your RELAY committee to see if this is an option.

Q

Questions for a Buck: One team raised money by having their boss, who was constantly being asked questions by everyone to start charging a buck for each question. Word spread throughout the company what he was doing, and everyone started asking questions and paying up.

Quilt Raffle: Have your team make a quilt to be raffled off. Or if you have that creative seamstress on your team, have her hold a quilting class or just a quilting night. Quilters like to sew in groups, make a night out of it and ask for donations, or they can make the quilt for your raffle.

Quoits Tournament: hold a quoits or horseshoe tournament.

R

Roll those pennies: Roll those pennies sitting in a jar on your dresser. While you're at it roll the rest of your coins you have been collecting.

S

Sell employee Services: i.e. get the best gourmet chef on your team to agree to go to someone's home and prepare a meal (for a fee of course) Get your VP to commit to wash an employee's car, or several if willing. Have the company photographer take a family photo for a certain amount etc.

Shave your head: Have someone agree to have their hair shaved once a certain amount of money has been raised.

Shoe Shines: Shine shoes for donation- enlisted men would love it.

Shutter bug mania: into photography? Take candid shots around the community, schools, etc to sell to subject. OR take photos of a friend's wedding, anniversary party, or birthday.

Sign Relay Shirt: For a donation of \$5 (or amount designated by you) the contributor can write the name of the cancer patient they are honoring or in memory of directly on your Relay T-shirt. You will walk/run representing the cancer patients listed.

Skunk Them: As a hospital group did, put a stuffed skunk on a coworker's desk. They need to pay a donation to your team to have him go away or they need to pay to be de-skunked. See Flamingo Alert for other ideas.

Soup Sales: Especially during the cold winter months, take orders from your coworkers and have a soup at work, If you work in town, offer it out to the offices throughout the community- take orders ahead of time and have an evening of team soup making.

Spaghetti Dinner: Have your team put together a spaghetti dinner at a local hall or club. School teams have also done this with the help of their parents. The students take the tickets wait and clear tables.

Sports Tournaments: Teams organize bowling, hockey, basketball, soccer, and other sports tournaments.

Story Time Reading: Have an organized story time reading. Hold it at your place of work where employees can bring their children, work with your local library to have a special time. Also a good idea for on site fundraising.

Student/Faculty Basketball Game: Set up a benefit basketball game between students and faculty, Or put together an alumni game. Challenge a local radio or television employee team.

Super bowl party: Have a super bowl party and ask everyone for donations when they get there. It is certainly worth it after all the trouble you go to organize the party and provide the refreshments. The same can be done for the NACC Championship basketball game, Indy 500, Masters final round etc. Great idea for the team member with a big screen TV!

T

Tupperware party: Have the profits from a Tupperware party benefit your team.

Turkey Raffle: Great way to raise money during the holidays! Get a grocery store to donate a turkey for you to raffle off. You could also do the same with a ham at Easter time or a BBQ package for Memorial Day. Food is always a good item to chance off.

"Cold Turkey" Subs: Encourage sub/pizza shops to donate a set amount (50 cents) from each cold turkey sub sold to benefit your REALY team. This would be a great idea to get all sub shops to participate during the great American smoke out-the third Tuesday in November.

U

Ugly Bartender Contest: Get all the bartenders in town to agree to be in your "Ugly Bartender Contest" At \$1 per vote, a lot of money can be raised for your team with the winner getting some sort of reward and being asked to become an honorary team member.

V

Vacation Day Drawing: Have a drawing for an extra vacation day or day off with pay. Get your company to agree to let you raffle off with the money raised from the chances to go to your team.

Vending machines: Coordinate with your vendor to add .05 cents to the cost of a snack or soda prior to RELAY, with the extra nickel going to your team total.

Vendors: Solicit your vendors for cash donations or goods you can raffle or auction off.

Video Sale: Hold a video sale at work and have each team member bring in videos they don't watch anymore. Especially kid videos their children have outgrown. Other employees with younger children would appreciate this.

W

Wait Tables: Work with a restaurant that will let you designate a specific night to benefit your team for the RELAY. Pizza huts have been known to do this as well as others. Your team would be the waiters for the evening and would collect all the tips as well as possibly a percentage of that evening's receipts. Make sure all your friends and family eat at that restaurant during the RELAY benefit.

Wear Company Logos: Tell companies that you will walk around wearing their hat or t-shirt for half an hour for a \$25 dollar donation.

Wrap Presents: During holiday time (Christmas or Mothers Day) set up a booth at a local mall, plaza or busy department store. Have your team members donate the paper and tape and raise money while helping out the holiday shoppers.

X

Xylophone concert: Hold a music concert or recital. Pass refreshments and ask for donations or sell tickets in advance.

Y

Yard Sales: Just like the garage sales, work together as a team, or have one individually.

Z

Zoot Suit Party: Swing music is in. Hold a swing dance party and give awards for the best zoot suit there.