AMERICAN CANCER SOCIETY

RELAY FOR LIFE

Team Captain Handbook

Relay For Life of Newaygo County
June 11–12, 2011
9:00 am – 9:00 am
Newaygo High School
www.relayforlife.org/newaygocountymi
Awards & Recognition

- **Top 3 Overall Fundraising Teams:** An award presented to the top 3 teams that raise the most money overall.

- **Top Online Team:** An award presented to the team that raises the most money online.

- **Top Online Individual:** An award presented to the individual who raises the most money online.

- **Top New Fundraising Team:** An award will be presented to the first year team who is the top fundraiser among all of the first year teams.

- **Fundraising Club Member Teams:** Teams who become members of the Fundraising Club will be awarded and recognized based on their level in the Fundraising Club.

- **Best Decorated Team Site:** The Relay planning committee will vote on the best campsite the night of Relay and announce the winner during closing ceremonies. This is based on our “Sports” theme.

- **Fight Back Challenge Team:** This award will be given to the team who completes the most Fight Back Challenge packets.

- **Incentive Prizes:** Team participants who raise $100 will receive a Relay For Life of Newaygo County t-shirt. Monies raised over $250 entitle an individual to participate in an incentive prize program. Please talk to your Relay staff for details.
When & Where

Tuesday, March 8, 2011; 7:00 p.m.—8:00 p.m.
Fremont Area District Library

Tuesday, April 12, 2011; 7:00 p.m.—8:00 p.m.
Fremont Area District Library

Tuesday, May 10, 2011; 7:00 p.m.—8:00 p.m.
Fremont Area District Library

Tuesday, May 24, 2011; 6:00 p.m.-7:00 p.m.
Newaygo High School Track

Tuesday, June 7, 2011; 4:00 p.m.—7:00 p.m.
Fremont Area District Library

Saturday, June 11–Sunday June 12; 9:00 a.m.—9:00 a.m.

Thursday, July 21, 2011–TBA

What

Team Captain Meeting

Team Captain Meeting

T-Shirt Orders Due; Sponsorship Forms Due

Team Captain Meeting

Team Site Selection

Bank Night

Relay For Life (Newaygo High School)

Wrap-up Meeting

Fremont Area District Library
Community Room
104 E. Main Street
Fremont, MI 49412

Dates are subject to change, team captains will be notified of any changes.

Relay Committee Contact List

<table>
<thead>
<tr>
<th>Contact</th>
<th>Position</th>
<th>E-mail</th>
<th>Telephone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amanda Gort</td>
<td>Chair</td>
<td><a href="mailto:agort@ncresa.org">agort@ncresa.org</a></td>
<td>231.225.8339</td>
</tr>
<tr>
<td>Shelley TerAvest</td>
<td>Vice Chair</td>
<td><a href="mailto:shelleyteravest@hotmail.com">shelleyteravest@hotmail.com</a></td>
<td>231.834.9953</td>
</tr>
<tr>
<td>Deborah Cline</td>
<td>Online Chair</td>
<td><a href="mailto:dcline@newaygocmh.org">dcline@newaygocmh.org</a></td>
<td>231.629.6821</td>
</tr>
<tr>
<td>Phillip Archer</td>
<td>Team D Chair</td>
<td><a href="mailto:parcher@gerberfcu.com">parcher@gerberfcu.com</a></td>
<td>231.924.4880 ext. 150</td>
</tr>
<tr>
<td>Angela Gronso</td>
<td>Team D Member</td>
<td><a href="mailto:angelamgonso@hotmail.com">angelamgonso@hotmail.com</a></td>
<td>231.629.0885</td>
</tr>
<tr>
<td>Robin Aitchison</td>
<td>Team D Member</td>
<td><a href="mailto:info@rivervalleyhouse.com">info@rivervalleyhouse.com</a></td>
<td>231.652.3093</td>
</tr>
<tr>
<td>Barb King</td>
<td>Mission Chair</td>
<td><a href="mailto:barbking36@yahoo.com">barbking36@yahoo.com</a></td>
<td>231.652.6128</td>
</tr>
<tr>
<td>Shari Paulsen</td>
<td>Survivorship Chair</td>
<td><a href="mailto:slpaulsen1@netscape.net">slpaulsen1@netscape.net</a></td>
<td>231.924.5096</td>
</tr>
<tr>
<td>Karen Towne</td>
<td>Survivorship/Food</td>
<td><a href="mailto:krntowne@yahoo.com">krntowne@yahoo.com</a></td>
<td>231.652.6664</td>
</tr>
<tr>
<td>Hannah Smoker</td>
<td>Staff Partner</td>
<td><a href="mailto:Hannah.smoker@cancer.org">Hannah.smoker@cancer.org</a></td>
<td>616.551.4037</td>
</tr>
</tbody>
</table>

