Fundraising Focus Group DGIs

The “Darn Good Ideas” in this document were generated by the amazing and successful community event volunteers from across the country who attended the Nationwide Specialty Meeting: Focus on Fundraising in October 2008.

IMPORTANT NOTE: Always check with your staff partner or Division regarding local and state laws that may prohibit or regulate certain fundraising activities (i.e. raffles, activities involving alcohol, etc.).

How knowledgeable are you about the American Cancer Society? About local programs and services?
- Send emails to event chairs to educated team captains and participants on ACS mission.
- Stop telling percentages in community which was good b/c of community investment issues and we are building Hope Lodges, National Call Information Center which would not be available without money raised from all communities.
- Consensus on TC meetings is great way to receive info about ACS mission and services.
- Got info from brochures and yard signs and created scavenger hunt to better educate her team, self and others.
- Where the money goes is on their Relay website.
- Also share with Team members at a Team Captain meeting where to find the information on the organization and have the materials available.
- Any time I meet someone and I hear about their cancer I immediately give them the website and 800#.
- One staff provides a brag sheet that provides specific mission numbers (how many stayed at hope lodge, used road, etc).
- How – we teach them at the team captains meetings and then ask them to tell the troops.
- Through a newsletter. And send them back the website.
- Through the local paper (we list the 800 and website).
- Monthly touches. An e-Newsletter to all volunteers. Then when we go back to ask them for teams they know where the money goes.
- The newspaper interviews one survivor/year and do a pager article with where the money goes, and how much is raised over the years.
- Condensed fact points on a business card – so you don’t have to think. So I don’t’ forget those small details.!!!!!!!!!!
- Event Chair walks around to tell every team about all programs/services during Relay.
- Including info on programs in sponsorship packets!! Include “where $ goes” section. That way when someone from that business is diagnosed they know where to go.
- In our TC meetings (past 8 years) we pass out 1 pager constantly... to educate.
- Staff partner’s role to share and educate on what is happening locally.

What are the top 5 things EVERY volunteer can know. Educate beyond on just what Relay For Life is but what it is doing?

What has been your most successful individual fundraising activity?
- Organic coffee sales $10,000 – donated products packaged as “cup of hope”. Each is sold for $7 a bag - $2 profit made. Kind of a pyramid because the teams can also sell the product.
- Corporate sponsorship – getting companies to compete.
- Letter writing.
- Email campaigns.
- Making it a personal ask.
- Raise money on Facebook.
- Pasta dinner.
- Dinner parties – charge a fee for each attendee.
- Bar event - $20 cover to get in, donated food and beverages, bowling, giveaways, etc.
- Restaurants that will give a % of sales back to the RFL.
- a garage sale.
  - Send out invites with “bring your family and friends.”
  - Serve food until it’s gone.
  - Minimum suggested donation of $10.
- Ice-cream social –
- Big Bull Bash.
- Miss Relay.
- English high teas. (Tea Parties).
- Linens and crystal
- Advertise and send out mass emails.
- Also set this up at the event.
  - Fire Department “fill the boot”
    - Have to go through the city
  - Last call for a cure
    - The bars with the best patrons got the honor.
    - 100 suns and a sharpee, and
    - sell suns and moons at the bar through patrons.
    - Did a press release with the bar that won.
    - Raised 1000
    - Keep it as easy as you can. (create the kits for them)

Individual activities.
- Selling home made candy
  - Set up treats for each holiday.
- Old fashion letter writing.
  - To people I normally wouldn’t ask.
  - The story makes this most successful.
  - This is something that is pushed at the team captains meetings.
  - Letter writing is the first thing I heard about.
  - No Fuss – No Muss
- Face to face
  - Going to your “customers” to ask face to face every year.
  - Asking for sponsorships.
- Young man send out email blasts and raised 5000
- Wholesale candy seller and went to intro to business class and sold candy. Raised 300. One month from event
- Online and customizing webpages,
  - contests around emails sent,
    - who customizes the fastest (one school raised 95 percent of money online).
    - Make page personal.
    - Raised through $10 and 20 donations. (starts early but most comes in last month or two)
- Consignment store sales—raised $400 (year round—one big fundraiser a month)
- Prom dress and homecoming dress drive—sold to low income families for HS proms. Fliers at HS.
- Online! Sending emails and sending more emails when they don’t respond. Changes personal page often—photo, adds motivational quotes, updates totals and fundraising activities. Sends emails starting in Nov (April event).
- Restaurant portion sales—give out fliers at the KO (Chili’s, Friendly’s)
- Customizing emails—parents send out to their friends as well. Three months before event. Defines success by your opportunity to raise money.
- Raised $10,000 from campus radio station—sent out letters and emails two months before event.
  - Father had recently been diagnosed. Very personal story. Told people his goal.
    - Letters and emails. Sharing their story. Not necessarily a themed fundraiser
- I go out and tell people what I/ACS can do for them. People are not used to that and the giving before receiving draws people to want to be involved.
- What have we done for you lately sheets that are LOCAL and can provide this is what is happening in your area. Need to provide that through public speaking to as many people as possible.
- How do you get this message out?
  - Guest columns and editorials
  - Donations of ad space
  - Local radio stations
  - Educational programs as the hospitals
  - Civic organizations
- I start sending them out in Nov. and then every other month....
- Letter Writing. I don’t personally fundraise. I write letters and help my grandchildren send out letters with their story and include why they Relay.. we ALWAYS invite them to the Relay and ask t hem to come out. It has proved very successful. They raised $7200. It is having that story to tell. Letters work for us. They do little fundraising things.. until March. Letters go out in March and Relay is June. 60-90 days before.
Food Days at work. Relay is in June. Start in October at this. I bring in crock pot of chili and hot dogs. As for a minimum donation of $1.

Do “gift of life” around holidays. Valentines Day – Get lucky in life (love) Send cards when people don’t expect them.

One lady raises $15,000 with cards only.

Fashion show and brunch in the 55+ community where I live / have involved a lot of people / sold out this year / 1700 / 3400 / use literature to “sell” why / got other women involved with helping now / activity is appealing / then the good cause / invite them to a fun event that interests people and let them know it is going to benefit the American Cancer Society

$900 in 6 hours by selling little purple ribbons in front of Wal-Mart / Wal-Mart is sponsor / long standing relationship / use NCTP angle / talk to store manager / ask for community grant / use banners / wear purple shirts / register survivors / sell luminaria / a real promotional opportunity

87 year old goes around to sell business card ads for $100 / doesn’t take less than $100 from each business / also collects for herself / has become well-known by staying involved year after year / very persistent / tells them about ACS (what she has learned at meetings and at offices) / walks (not drives)

paused in the middle of a big auction / asked people for donations “in the moment” / people were already there and ready to spend money / made it real / made an ASK

Little effort for big payback – poker tournaments at peoples houses – multiple tables – no more than 10% of profit can go for cost of tournament – Men’s poker tournament – husband’s bring their poker groups – earn and traveling trophy. $100 buy-in, people wait for this event every year. Men play poker no matter what, just on this night the $$ go to ACS. Lots of food and drinks to keep them coming. Raised $1650 in one night. No money goes to participants, only to ACS. Friendly competition is why it works! Chips are biggest expense, but can get them donated.

Volunteer Poker dealer – running charity poker tournaments. Poker organizations want to be involved with ACS, gave prizes to winners and 20% to ACS – raised $10,000 last year.

Raffles – big ticket items – get companies to donate them in exchange for recognition (big incentive to get the companies to donate items). These are all TEAM fundraisers. Raised $1500 with one raffle.