Please feel free to contact anyone on the above list for further information and questions. We are here to help you have the best Relay experience. You can also visit www.relayforlife.org/newaygocountymi for up to date information.

Frequently Asked Questions

Relay For Life Event Rules & Guidelines

- No tobacco or alcoholic products are allowed at the event.
- No rollerblading, skates, skateboards or bikes on the track.
- No pets or animals are allowed with the exception of service dogs.
- Tents may be set up in designated areas only.
- Some teams may serve food as a fundraiser, but teams are encouraged to bring extra food/snacks for team members.
- During ALL ceremonies we ask that all teams stop their walkers.
- Teams will establish their own schedule of walkers. Please try to maintain the spirit of Relay by keeping a walker on the track at all times (except during ceremonies).
- The American Cancer Society is not responsible for any loss of valuables or personal property. Be careful to secure your items properly.
- Please help to clean up the site at the close of the event. Garbage is the responsibility of everyone at the event.
- Most importantly, you are under strict orders to HAVE FUN!

Q: What makes up a team?
A: Teams can be made up of friends, student organizations, co-workers, faculty & staff, or residence halls. In other words, anyone who would like to join you in the fight against cancer!

Q: Where do I register my team?
A: Head to our website at www.relayforlife.org/newaygocountymi

Q: Where do my team members register?
A: Once your team is registered online, your team members can register there too. Make sure they know your team name, and that your team is only registered once.

Q: Where will our team campsite be?
A: Campsites are assigned by the planning committee and are dependent on the amount of space on the track. The exact process for assigning or picking campsites will be explained at the team captain meetings.

Q: When can I disassemble my team site?
A: After the Closing Ceremony.

Q: Who should checks be written to?
A: Please make all checks payable to the American Cancer Society.

Q: Are there rules regarding the types of fundraising I can do?
A: Your team cannot have any raffles as a fundraiser. Raffles are regulated by the State of Michigan and our event does not have a license to legally conduct a raffle. Your team also cannot sell anything with the Relay For Life logo on it. If you have any further questions about this, please contact our American Cancer Society staff partner. The licensing process usually takes between 6 and 8 weeks.

Q: Our team wants to make food at Relay and sell it for our onsite fundraiser. Do we need to do anything special?
A: Certain types of food preparation are regulated by your local health department and will require a temporary food permit before serving to the public. Please contact our ACS staff partner and they can discuss the rules and if you will need to obtain a food license.

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 our local staff partner and they will give you the information you'll need for your company.
Before the Event:
- Encourage all team members to raise as many donations as possible.
- Keep track of the amount each team member has raised to ensure accurate team totals.
- Encourage all team members to check with their employers to see if they offer matching funds. If they do, pay close attention to the company’s procedure to ensure the process is done correctly.
- Remember to use the Relay On-line site for fundraising: www.relayforlife.org/newaygocountymi
- Ask your ACS staff person for credit card slips for your fundraisers.