Team member that is auctioneer – he sells seats to his auctions, you own seat for a period of time. Sold a $50 dollar bill for the ACS – got more than $100 THREE TIMES OVER. Is going to do live auction at the event – people love live auctions because they get public recognition.

Participant started “prom dresses for life” – got 300 dresses donated, got a dry cleaner to donate cleaning – promotes it through the local media, flyers, targets stores for girls, has a sale where people can get great deals on prom dresses. Gets hairdressers and nail technicians to do services at the sale. People look forward to the sale every year. Successful because it is for a great cause and meets the need of providing lower cost dresses to the girls in the community. Lots of local vendors show up to promote their goods (limos, nail, and hair).

Letter writing – use it as a thank you and a request for donation – makes sure to share what they donated last year and always shares her goal for that particular letter or email. Always specify that you are “short of goal by XXX dollars” She sometimes makes up the amount ($53, etc.)

Uses website thermometer…each time his thermometer gets full, he sets a new goal so the thermometer is never full before he sends out each email. Likes emails better than letters because emails can stay in front of people.

Remember to KNOW your audience – one person responds to email, one will want a letter, one will want a face to face ask.

Online website- promoted and 95 % registered online – event chair lead by example- updated website- highlighted at TC meetings with LCD and website

Sponsorship for Individual- for asking businesses to sponsor her at the event- put name on T-shirt (small rural community)

Selling Individual Luminarias

Individual sold tickets for Team Fundraiser

Work in human resources and does dress down day for $5- made $450 in one day- purchase the tickets the day before; communicated through company email, a few signs- everyone more stickers- got stickers through staff

Online email requests- family is one set of emails, another group email is written differently- customizes the emails based on audiences; easier to send and also receive donations; also recognizes the donors

Letter campaign to family and friends- takes more time and effort, but worth…half page, typed and signed- no return envelope

Sends letter and email campaigns for herself, as well as a form for luminaria and return address- gets double donations
Does better with letters for it works for her audience; while younger generations emails work- she also includes luminaria form.

Has business in two little towns- all businesses (5-6) she does business with she sends a letter, typed with self addressed envelope and asks them for donations- uses Relay logo on letter- businesses need it for proof of donations- has never been turned down.

Snail letter explaining ACS, Relay and their team’s success- written by a survivor on her team.

Plant sale- contacted a nursery- person presold the plants put out forms to meetings, church, work, etc. and the person who bought had to go to nursery and pick-up.

Teeth bleaching (% of service to Relay)

Cinnamon rolls (product)

Facebook contest/challenge

What has been your most successful team fundraising activity?

Team has a garage sale on the regular “community garage sale day” / people didn’t know it was a fundraiser until they got there / company team had the garage sale on the company lawn / employees donated stuff for the sale / handmade signs all over telling people that funds raised would benefit ACS.

Family team piggy backs on other activities that draw a crowd / apply with the town to set up a purple lemonade stand / kids sell / $1 / cup / $5000 in a couple of days / look at community calendar / know what is going on / got signage from ACS.

$43K team that has their own committee / plan golf tournament / fishing tournament / garage sale / trail ride with 4-wheeling / horses / bonfire / started as a sponsor ask / did team instead / staff provides literature and support as needed / upper management at company is a real champion (had cancer in his family).

$10K financial institution team / don’t solicit customers / silent auction with 150+ employees / got items and/or services (car washes, pies, etc.) from departments / bid on the intranet / got all employees involved / use people who know people to get auction items / success based on fun activity in a work environment / people have started to look forward to it year-after-year / a bit labor intensive but only for a short time.

have relationship with Macy’s and do “shop for a cause” each year / this is something that happens nationwide / set up table on the Relay For Life day / has developed into a mall-wide relationship / started with having a kick-off in the mall / now on mailing lists for Macy’s and the mall and have awareness of what their calendar is like.

Annual Pampered Chef event – has a friend who donates her hostess fees – works because it is an annual event and people can buy great stuff. Donates all of the hostess items.

“Chairity” Auction – people paint chairs and do a running silent auction – had 14 chairs last year, raised $900. Teams get credit for chairs they bring in. Chair made out of hockey sticks for boy who loved hockey and died of cancer. Teams can buy their own chairs, make chairs, etc. Chairs have gone for over $200. Done at the event. Gets bigger every year.

Church teams put out flyers that they will pick up yard sale items, put it in storage, then hold large yard sales – raise $3000-$6000. Held at armory, fire department, people’s houses, etc. Promote through team captain meetings, email, newsletters, etc. Set up great displays to attract attention.

Team has hair dresser that does $10 hair extensions at various events throughout the community – sporting events, school dances, etc. Got the idea from another event that was done for another cause. Hair dresser trained other team members on how to do extensions so they could cover more events. Team raised $2800 last year.

County–wide yard sale where each team participates – raised $10,000.

“Popcorn and Pearls: - event for women - $25, serves wine and popcorn, snacks, and a movie, and then raffles off a nice jewelry item. Raise about $4,000 - $5,000.

Year- Round Fundraising- Longaberger Baskets- sponsored and raffle them off.

Fight Like A Girl T-shirts and sweatshirts sold over 5,000 shirts ( network with business cards) $12 shirts ( no staff support ) volunteer driven fundraiser ( spend 2 hours a day working on this team fundraiser) these shirts have been sent all over the world.

Tribute Tiki Torches- $100 sold over 500 of them – encourage early sales- use local hardware stores to donate oil and get Tiki torches from a local craft store at sale price.

Tractor Pull- $10,000 entry fees and concessions.

Mini-Relay from a Relay Team 3hrs with staff support increases Luminaria sales in the community on town square and have mini – Luminaria ceremony.

Cow Pie Bingo sponsored by Team- Grid with #’s squares waiting on cow to drop droppings- different price games $5 game, $10 game. $15 game.
• Flat Screen TV raffles- county wide (great deal on TV) $5 per raffle ticket- made $5-$6,000
• Calendar Girls- using cancer survivors (printing shop and photography donated their time) Little biography of their story and mission over $10,000- sold in businesses, promoted on website
• Team makes bracelets for $15 or $20 made over $20,000- say Hope, Faith and Hope/Faith; sold everywhere- meetings, community events, block parties, oncology offices put order forms, etc. also made bookmarks with charms
• Hollywood theme- not all the stars are in movies- had gold stars with names of folks at site; at Wal-mart had huge umbrellas at doors called 'Pennies from Heaven' people put buckets for people to drop off money
• At Wal-mart sold snacks in employee lounge for workers to buy instead of using the vendor machines- in 2 weeks made $500
• Friend’s parents own Irish Pub, use stars/moons decal normally for $1- wouldn’t serve until they bought a decal—also did it in banks
• Find something that people enjoy- motorcycle ride ‘Riding for a Cure’, people got sponsors and just rode for 150 miles- not a poker run; communication through word of mouth- her team’s company purchases shirts for everyone- people from work do a cook-out for riders afterwards
• Have meals- breakfast, lunch or dinner- for those that cannot cook they give money for the team to buy the food and makes tons
• Get involved with two other teams Relay Extravaganza contact vendors (Longaberger, Partiality, Mary Kay, etc) ask those people to give donation to come have a table in conjunction with a bake sale; event held at a community recreation center; communicated through word of mouth
• Departmental challenge: Use large prescription bottles put label regarding CRFB on the bottle- each department to give coins by Friday each week- and whatever department raises the most gets a perk Coin collections: Competition among other dental offices
• T-shirts: tied in with Guinness Book of World Records Hug contest
• School competition
• Bake donations instead, tied into holidays
• Team’s have team nights & restaurants…the committee helps you advertise
• MINI RELAY!!!
• Wii tournament & Wii raffle
• Bean Bag tournament
• Spring Fling dinner – auction items, dancing, raffles, etc.
• Fashion Show with cancer survivors as models. Includes auction & dinner
• Dart tournament
• These events work well because of the planners of the fundraisers – social activity and respect for the person who is running the committee
• Spaghetti dinner at Relay
• Girl’s night out
• Meat bingo – you can win red meat!!!
• High School games
• HS children’s performances
• Target groups and build a fundraiser around the audience.
• Paint the town purple with all of the fundraising events
• Snowmobile Club fundraiser
• Teams selling food at a sponsors open house
• Exxon Mobile gives $500 for every 20 hours each employee volunteers
• Live Auction and a Dinner
  • $10 a person – 250 people
• Women’s soccer team offered photos with the team and some coaching tips ($1 for 3 kicks). In uniforms and had great energy. Also did letter writing campaigns to friends/family across the country. Personalized their team page. Not headline sports teams that did the most.
• Crazy For Swayze team. Dirty Dancing cut out and allowed people to take photos.
• Undie Run—(college event) if you run in your underwear it’s $3 to participate, $5 to be clothed
• Restaurants that did a portion of sales year run (works best on restaurant’s slow nights—pizza, ice cream, bars.)
• Onsite—nachos late night, beads for each lap you take—sell lanyards
• Some teams use job connections to get sponsorship or in-kind donations like grocery stores
• Fraternity or Sororities (Greek liaison on Relay committee), competition between houses. Year round fundraising and heavy push in last few months. Worked at local restaurants and would get tips—get patrons to come. Sending team emails and posting stuff around their house.
o Affiliated with school—School of residential life donated housing numbers and first five people that
get to choose housing are given to Relay committee. They are auctioning and raffling off spots during
homecoming or parents weekend ($3000 raised).
o Wish more buy-in from administration.
o Blood Drive at the event – corporate sponsors for the blood drive. If I gave blood and my neighbor
didn’t, the neighbor would sponsor the person that gave the blood for $20. Raised over $3000.
o Small team does dinner and auction – restaurant for no charge for labor and at cost for food. Sell
wine and beer at cost and raised $8000 and $7000.
o Relay Idol as a committee and raised $7000. 50% of the vote for $1 a vote. Talent can go around
and get sponsors. Auditions prior to the Relay and Finals at the Relay. Prizes for the winners…4
Hours of recording at a music studio and local theater performing arts to open for an act.
o Poker tournament – Friday after school starts the same date every year. Guy’s night out. Table
sponsors. Cannot charge – suggested player donation and run by a hired company who knows the
rules. Don’t get money and do not give out prizes. Had door prizes and traveling trophy. $150 per
table for table sponsorship. 125 men at the event who attended. Main thing, Cannot give money to
buy back in, once you are out you are out. Growth comes from word of mouth and good guy door
prizes. First Year $5K, this year challenged to recruit more people. Women are waitresses and lots
of fun as wrap up almost for the Relay.
o Raffle for not giving money vs. donating things. If you sell raffle tickets, your teams gets to keep what
you raised. That Raffle raised $11K.
o Dares and shaving heads raise lots of money.
o Comedy night
o Bachelor and Bachelorette Auction for 21 and over – alcohol at the event. Married people are the
task people. Silent auction at the same time.
o Rock Paper Scissors Tournament – Great office fundraiser – get people all motivated and bring team
together. Break it down like a basketball bracket. Player fees of $5, second time $10, winner gets
donated baskets. This year having each team do their own challenges and send their winners from
their group to the Relay for the tournament Final championship.
o Did Relay idol – each contestant got to sing 1 song. Raised $25,000. 2 months prior they have the
25 contestants get to sing one song. 800 people attend high school to watch. Pay $ to attend to
watch try outs. Attendees get to vote with $. The singer that raises the most $ at try-outs gets to sing
at Relay!!!!
o $3600 – Studs and Silhouettes. Recruited 5 men and did mock Miss American pageant and silent
auction. Charged $10 admission. It was done in spring before Relay. Jars collected $ for the winner.
o Hand out string at Relay. Get a bead for each lap you walk past that table. $ to get the string to
make a necklace.
o Men dress up for a beauty contest. $15000… doc in town raised money. Did pageant before Relay.
o Onsite we did a Relay carnival. Every team had a carnival event. Team raised more onsite. $5000
just onsite. Kids would have something to do. Parents walked kids around. Tickets in advance to go
play games. Teams signed up for the activity they wanted.
o Local salon team… did spring clean up for yourself. That salon gave out $10 haircuts. Hand
massages for $5 raised $10,000. Do haircuts at Relay too… raised $10,000.
o Restaurant team did mini martini night.
o Coin collections: Competition among other dental offices
o T-shirts: tied in with Guinness Book of World Records Hug contest
o Bake donations instead, tied into holidays
o Auction/Raffle: Vacation day at work…buy a chance and then winner has to actually pay for the day
off based on salary level; company gives 15 days to raffle off, company buy in makes it successful;
advertised in company newsletters
o Johnsonville brats sold in parking lots- grocery (mini festival) advertised by teams throughout the
county
o Solid hair extensions at festivals; successful because kids love it, something different, minimal cost
associated, didn’t have to advertise
o Bracelet sales: word of mouth, availability: cash and carry, good customer service, popular fad right
now; marketed well; cancer awareness beads are emotional ties
o Basket auction by department: competition and quality of baskets
o Candles/soaps: tied into holiday events: kid friendly; sold over long periods of time, able to
purchase on spot
o We do movie nights at firehouse. We charge $20 to drop off kids for pizza and movie. Parents’ night
out.
o Selling things to drunk people at 2 PM (weenies for the wasted)
- Borrow a breathalyzer and charge $1 to take the test
- Bar stamp that says vrRelay.org
- Wireless credit card machines to swipe for donations
- Party with a Purpose: Survivor anniversary party or holiday party; totally about a person
- Celebrating the holiday’s lunch- organized by committee but Team Captain’s sell tickets for tables and decorates their tables and bring potluck food items. – was successful because the teams got the $$ credited back to them and had the ownership of decorations, etc.
- Annual Auction- raises $15 to $20K in one night. Live and silent Auction with speakers (usually a survivor). Held a Lions Club. Is successful because we do it every year and it grows- businesses expect the ask and participate every year. Everyone goes out and solicits the auction items- part of team responsibility.
- Each team member "owns" a team fundraiser- one takes a car wash, someone else does an auction.
- $30-40,000 raised on site with truck load of American Greetings stuff. $10.00 a bag to fill up with goodies.
- Caregivers are key relationship. 6 year old survivor. Her parents took one of her drawings and turned it into a greeting card. They sold these cards to raise $.