Before Bank Day:
- Please have your money counted before bank night to ensure timely and accurate service.
- Please separate cash, checks, and any credit card slips you may have.
- Please roll any loose change.
- Record bank night total to ensure accurate team totals.
- A Relay On-line report will be pulled after bank night; you do not need to provide your online donations at bank night

At Bank Day:

June 7, 2011 — 4:00 p.m. to 7:00 p.m.
Community Room
Fremont Area District Library
104 E. Main Street
Fremont, MI 49412

Bring with you:
- Team Collection Envelopes totaled
- Luminaria Tally Sheets
- All other forms and unused supplies

At The Event:
- Bank times will be posted at the registration area. Please refer to these times when turning in team money.
- For better record keeping – Team Captain or Co-captain should be the only people turning in money.
- Ask your ACS staff person for credit card slips for your fundraisers.
- A Relay On-line report will be pulled prior to the close of the event and added to your team totals; there is no need to provide a report.
- Please do not wait until the end of the event to turn in your money!

How Your Support Helps the American Cancer Society and Your Community

With your support, the American Cancer Society (ACS) is able to save lives and create a world with more birthdays. As one of the most trusted non-profit organizations in the country, the ACS maintains an outstanding history of fiscal management and integrity. This document describes the life saving work of the Society in categories used for financial reporting purposes. The allocation of resources in our program and supporting services categories include staff and operating expenses as appropriate.

Patient Support • 27%
- When diagnosed with cancer, the most empowering tool that may be used to fight back and provide a patient with hope is information. In fact, information about treatment options is the most requested need from the Society through our website and National Cancer Information Center (NCIC) at 1-800-227-2345.
- The American Cancer Society has a proud history of being the place to turn for cancer patients, caregivers, and families seeking support during a time of need. Some of the Society’s specific community-based support programs include:
  - Reach to Recovery®
  - Cancer Survivors Network
  - Road to Recovery®
  - Youth Camps
  - Hope Lodge®
  - Information services: 1-800-227-2345 and cancer.org
- Cancer Resource Network (CRN) is a multi-layered approach to assist cancer patients with the navigation of their cancer journey, including information about treatment options. In addition, our comprehensive resource database offers referrals to services not only provided by the ACS but other organizations within the community.

Prevention • 17%
- Now more than ever, we know that nearly half of all cancer deaths can be prevented through healthier lifestyle choices. Your dollars help us educate the public about risk factors and how to prevent cancer through a variety of awareness and education campaigns and programs such as:
  - Active for Life
  - School Health Education
  - Tobacco and cancer
    - Advocacy and legislative efforts to pass clean indoor air laws
    - Smoking cessation
  - Choose You™
  - Healthy Nutrition Guidelines
  - Information services: 1-800-227-2345 and cancer.org

Detection and Treatment • 13%
- Cancer is most treatable and survivable when detected in its earliest stage. Therefore, the Society aggressively works to promote cancer screenings and educate audiences on cancer screening guidelines. Some of the programs supported through your donations include:
  - Development of screening guidelines
  - Colorectal Cancer Awareness Network
  - Breast and Cervical Cancer Control Program
  - Clinical Trials Matching Service
  - Information services: 1-800-227-2345 and cancer.org

Research • 15%
- As the largest private funder of cancer research in the country, the ACS proudly awards approximately $150 million annually in support of promising research grants, fueling over 400 million in active research dollars at work in laboratories across the country each year.
- The American Cancer Society works at the federal and state level to coordinate our advocacy efforts in support of government funding of cancer research through the National Cancer Institute.
- Since 1946, the Society has provided more than $3.4 billion to researchers with cutting edge ideas early in their careers - 44 of whom have been awarded the Nobel Prize, the highest accolade in scientific achievement.

continued on reverse

A Commitment to Financial Stewardship

72% Programs
28% Supporting Services
13% Detection/Treatment
27% Patient Support
17% Prevention
15% Research
6% Management/General
22% Fundraising

Combined results Fiscal Year 2008-09

THE OFFICIAL SPONSOR OF BIRTHDAYS.
The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service.

Fundraising • 22%

The American Cancer Society seeks to raise funds in a variety of ways every year in support of its lifesaving mission. While there are many fundraisers held each year, two of the most recognizable special events are Relay For Life® and Making Strides Against Breast Cancer®.