What are the key relationships in Relay that have led to your fundraising success?
- Personal relationship between staff and volunteers- know each others backgrounds and know them as people- celebrate birthdays, etc. - try to make it more than just Relay and fundraising.
- staff didn’t just tell us we needed to do year-round fundraising- she helped us come up with ideas for year-round
- Share in brainstorming ideas at meetings.
- Phone call check-ins.
- Everyone on committee tries to make an effort to attend TC fundraisers.
- Personal touches throughout year to top team captains and All Stars- personal visits, sending personal notes, small gifts (holiday ornament).
- Relationship plans with Top individual fundraisers (small gifts, cards)
- TC sends email at least once a week to all team members
- Event chair- All monthly meeting notes are typed and emailed to committee; also the staff partner does a quarterly newsletter that is mailed to the committee on the highlights; for team meetings the minutes are taken- noting special guests, reminders and fundraisers and minutes are emailed to all captains- even those who have not signed up for the event but participated in the past
- Post fundraisers on event website- a lot of communication with online chair; all minutes are emailed to committee and captains
- Before a rally/TC meeting divide team phone numbers among committee to make calls and remind the captains about the event
- Survivor chair sends personal note cards to all survivors- FYI here is what is going on
- hand written notes to thank
- sending Christmas cards to the team captains
- wrap-up party invitations are both snail mail and email; call for RSVP
- need to do multiple means of communication to be affective
- MySpace/Facebook page for younger generations
- Team Captains spend most time communicating on fundraising messaging until closer to event then logistics
- Early kick-off and regular, monthly team captain meetings.
- Co-chair implemented newsletter sent via email with a personalized story that goes to committee – team dev. committee shared with teams.
- Team mentoring chair does a great job following up on the phone – works regularly with team captains.
- Committee needs to identify the best way to communicate w/each member (not everyone want to do email!) Be aware who needs a phone call!
- Staff partner is very motivating and full of ideas / keeps us on track / upbeat at committee meetings and team captain meetings / great at sharing thoughts and ideas
- A former co-chair that knew what ACS and RFL were all about / she knew that it was a fundraiser and was unapologetic about it / she was motivating
- Great relationship with the local media – they advertise fundraising events, luminaria forms, registration forms, etc.
- Teams “In Memory” seem to raise a good amount of money
- Spending time in communities really makes a difference
Staff to volunteer relationships are very important. Give and take.
Even if a team leaves the event, she goes to the top fundraisers and invites them to join her team. Adopt a team member.
Virtual survivor teams
Staff always sends thank you cards for all that I do – always writes a personal note.
Student orgs are very important because people already have an association with a group—presidents play a large role in getting their group to be involved.
Clubs and word of mouth—peer pressure to be involved. Get to one of their meetings and have registration info right there so there is no follow up.
Face to face is important.
A department member who had access to campus things—meeting rooms, supplies, other dept members
PMMFI (please make me feel important), sending individual, personalized emails. You know that you have volunteered with other clubs and we want to you join the squash club in participating in Relay.
Creating competition between clubs—business clubs, sports teams.
Making yourself available and responding quickly.
Find the champion within each group or even ethnicity (international students stick together so find their leader).
Staff partner is total opposite of me – and really is the ying to my yang. Takes me outside of myself.
Every last person at the Relay needs recognition. As staff partner, needs to remember people’s name and say thank you. Doesn’t matter who it is coming from, a thank you is a thank you.
Survivors – no matter what position they hold. Their story is what grabs people. If survivors go to rotary meeting or ask for a sponsorship. It is more effective and meaningful. Staff need to utilize survivors to do this.
Current staff partner has gotten us into schools. Get the survivor in the school system to go to bat for you. Growing trend of getting into schools because our staff partner was in school system prior to ACS.
Committee members – one lady is a survivors. We have a memorial wall at Relay. People put pictures and notes on that board. This committee member goes out and solicits $ from businesses with visits and letters asking for $.
Biggest thing is having personal connection helps get $.
The caregiver's story attracts people because they can relate. Caregivers!!!
Committee members always get homework assignment. (bring someone to meeting, invite a survivor, buy a luminaria.) As a committee we set an example by doing what we ask the teams to always be doing.

Do you see yourselves as entrepreneurial? (In a position to control your Relay and grow/develop it as an event?) Is this important to your success?
Relay committee is encouraged to take ownership / staff is there to provide tools and resources / it is my responsibility to own it / this is important to my success / staff provides forms, materials, training as needed / not limited in any way but also ask staff about contracts, rules, etc. / follow national standards as volunteers.
Staff person empowered me to own event / committee was empowered / we owned the good and the bad / we follow the guidelines and rules / we have lots of room for creativity.
See like it a franchise agreement / we get the tools, but we own it / staff let us do our thing / do mailings for us / staff are there as support.
Excellent staff partner that did good cheerleading / made us make decisions / knew when to draw the line / needed good direction starting out and got it / we know the community and make it personal.
Chairs wrote a “business plan” to improve the Relay and set 2-3 goals that were achievable for that year and focused on those things rather than trying to do it all. Did not impose goals on committee or teams, but on themselves as chairs. Kept them focused behind the scenes, so the pressure was not on everyone else.

Sponsor recognition, thank yous – how often, when...
Two months before the kickoff...Sponsor Thank you breakfast annually. Invited and thank you and ask for their support once again and bring in new sponsors. Have sponsorship secured before the kickoff. Held at sponsor location and it moves around to various sponsors... bring people into business.
Random Acts of Appreciation – Thanksgiving card to volunteers.
All team members and team captains encouraged to say thank you as they patronize the businesses.
Window clings to say thank you to Relay For Life businesses
Give sponsor seeds to say “Thank You for Watching Us Grow”
Proof of Performance packages – something physical to show them how many people were there and what they did impacted the overall event success.
Hosting wine/cheese taste meet ‘n’ greet. Invite CEOs of large businesses. Wine donated. Opportunity to let them learn about Relay.
Recognition chair that sends a handwritten thank you note for EVERY donation
Sponsorship Lap at Relay, announced a Relay, carry their banner, business majors calculate how much the advertising is worth
Sponsors go on the back of t-shirts by sponsorship level
Important to do a handwritten thank you signed by all committee members, shows that they took extra time to write. Send a thank you in the fall with a reminder that Relay is coming up
Consider sending an update on where they are in the process of Relay
Inviting bigger sponsors to survivor dinner so they could make a connection with what their money is doing
Provide information on where the money goes—that they are making an impact, break it down tangibly locally
Make sure researchers on campus are known to be funded by ACS—can do more to provide this info
Take picture of Team do picture card and send out as thank you
Use daffodils attach a note to say thank you
Special thanks in program to say thank you
Ask them come speak at event as a thank you
Sent Wall of Hope sponsor a photo book and shirt from COH to say Thank you for their donation to the banner
Sponsorship committee have a plan to say thank you year round
Fight Back Express ceremony was held at the top team business as a recognition to the
Presented “This is a Relay Community” sign to the mayor
Put committee picture on plaque to “put a face on it”
Send cards from RFL committee in “off months” / i.e. holiday cards, breast cancer awareness, etc.
Patronize business that sponsor / have meetings at sponsor locations
Recognize schools for schools who raise the most money; pizza party, ice cream party etc. and Spirit Award; sign for the outside of school: Public Recognition
Had a billboard sponsor and thanked the whole town for their support
Survivor’s sign a thank you page that is copied and included with all thank yous!
Special section in the newspaper the Thursday before Relay / includes print thank-you
Proud supporter cling on for businesses that support Relay.
Supporter clings should have PER YEAR !!!!!! So sponsors that support year after year get the same cling on every year. It needs to be customized.
Thank businesses by giving Relay give-aways in a purple bucket; also make the ask for the next year- drop these items off at the business
Had BBQ for all the businesses and their families to come- food was donated, gave Relay prizes to the kids- allowed time for businesses to network

How do you communicate with these outside groups about your fundraising?
Go to news station and get an interview for human interest story… get on to tell your story.
Use You tube.. if you can’t get into news station..
MySpace gets message out too.
News to me… on CNN… public submits story ideas.
Newspapers relationships
Get editor of Relay to join her team.
Send them invites to kick offs. Make sure they know about Relay
They get newsletters too…
Take them lunch on publication day… when they are really busy.
They will print tickets for you.
Send them a thank you notes!!!!!!!
Snap a picture. And send to paper.
Cancer Centers – we grow these relationships by….
Participants on committee… take flyers and brochures there
Leftover survivor shirts – we take to cancer centers.
Involve health promotions staff.
Send in these staff to teach them about our programs/services first.
Create a banner and take it to each sponsor for a week
Restaurant nights
XX% off anyone who comes in from Relay
Have waiters know about Relay and wear a button with “ask me about Relay”
Rally around Relay Day at the Mall
   Information about ACS at the mall with tables for each team to fundraise.
   We went to the mall owner presented met with and a committee member works there to open
     the door. Set up a business plan and then thanked them afterward.
   Use an empty store at the mall until it rents for Relay
Flyers and posters
Team Captain bragging moments
Always share what they did and how much the events raised
Dedicate one month of cancer stories in the local magazine
Send personal e-mails to the list they have created
   Highlight what you are doing for RFL and how they can support them
Community Section on the newspaper – list personal fundraisers in the sections
Advertise fundraising events in the local community calendar.
Create a fundraising calendar that can be sent to all participants.
Get the schools to get involved with fundraising & send details home to the parents.
Create inexpensive fundraising ideas where the entire community can get involved.
Yard signs around the community
Post fundraising events on Convio and then do a feature article about the teams that have done a
great fundraiser.

About Relay and the American Cancer Society in general?
Set up an information table at community days to share information about ACS, RFL, and other
Programs/ services
Speaker at Kiwanis and other social service organizations
PR and Advertising – radios allow survivors and sponsors to share why they donate to RFL/ACS
Mall and kids day! – share information
Parades and Floats that highlight RFL and ACS
Christmas tree and celebration around Survivors and Caregivers
Paint the town purple
Light of the town – purple lights everywhere
Giant Luminaria Bags around town
Put the huge car magnets with Relay info on it.
Put lots of magnets on your car and it says “please take a magnet” off my car for Relay information.
Thinking outrageous—Grand Central Station freeze with banner listing Relay during busiest classes
   and then hand out Relay business cards with a meeting date and time for the next week
people painting themselves purple
Facebook group that lists events, links directly from the Convio page
Table tents in dining halls
Dropping business cards in elevator to hopes that someone will pick it up
Bathrooms/back of bathroom stalls (Toilet Talk, includes facts and meeting dates, stickers
   that say “don’t just sit there, do something!”)
Chalking
Feet path to meeting
Practice what your preach- ex: if you own a business make sure you are a sponsor before you go in
   and ask someone else for sponsorship
Include a copy of a “Survivor Spotlight” from a community paper with letters
Create information packets and do a “Team Blitz” (i.e. with NCTP companies) that includes
   information, invitations, etc.
Invite sponsors and other outside groups to kick-offs, meetings, etc.
Outreach folders are a mix of ACS stuff (left hand side) and RFL stuff (right hand side) / “this is what
   ACS does, and this is how we pay for it…would you like to get involved”
Written notices of kick-offs, thank you notes, etc. are all read at town meetings
Send thank you note with a special fall treat and an explanation of where the money goes and the
   Relay results
Deliver daffodils with Relay info to cancer patients.
Statistics of how many people in county will be diagnosed with cancer- compare that to their number
   of employees.
- Info on number of Rides given, LGFB attendees, Hope Lodge stays
- Local sign-maker takes names all year and made signs w/ stakes for the field so the participants could see all the community supporters as they walked the track;
- Purple ribbons were sold and used to thank businesses for supporting RFL;
- Too many sponsors to call them on stage, get bios from each and have DJ highlight them throughout the event, thank you adds in programs, sponsor signs and banners; sponsors announced throughout the Relay;

If you are involved in Relay through your place of work, are they supportive of your involvement?

Is your boss supportive? How do they support your efforts?
- Let us do pot luck lunches every Friday.
- Donate $250 to each team member/committee
- Let us sell candy at the office
- Corporate sponsors, fundraising on site, computer work, and printing.
- Top corporate sponsors. Do cell phone recycling for fundraiser. Let me take the whole week off of Relay
- Farm agents – let me do whatever I want and match up to $1000
- Let us work on Relay stuff at work, and give points for hours of work that are raffle items up to a car. This helps with health and wellness
- Staging, logistics and teams,
- Boss is very encouraging and wants their employees out into the community
- Company will pay for the RFL Team to have t-shirts created
- Hospital is very supportive and wants her to volunteer as needed to be supportive of the community
- Verizon employee is free to take off and volunteer for Relay For Life
- Support from the company: Free in house printing, Time to take off work to attend RFL events, meetings, etc., company supports their employees in sponsorship
- Dress down days are supported
- Sent out e-mails through company e-mail and invited people to meeting and it generated 4 company teams
- Weekly supportive e-mails to the team
- Built team spirit within the company- built unity within company
- Employer allows fundraising at work – selling food (popcorn, candy bars, soup lunches, etc);
- At Wal-Mart boss fully supports- have table in lounge to do snack fundraisers; pay day Fridays has a survivor whose daughter used to work there, she comes in and does a dinner, employees pay for the meal (spaghetti, turkey & mashed potatoes) normally $5 or have a snack break of nachos for $3.. a lot of employees are affected, thus the buy in from the manager
- Small company- at work for breakfast (pancakes) or lunch (burgers) fundraisers as for a minimum donation, most people give more than requested
- Asking employees to challenge one another, simply by doing penny wars
- Some businesses put the link to the event website
- Larger business had multiple teams has their own kick-off party- have a challenge whoever brings in the most teams get a pizza party

Resources / Tools / Communications Platforms

Incentives & Recognition
- Special shirts for online $$ raised ($500 and $1,000 level) – shirts called “Virtual Cancer Fighter” – promoted through team captain meetings, on the website, pictures in captains packets of incentives and regularly promote the incentives and prizes.
- Team and individual incentives promoted through team packets, websites, and team meetings, all Relay branded items;
- Team and individual incentives – separate program for youth and with more youth-friendly prizes;
- Used incentive program “slicks” and promoted items, gave youth envelopes to elementary schools with small prizes on them geared specially for smaller children – “youth incentive envelope”
- Grand Club - $1,000 and up get a special shirt, and are recognized at team captain meetings as well as at the event;
- Special awards for teams – did a “Spirit Stick” for teams (for little things throughout the year like wearing purple to a meeting) at end of year, spirit stick is given to team with most spirit;
- Team Challenger Jacket – anyone who recruits a team captain, mentors them into a participating team, the “recruiter” gets a special team challenger jacket.
o Traveling trophies for top fundraising teams and teams members; Total team fundraising, team fundraising (per team member) and spirit points;
   - Grand Club for individuals that raise $1000- gets polo shirt, have a special lap
   - Individual- raise $2500 to get fleece jacket; given at event- make a big deal- have a special lap for those folks to walk together
   - Have heated/light tents at the end of the field, also provided breakfast- are given to the 2 highest fundraising teams from the past year
   - Given 'hope floats' to those who raise $100- grape soda and ice cream
   - Trophy company in town makes a trophy to note the highest fundraising team- that team keeps the trophy for that year- ceremony done at closing
   - Survivor’s cup- committee votes for the best site- that team’s name is put on the cup and its passed around from year to year (allows recognition for those teams that can’t achieve the high levels)
   - Team who hands in the most money by 6pm at the event- gets the tiki torch- who then doesn’t have to walk from midnight to 6am

**Does your event utilize a fundraising club program?**
- I send emails saying "you are a little bit of $ away from reaching the next level"
- All of our teams are fundraising club.
- We got medals around neck for fundraising club.
- signs showed them where their campsite is.
- We change the signs in the middle of the night.
- Businesses bolt them to the wall.
- Youth and Adult category in each division.
- Switch out signs during the event as teams raise more money;
- Newsletter – has section for recognizing teams and individuals who meet goals – includes who is close to hitting the fundraising club;
- Teams work hard between bank night and the event to work toward the next level (get their signs at bank night, are encouraged to hit the next level);