As a community-based organization, the ACS has a presence in approximately 5,000 communities nationwide—communities just like yours. Our presence is evidenced by numerous volunteer-driven fundraising events which also serve as a means of mission delivery and helping a community access the organization’s many offerings.

Management and General • 6%

As with any organization, there are costs associated with doing business. Activities that are indispensable to the oversight of the ongoing operations of the organization include business management and administrative activities, such as certain accounting and legal practices.

Better Business Bureau Wise Giving Alliance Charity Report:
The American Cancer Society meets all of the BBB Wise Giving Standards and enjoys the highest ranking awarded by the organization’s Charity Seal Program. The BBB Wise Giving Alliance is a national charity watchdog affiliated with the Better Business Bureau system. Unlike other charity monitoring groups, the Alliance completes comprehensive, in-depth evaluations of the charity’s governance, fundraising practices, solicitations and informational materials, as well as how it spends its money. We encourage the public to visit the BBB Wise Giving website for a full report on the American Cancer Society.

THE OFFICIAL SPONSOR OF BIRTHDAYS.

We save lives and create more birthdays by helping you stay well, helping you get well, by finding cures, and by fighting back.

cancer.org  |  1.800.227.2345
How to recruit a terrific team!

Get Excited!
Your enthusiasm is contagious.

Relay is for everyone.
You don’t have to be athletic to participate in Relay For Life. People will be walking, running, strolling, dancing, and wheeling around the track. ANYONE can be part of this great community event.

Arrange an employee presentation at work.
Lunch or an all-employee meeting is a great time to tell your co-workers what Relay For Life is all about. Set up a challenge between departments or ask your company to sponsor a team. If you’d like a speaker from the Society, give us a call.

Recruit Your Family and Friends
Build your team roster by including family members. It’s a family affair. Other potential members can be found at your place of worship, doctor’s office, neighborhood, etc.

Dedicate your team to a cancer survivor.
If you know someone who is dealing with cancer, why not pay tribute by dedicating your team to them? Also, invite cancer survivors to participate. The Survivors’ Victory Lap is for them.

Create a team theme.
Tap into your creativity. Come up with a unique name and plan to decorate your campsite with props that match your theme.

Get the word out.
Put up Relay For Life posters and display the brochure to invite others to participate. Become your organization’s Relay For Life champion.

Motivate your team.
Hold regular team get-togethers to build spirit and keep everyone informed. Share your Relay story to help connect them with why Relay For Life is important.

Set a team goal for fundraising.
Have each participant set a personal goal, and then set a team goal. Encourage team members to meet their goal by keeping in touch.

- How many team members do you want on your team? ________________________
- How much money do you want your team to raise? ___________________________
- What awards do you want your team to win? _______________________________

STEP 1: Get Organized

☐ Set Goals:
   How many team members do you want on your team? ________________________
   How much money do you want your team to raise? __________________________
   What awards do you want your team to win? ________________________________

☐ Recruit a co-captain to help build your team.

☐ Pick your team name and register the team on the Relay Online website:
   www.relayforlife.org/newaygocountymi
   *(If you don’t like the name you can always change it later!)*

STEP 2: Spread the word...Relay For Life is fun!

☐ Distribute Relay For Life walker packets to all participants on your team
☐ Put materials on display at community meeting places
☐ Promote friendly competition between teams and participants
☐ Include a Relay For Life article in your group or organization’s newsletter
☐ Ask your workplace to help sponsor the event
☐ Recruit team members. An average team has about 10-15 team members.
☐ Encourage your team members to register online at www.relayforlife.org/newaygocountymi

STEP 3: Build Team Spirit

☐ Attend regular Team Captain Meetings (or send a co-captain if you cannot attend)
☐ Hold a fun meeting for your team to get energy flowing and brainstorm ideas
☐ Distribute luminaria bags to team members. You can pick these up at any Team Captain’s Meeting
☐ Work on team fundraising projects
☐ Plan your campsite decorations and on-site fundraising activities for the event

STEP 4: Think Relay For Life

☐ Make sure all of your team members have registered on the Relay Online website
☐ Encourage each of your team members to think about cancer survivors they know to invite
☐ Share rules and guidelines of the event
☐ Schedule times for team members to walk. We encourage you to have a team member on the track at all times
   *(Check out page 21 of this handbook for a handy walker sign-up sheet!)*

STEP 5: Counting Down - You’re almost there!