**Do you / your team / your event utilize a Relay For Life online fundraising site?**
- Promoted at every TC meeting, had laptops set up to register and ask questions at TC meetings-saved paper
- Utilize the website to advertise fundraisers- validates the fundraiser
- Announce winners from Event on website
- Daily updates to the website (online chair, event chair and acct chair) have access to update site
- Online contests to drive more people to the site
- Virtual Cancer Fighter- raise $500 strictly online get a shirt, then raise $1000 get another shirt that says Virtual Cancer Fighter
- Go to coffee shop and have someone there to help these teams ‘purple power coffee hour’
- Great to have someone from a younger generation manage the site; use Greek members from college, senior project for high school students
- Promoted as a way to go green and register online rather than paper forms. Many people find that their participants are registering on the site but no sending emails to raise $$.
- Does the site have information about upcoming fundraisers YES, ACS opportunities, survivors’ stories YES? What else is the site used for? Event schedule, bio of committee members; PDFs of all forms, link to event blog on RFL.org; mission page- links to info on cancer.org.
- Awards at every meeting for emails sent, money raised, most members recruited (all timeline based), coolest site- if they don’t come to the meeting, they don’t get their award- it goes to the next person!
  - Point out exceptional team or individual pages
  - All printed pieces that they do include the web address
  - Specific online training nights held outside of TC meetings to help people online
- Distance Challenge: Who get the donation from farthest away; Highest number of states
- You can do newsletters thru the online site.
- Promoting it by printing off website names and passing out candy during parade to promote people to visit website.
- We partnered with local chamber/radio station…. We put our logo on their websites and then if others click on our logo and it takes them to our local webpage.
- We talk about online at every meeting. We stress that we are saving ACS money by signing up online instead of.
- Golden Keyboard awards --- whoever sends the most emails between team captain meetings gets a keyboard sprayed painted gold.
Photos for that community on a rotating basis
Tested to see if people were reading so put a blurb with challenges to see how long people were reading this to get $25 added to the team total
Team Captain agendas and minutes from the meeting
Use the site for everything... lists upcoming events, put URL on everything, at first team captain mtg walk through site and pass out one-pager instructions
List all totals, and have a competition with another university and list their nemesis Relay’s totals to create a challenge
Have a link directly on the college website’s homepage (doane.edu)
Changed job description to make it a for a person to make the site creative—what makes the page good, photos and text (graphic designer, journalism majors)
Use it for competition between Greeks, personalizing pages is very important
Everything goes on website—meeting agendas, entertainment schedules, going green is a big factor
Putting up a map at meetings of the country and the world and mark the country purple when a donation is received from there.
Facebook applications: RFL bumper stickers, flair, total amount raised on site on newsfeed,
Recognition: you are the top team this week

Long Term Fundraising

How do you retain teams from year to year?
Do you promote the idea of co-captains?

Wrap-up Party- teams that know they are going to win something show up; show pictures
The event has to be fun and easy- good customer service
Thank you cards for Thanksgiving
Working the Track at the event and thanking the teams; Go through the bleachers at the event and thank the people for coming and start recruiting new teams
Recognizing team members is important not just the Team Captain
Don’t assume that teams are going to come back; Personal contact to teams to make sure they are coming back
Look back in old records to see what some of the past teams are and contact them to come back-great warm lead
Starting co-captains this year with teams
Give special attention to first year teams- mentors are very important! Peer to Peer with veteran teams mentoring new teams
Special TC meetings for new teams or have new teams stay after the TC meeting for a special meeting for the new teams
Checklist for new teams
Encourage teams that are wanting to take a year off to get co-captains or not do as many fundraisers instead of taking a year off
Ghost Teams- teams that raise money but don’t come to set up at Relay
Entire teams want stay all night just a few team members
Newsletters for every TC meetings and encourage to make copies and give to all their team members- put in the newsletter things they should be doing this month
Moved TC meetings to the Relay site month before Relay – large attendance
Raffle at every TC meeting – chance to win something
Excited and energetic to make the TC meeting FUN (very positive) keep and stay on agenda and have them out in a hour at the latest
Plan TC meetings for entire year and put the dates/times in TC packet
TC meetings in restaurants, hotels (neutral ground), bowling alley
Rotate TC meeting days between Tues or Thursday
Find a time and place and day that works for the community
List teams in a local community newspaper for recognition and to help recruit new teams
Call them up give them a personal invite to come back every year. The Team Recruitment chair does this every year.
Thank them at the end of the year. Phone calls/ emails after event is over.
Written thank you to all team captains from staff. Use Relay For Life cards.
Night of Relay ask them to commit for next year. Ask them to also commit to bring another team. Emcee on stage asks them to come forward.
Teams that register first get best campsite pick.
$25 discount if you register early. 75% by first of year are signed up by first of the year. Campsites are assigned by who signs up first.

- Waive administration fee $25 if the team signed up at the wrap up meeting.
- I/2 off registration fee if they sign up. Waive fee if they bring another team.
- Pick up phone call them to ask them to come back.
- Get 15 survivors to help you go to all campsites and thank the teams.
- Team captain party at Midnight. Hidden location. Non alcoholic daiquiris or ice cream sundaes. They get team captain pin. Ask for ideas for next year.
- Huge kick off in January for all 3 Relays in the county. Get a bag if you turn in reg fee and scannable form if you register early.
- No Team Captains leave -- They just rotate to members and a new team captain comes up
-Award spirit points for teams with co-captains. Promoted one on one and at team captain meetings
-Offering co-captains when they start is a good way to get teams because they think they can do it if they have the second person to support
-I think that our committee promotes it from the top by having co-captains
-Team retention chair / Relay is in May / start planning in October / early registration for returning team / gets list of teams from the office
-Co-chairs will call teams that haven’t registered yet in November / will send people out to take scannable registration forms to team captains and pick up their registration money/ assign campsites by top 10 fundraising teams and then order of registration
-Recognition – awards and personal thank yous, at Relay
-Try to take the pressure off the teams by having family fun day to pull everyone together to do raffles, etc. to help teams do fundraising on site -- 30-40 teams attend – 110 teams total.
-Greeks or system based teams (sports, theatre) tend to keep having teams every year
-Staff manages by assigning every team a folder that lists team captain, team members and area for notes
-Keep rosters of members and cross reference when new teams come an email those who have not registered
-Rolling TC meetings—open time for committee members to be available so students can come in as they can
-Making TC meetings, team meetings—open to everyone and drive people to website to get info
-Sunday morning at the end of Relay, offer early team registration for the next year – 68 teams signed up for the next year the final morning of Relay. They also get to pick campsites for the next year. Send out flyer about the registration at the event one month before so they know it is coming. Large event with lots of teams – very competitive for campsites.
-Making sure you recognize your team captains – thanked them at a City Council Meeting which is televised. Have lost top teams by not recognizing them in the past. A little more recognition is always needed – got a mayor commendation certificate.
-Recommendation: Educating them on mission and advocacy – the more education on our mission, the more likely they are to stay.
-Chairs have relational connection to the teams and team captains and team members – foster the relationship, there is a sense of responsibility when they know you personally – Personal Connection!! They also have a point-person to go to.
-Having a fun atmosphere at the event and walking the track, stopping at every campsite – they like to share what their team has done, like to have you visit the campsite, see their theme, really acknowledging them at the event in a personal way “in the moment” – Personal Connections!
-Friendly competition between teams – foster the competition before and during the event – like the rivalry.
-Wrap-up party after event with all the awards – let the teams pick theme for next year, then kick off in September for a June event. Give-aways throughout the year and fun environment.
-follow up calls; each committee member makes a call; recognition dinner week before Relay; make ask before Relay even happens, year round newsletter
-meet once a month with TCs year round; personal one on one
-work the track and collect data: why do they Relay, what do they like best about Relay, least, what can we do better, will they join committee, are you coming back next year, Keep in touch year round; don’t ever assume that a team is coming back. Every team needs a personal ask
-Year round communication is key; pictures around the community
-TC gifts given at event
-Committee and TCs “Wows and Yikes” meetings
-Coffee Tuesdays (every Tuesday at noon there is a Relay informational at local coffee house)
o Staff perspective: take time to get to volunteers personally; acknowledge accomplishments of volunteers outside of Relay accomplishments; (ex. Son inducted into NHS, send congrats card) remember personal details, know people’s names
o Relay name tags with team names at every meeting; get to know personally
o donuts (Thanks for Raising the Dough!)