☐ Collect team members’ money before Bank Night
☐ Discuss the various event activities and how your team can participate
☐ Continue to invite cancer survivors to come and celebrate their victory!

STEP 6: This is it - Relay For Life!

☐ Turn in your team members’ money at Bank Night
☐ Distribute t-shirts to your team members prior to event— you’ll pick them up at Bank Night
☐ Confirm the times team members will be at event and walking
☐ Discuss what to bring (food, beverage, tents, etc.)
☐ Enjoy the American Cancer Society Relay For Life!
☐ Celebrate survivorship!
☐ Pay tribute to your loved ones!
☐ Be proud that you have raised money to help save lives!
Fundraising Tips For Teams

Whatever your fundraising efforts, remember to promote them as a benefit for the American Cancer Society. Use these ideas from around the country as a starting point for your own creativity.

**Car Washes:** Hold a car wash at a local supermarket or available parking lot and take donations to add to your team total.

**Busing Tables for Tips:** Have your team/company work with a local restaurant. Select a busy evening and volunteer to be the table busers. You can put Relay donation cups on the tables with an explanation of why you are there and the importance of Relay. Be sure to wear your old Relay t-shirts! Though you won’t get paid for your time, you surely will be spreading the word about Relay.

**Penny Wars:** Compete against another Relay team or between departments in your work place to see who can collect the most pennies for Relay. All silver and paper money in the penny jars count AGAINST the total number of pennies, so each team tries to sabotage each other’s jars with bills and large coins. Award a prize to the team with the most pennies after a month.

**Food Sales:** Bake sales are always popular at Relay and in the time leading up to Relay, but try to think out of the box also! Maybe have bagels and orange juice in the morning instead of just sweets. Just remember to wrap everything individually to comply with health regulations.

**Bottle/Can Drive:** Collect pop cans and bottles from friends and neighbors to turn in for a deposit and put toward your Relay Team

**Garage Sales:** Gather all your teammates together and hold a garage sale! You’ll clean out your apartment and raise money for Relay!

**Dining Dollars:** Many restaurants have fundraising opportunities available. Most require you to hand out some type of flyer or coupon and a percent of the profit from that night will go to your Relay team.

**Sporting Events:** Some local sports teams have fundraising opportunities if you help them sell tickets.

For additional information and fundraising ideas, visit www.relayforlife.org!

Make an all-star effort in the fight against cancer.

The American Cancer Society Relay For Life Fundraising Club provides a way for us to recognize all of our Relay For Life teams. Here’s how it works:

Team captains will be recognized at each Team Captain’s meeting for their Fundraising Club level.

At Relay, your team will get a special sign with the Fundraising Club level your team has reached to let everyone at Relay know you’re members of the club. Your team will also receive a special certificate in recognition of your amazing work in the fight against cancer!
The American Cancer Society Relay For Life appreciates your team’s fundraising efforts. We understand the commitment you make and the time and energy you spend to raise money to Fight Back against cancer all year long as a Relay For Life Team in your community.

The Team Fundraising Club program was developed to provide your team recognition at the event and in your community for your fundraising achievements. You will be presented a Club Sign when you reach the Fundraising Club Level - Bronze ($2,500). Each time you reach another level, your staff partner or event chair will update your sign with a new sticker - even during the event so be sure to do on-site fundraising at your Relay For Life event!

At team captain meetings you will be able to see the progress of your team against others participating in your Relay. You can also track your team’s success on your event website.

Team Fundraising Club Levels

- Rising Star Level - $1,000
- Bronze Level - $2,500
- Silver Level - $3,500
- Gold Level - $5,000
- Platinum Level - $7,500
- Jade Level - $10,000
- Sapphire Level - $15,000
- Emerald Level - $25,000
- Ruby Level - $50,000
- Diamond Level - $75,000
- Purple Level - $100,000

Team Fundraising Club Car Window Clings

You will receive a Fundraising Club Level Car Cling after your event. Proudly display in your car window to promote Relay For Life and the Team Fundraising Club program in your community.

How to Use Your Team Fundraising Club Sign:

- Bring your sign to team captain meetings to display and have your levels updated.
- Proudly display your sign at team fundraising events at work and in your community.
- Display your sign in the front yard of your Team Captain’s home or workplace to generate publicity for your Relay.
- Post at your campsite or along the track at your Relay For Life event to recognize your team’s efforts and motivate other teams to reach higher levels next year.
- Safely store your sign so you can display it with your new sign next year. Other teams can see how much you have raised over time in the fight against cancer.

For additional information, please visit RelayForLife.org/fundraisingclubs.
Keys to Team Fundraising Success

The most successful teams use a combined approach of individual and team fundraising. Top teams utilize varied techniques to raise their funds. Below are some tips and ideas:

- Understand your target audience members and try to identify something that might be of value or interest to them.
- Publicize the fundraiser heavily — the more people who are aware, the greater the likelihood of success. Use the online tool to promote your team fundraiser to other teams.
- Undertake the fundraiser with great enthusiasm — it's contagious.
- Pursue fundraising activities on a year-round, ongoing basis.

The type of fundraiser you choose is only limited by your creativity and drive; here are some examples:

- **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 can be given as gifts. Encourage breakfast items as well as sweets such as bars and cookies.
- **Car Wash**: Get your team together for a local car wash. This works great for high school teams.
- **Freddie the Flamingo**: An 8-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!

- **Restaurants to the Rescue**: Ask a local restaurant or cafe to contribute a portion of its proceeds for a day. It could be for a certain menu item, or ask the owner if a special Relay item can be 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.

- **Fetch and Favor Fee**: Place a sign-up sheet outside your office, the teacher's lounge, or even your own kitchen. Approach business owners with an offer to run errands such as fetching coffee, lunches, prescriptions, supplies, etc. Create a price list to match the errand and let them know their dollars go toward saving lives from cancer.

**Online Fundraising**

Online fundraising is another way to ask those you know for their support of Relay For Life. Once the team captain has set your team up online and shared instructions for logging on to your team's Web site, it's up to each team member to use this fabulous tool.

**Here are some tips for online fundraising success:**

- After you register online as a team member, be sure to customize your personal Web page with your story and a great photo.
- Send an email to everyone in your address book. This is the most important step because you'll only get a response if you ask. Many people respond to an electronic request much more quickly than if they have to write a check. It's fast, it's easy, and it helps save lives from cancer.
- Watch your fundraising thermometer rise!
- Be sure to say thank you to those who donate online.
- Always send a follow-up note to let each person know how their gift helped in the overall success of your fundraising efforts, your team's fundraising success, and the event's fundraising total.

You can learn more about online fundraising and get signed up at RelayForLife.org.

For additional information, please visit RelayForLife.org/fundraisingclubs
Everyone knows someone who has heard the words “you have cancer.” That’s why so many people are willing to donate money to fight this disease. Know your stuff. Arm yourself with a few facts about Relay and the American Cancer Society. Then, ask! You’ll be surprised how many people are just waiting for an opportunity to make a difference.

**Fundraising Tips For Individuals**

**Fundraise with Facebook!** Once you register online, your participant center will give you the option to add a fundraising application to your Facebook page. This is a great way to get the word out to all your friends online!

**Make your own contribution** and let others know that you are donating not only your money, but also your time.

**Send letters and e-mails early** and ask that they be returned by a due date. It’s harder for people to ignore a due date other than the event date! Enclosing a stamped return envelope also helps.

**Ask at your regular meetings.** If you belong to a service club or religious or social group, request time to ask for support.