**How do you track teams?**
- Online chairs run report every month.
- Value of reports- having history; see teams that are missing from year to year and teams that are returning from year to year; ability to recognize teams for accomplishments- # of emails sent, # of members, $$ raised.
- We use a system of Red, yellow and Green
  - Green – returning
  - Yellow – Caution they said that they are but haven’t registered yet.
  - Red – No team this year.
- This is done in November for a May event.
  - Each event has a binder
  - Seibel

**How do you account for teams splitting? Or a Captain leaving?**
- Promoting at TC meetings, make sure to include co-captains in all mailings and communication Call higher fundraising team members on the team, when a TC leaves
- Encourage the promotion of Team Meetings -- NOT Team Captain meetings. Focuses on bringing more people to the meeting
- Encourage teams to “kick off the best person on their team to become the team captain” and incentivize them if they recruit a certain number of new participants / give the “new” team a prize / second team is counted as a “new team”
- Verbally investigate why teams didn’t come back / not necessarily formally tracked
- Ask teams to find a successor
- We count them as two teams if they are over 15 people and combine their dollars – one team captain but 4 teams on paper.
- When Captains leave we try to find out why they are leaving
- We work with the highest team member that and see if they are interested in becoming a TC.
- Invite team members to join different team
- Get the teams to bring more than just the TC to the meetings so that there is more depth in the team and somebody is ready to step up and take the role as TC
- Encourage teams to set themselves up like a Committee Structure

**Are captains trained on how to manage their teams?**
- TC training sessions at TC meetings
- "New TC" training outside of TC meeting
- Team captain training meetings held. Show them how to make it easier.
  - Once a year.
  - Event chair will run it. Staff partner will help.
  - Team Captain University held.
  - We will give you the tools....
- Use team mentor program. Very beneficial. One person for 5 teams. Grow relationship with those 5 team captains.
- Committee members are the mentors.
- Veteran teams mentor new teams.
- I usually have new teams… take extra time with them. During regular meeting they look very confused. Have separate day for a new team captain meeting. Committee members offer to come to their first team members.
- Teams in focus group DO have team meetings.
- At each team captain meeting… Team Captain Challenge – bring a roster from your team meeting!!! And this in turn encourages them to have a team meeting
- Keeping it fresh year after year.
- We usually do one on ones with new team captains. Have the option to go to a meeting as well. Usually January for a May event
- We do an intro to Relay Meeting
We try to keep the packets as simple as possible.

Attend Regional/Relay Roundtables

When someone registers, do one on one training with the team captain and meet one on one with the team members

Team captain mentors new team captains
  - How do you find the mentors?
  - We ask and they feel honored

Team Captain meetings –
What would you add to make it more beneficial

- Suggest a separate meeting for newbies – wastes time for returning team captain
- How do you grow your team
- How do you motivate your team members to do more fundraising
- Spirit points for attending
- Only one hour a month and stick to that. Respect their time so they are in and back out
- Meetings are directed more towards new ideas – one hour a month to focus on what we can do to help you be successful.
- Sharing experience – not the answer to everything, but more opportunity to work together to address a problem.
- Team Captain Meetings – structured agenda, teams are involved to promote their theme, 75% attendance.
- Relay Committee has a lot of captains – new teams are highly encouraged to attend meetings, they need to come so they truly understand what is going on.
- Make TC meetings fun and upbeat for captains – do memorable mission education (LGFB presentation – opened a LGFB kit in front of group and had a LGFB volunteer come in and speak). Set up speaker phone in the middle of the room and called the 1-800 number together!
- Make it creative and don’t just “talk about it”.
- Every TC meeting has to have a purpose, like campsite selection, so there is always a reason for the teams to show up.

How do you retain contributors from year to year?

- Understanding how your contributors want to be thanked (or not). Writes handwritten thank yous to all contributors. Use holiday cards, different touches throughout the year.
- Use the group survivor picture at the event as the cover to your card that you send to all the contributors.
- Go to businesses personally and tell them how important their support is – ask business supporters to tell the company they are there “because the company supports Relay”.
- Did survey of participants about sponsors – “Can you name these sponsors” – “are you more likely to support these companies because they sponsor Relay” – then shares results with sponsors to get them to come back. Also give businesses workforce stats and customers that could be affected by cancer. Take a BUSINESS approach. Tell participants to wear your shirts around town so businesses can see the impact of their logo.
- Capture data on donors
- Send out letter of request
- Mail Thank you letter
- Some include self-addressed stamped envelope
- Call the same people every year
- Build relationships
- Send flyers to schools & businesses
- “We’re all about the money because we’re all about what the money can do and thanks to you, as a caregiver I can tuck my son in every night...because of what the money can do”
- “You gave a donation, which gave the gift of HOPE to ____________, who was just diagnosed with cancer.” Thank cards

How do you get individuals to continue to give every year?

- Showing that they are making a difference on a global perspective, beyond Relay – knowing that you are a part of something much bigger than just a one day Relay.
- What your dollars are doing locally, breaking it down to what you’re your $5 is physically supporting – inserting them into every single communication.
- Keep people aware on how their dollar is spent.
o MUST have the community presence as well as the personal touch – make sponsors and contributors proud to give to your event
o ASK! Always telling your personal story and gearing it toward the person you are talking to. Give your story, say “I am sure you have one like this, too”
o Contributors tracked through Siebel and track $250 and over and include in invitations to kick off and other local events.
o Top contributors also invited to TCU
o Use online tools to figure out who hasn’t re-upped their gift

How do you get companies to continue to give every year?
o Thank you breakfasts
o Thank them differently than the donors/contributors
o Take each year’s shirt, mount and frame and have survivors say Thank You the company. The company hangs this in their business.
o Contacting them early to make sure they are included in the budget (find out their fiscal year to make it easier to work with them)
o implement ACS workplace solutions for sponsors, or corporate donors
o business networking breakfast with Survivor speaker to thank
o They get choices to choose from.
o Thank you gifts post event
o Touches throughout the year
o One touch every quarter
o Get like businesses to compete in their fundraising efforts
o Have one of their employees do the ask
o Ask for matching gifts for the employee donations
o Sponsor receptions & donor receptions
o Get in early before they set their budget
o Don’t assume that they will automatically return the say donation at the same level
o Invite them to the event, kick off, etc.
o Know your relationships!
o All sponsors get a track sign / date / we give them the sign, program, t-shirt, form letter for their tax purposes, tell them how much we raise. Give that all to sponsors
o After Relay we hand deliver a shirt to them.
o We ask them to have a team.

Do you thank those who contribute to you or your team?
o After our event with a personal hand written note and see you next year
o Thank them verbally
o Newspaper did a full page ad to thank sponsors, teams, etc.
o Division send thanks for $250 or more donation via letter within two weeks after the donation – thank you and tax purposes
o Personal thank you; picture of team; give total that team raised
o Be as specific and personal and possible and how much the participants enjoyed
o Give postcards to team captains that they can use to thank their donors
o Send thank you letters along with final newsletter to all participants and survivors and participants- a ‘you made it possible’ kind of thing
o Share letterhead with captains so they can use it to write thank you letters
o Make Relay note cards available to TCs
o Ecards (online)

Do you / your team / your event develop fundraising plans and goals?
One year plans? Goals?
Three year plans? Goals?
How are these created / determined? By whom? When?
o Worksheet giving to team to help them set their goals
o Team Pacesetter program made teams set goals
o Teams put their goals online
o Ask teams at TC meeting what their goals are
o Stretch goal/Dream goal- is above what the ACS goal is- dream goal is set by the steering committee
o Utilize Event Analysis Tool
- 3 year meeting with committee meeting to set 3 year goals
- Meet with strategic planning team (of volunteers and community members, committee) to do 1,000 Day Journey and plan goal based on income sources (are sponsors coming back), top teams (are they coming back), retention rate, etc.
  - Tool available for staff to work on with chairs to map community to see where you have teams and the potential for new teams and potential income
- Ask TCs to share their team goal at kick off
- Encourage teams to share their successful team fundraisers and use that as a means to encourage teams to increase their goals based on new ideas
- Use fundraising club as means to increase team goals- encourage them to try to get up to the next level
- We have a team meeting to set goals
  - What we did last year
  - Any new ideas
  - We got everyone to show up with pizza
  - We gave team members an opportunity to be a full supporter or to not be invited to team fun activities/fundraisers
  - We use thermometers

**How do you communicate these plans and goals – to others on your team, the event, the community at large**
- At the team captains meeting
- We use a chart with everyone’s goals on it so they can see what they have done over the years and leave a blank space for this year.
- Division sets goal / but committee also sets their own goal
- Staff does an event analysis and go over it with the chairs
- Committee and staff person work together to set the goals
- SWOT after the event at the team level
- Posters at the Team Captain meetings with thermometers and on the website to show progress towards the goals
- Thermometers in the town on the major roads, etc. the Committee puts that effort together
- Day of Relay Tote board
- New teams don’t know what they are supposed to do so in a TC mtg —write down their team goal, their two fundraisers and one DGI
- One TC mtg is focused on fundraising, they get a fundraising book, they get into groups and write down their top fundraising ideas
- Pacesetter really has helped – when you use the pacesetter benchmarks it makes your life so much easier.
- Pacesetter is an “honor” for your event and it keeps you on track – it’s a “housekeeping” tool – gets you to get your committee in place and developing your structure and organization. Pacesetter will keep us motivated in the future because we now know what its like to win and how important the benchmarks are.
- Share event goal with teams – use a thermometer in a public place so they see the progress. Teams really buy in to goal – thermometer is displayed at the event.
- Mentors discuss during team mentor calls
- Ask each team captain what kind of fundraiser they are planning
- Communicate online
- Communicate at meetings
- Communicate at Kick-off

**Fundraising before/during/after Relay?**
- Team of one- created Team of Hope- way to get individuals involved that are not on a team
- Encourage teams to go to cheapfundraising.com for fundraising ideas
- Gives stars and moons to teams to raise money
- Encourage candy bar sales in factories
- Individual person letters, make and sell items, pay for silence, child/pet letters,
- Team Monte Carlo night, Speed Date for a Cure, Auction, donate/resell prom dresses, small change donations, basketball tournament,
- Festival of Trees -- bunch of artificial trees, companies decorate them. Come together for wine/cheese event, auction off trees.
- Luminaria ceremony in summer time…. in city park…. Raised $6000 for our event.
- Do luminaria for “light the way for Santa”
- Auctioned “night on the town with the mayor” but encourage teams to build a goal and display at team captain meetings – encourage fundraising at every team captain meeting. Try to get them to stretch out fundraising all year so they don’t “burn-out” by doing it all right before the event.
- Year round success tips:
  - taking advantage of holidays
  - team fundraisers year round
  - county-wide yard sale
  - dress down days every Friday
  - teach year round fundraising at all TC meetings
  - doing the “tried and true” while adding in new things
  - availability: if you’re selling product…keep it with you at all times
  - team members more likely to help if there are multiple opportunities at various times that they can help with team fundraisers
  - allow networking for idea sharing

- Duck derby:
  - Teams get recognition for ducks sold
  - $5/duck
  - they go down the river

- Shop For Life in the community where stores pay to be apart of the day/night and then give a portion of proceeds to the RFL. All of the windows are decorated and all of the participants are invited to shop.
- Shop for Hope & A Cure – holiday shopping activity where teams can all come and set up a fundraising table at the same location
- Community Sale into Saving Lives – Garage Sale at one large location. Every team has the ability to have an area. Each team has their own cashbox.
- Wal-mart days – gives them a section of the parking lot for teams…carwash, bake sales, BBQ
- Purple days at the Mall
- Block Party in city/town center

Onsite
- Onsite drawing tickets for basket and other prizes; Beautiful lengths ponytail party; lap beads; bail & jail; cakewalk; Relay midway- area of really inexpensive, fun midway style games and items for sale to engage kids;
- Raffle Basket area…each team brings a basket
- Diamond of Hope fundraiser – Large display case with mini martini glasses…all have a cubic zirconium except one is actually a diamond.
- Silent auction
- Funnel cakes
- Food sales
- Fried dough sales
- Softball tournament at the location
- Volleyball tournament
- Beauty salon
- Dunk Tanks
- Jail & Bail
- Used book sale
- Live auction
- We have them reserve tables in Relay Alley
  - Raffles
  - And Relay Store
- On site fundraising is done on the track
- The people who are seasoned work with newer teams
- Car Bashing
- Relay Idol
- Food
- Penny Raffle
- Bake Sale
- Steelers Basket Raffle
- Masquerade ball
- Cake walk
College Flag idea
Onsite: healthy food sales by teams, penny wars, design a Frisbee/t-shirt, nachos, beads/lanyards for laps, margaRelayville, sold non-alcoholic margaritas, Pie a Sig Pi (throw pies at members), event wide silent auction that credits team, staff partner gets involved, handmade fleece blankets, midnight pancakes, sno-cones, giant cookies
Pink Ribbon quilt and raffle at event – sell tickets at the event
Balloons to heaven using purple and white balloons – let them lose at the closing ceremony
Ask teams to turn in their onsite fundraisers so there is not too much of one item
Getting cheerleaders to do face painting or hair, makeup for little girls big onsite fundraiser
Raffle off Wii at Relay
Send letter to Disney World they will send 4 tickets to raffle off -- same thing with sports teams

Post
Post really push matching gifts- making sure teams are going after the matching funds from companies or to go after community grants that match funds or ask their own businesses to match their employees $$ raised
We give awards after Relay at the wrap up to encourage post-event fundraising
One event does post-fundraising: post email blitz trying to reach goal

How has this changed / evolved?
Fundraising committee that helps to coach new teams, collects ideas; encourage teams and individuals to share their ideas
Awareness of people having the ability to do more fundraisers as a team. People have never known they could do that before.
Those that are shy about asking need the group setting for fundraising, the age of individual fundraising is dying because people are very scared to make the ask
Online helps with that individual fundraising
Knowledge that we need to think bigger and do more things as a committee to give the teams opportunities to fundraise or show them how to do it.
Focus on getting teams motivated earlier – support the teams more to be more creative with fundraisers
More mature Relays realize that we should it year round instead of cramming it into 4 months. It helps keeps it out of the community better.