**Ask everyone you meet.** Even if you have sent out letters, be sure to carry a collection envelope with you so that when you talk to people about Relay, you can ask them to contribute right then. Take advantage of daily opportunities. Ask your dentist, dry cleaner, the sandwich shop person, etc. for a donation.

**Dedicate** your personal efforts to someone who has been touched by cancer. Tell that person’s story and yours.

**More Easy Fundraising Suggestions**

**RELAY FOR LIFE CANS: FOR COLLECTIONS**

Set the Relay For Life Cans out in high traffic areas so people can help by donating to your team’s efforts for the Relay For Life. Check them periodically, collect them when they’re full, and turn them in at Bank Night!

**RELAY FEET: TO SHOW SUPPORT IN OUR WALK**

Have feet available to sell for $1 each. The person buying the foot/feet can sign their name on the line, or they can put the name of someone dear to them who is fighting cancer, or someone who has lost their battle with cancer. Tape these up in a prominent place for all to see.

**LUMINARIA BAGS: TO BE LIT ON THE NIGHT OF THE EVENT**

Luminaria bags are a tribute to those who we lost to cancer, and displayed in honor of those still battling the disease. At sunset, luminaria bags are placed around the track and lit with tea lights. The light of the luminaria will guide the steps of participants and serve as a reminder of each individual’s struggle against cancer.

Available for a donation (typically $10) luminaria bags are decorated by the donor with the name of a loved one who has battled cancer. The bag can also be decorated by a participant or by the team, if the donor prefers. Feel free to add images or draw on the bags to create that personal touch.

Be sure to record the dedicated names on your Luminaria Sheet, so the names can be included in Luminaria Ceremony. The ceremony is a powerful part of Relay For Life and one you will not want to miss!
Great Lakes Fundraising Club

Thank you for participating in the Relay For Life in your community.

Your commitment to fundraise is not a small one and we appreciate your efforts in asking your friends, family, co-workers and community for donations in the fight against cancer. When you registered you were asked to raise a minimum of $100 - but don’t stop there! The Individual Fundraising Club Program was developed to motivate and award volunteers for fundraising excellence. You can review the list of levels and award gifts below and work towards your favorite prize! Most items are branded with the Relay For Life logo which helps promote our mission within your community every time you use or wear the item. Good luck and happy fundraising!

**RISING STAR $100**

Each registered Relay For Life participant will receive a 2011 Commemorative Event T-shirt from their Team Captain prior to the day of their Relay For Life event if they raised $100 approximately 3 weeks prior to the date of their event. If you raise $250 or more and reach another club level, you will receive both an event T-shirt and the prize you select. To redeem your incentive prizes below, follow the easy instructions listed on the bottom of page 2.

**Bronze Level - $250 - $349**
- Stainless Waterbottle
- Long Sleeve T-shirt
- Neoprene Laptop Sleeve

**Silver Level - $350 - $499**
- Tote-N-Go Stool/Cooler
- Sweatshirt
- Beach Towel

**Gold Level - $500 - $749**
- Pajama Pants
- Messenger Bag Cooler
- Black Hoodie

**Platinum Level - $750 - $999**
- Portable Hammock
- Longsleeve Wicking Shirt
- Laptop Messenger Bag

**Jade Level - $1,000 - $1,499**
- Commemorative Afghan
- Lightweight Jacket
- Folding Chair

For additional information, please visit RelayForLife.org/fundraisingclubs
Great Lakes Fundraising Club

Sapphire Level - $1,500 - $2,499
- Black Moon Chair
- Zippered Fleece
- Men's/Women's Hooded Rain Jacket
- Wheeled Backpack
- Digital Camcorder
- Folding Chair w/Table

Emerald Level - $2,500 - $4,999

Ruby Level - $5,000 - $7,499
- Folding Wagon
- Columbia Parka Jacket
- Flip Video Camera
- Bose Speakers
- Beach Package
- 2-Piece Rolling Luggage Set

Diamond Level - $7,500 - $9,999

Purple Level - $10,000 and up
- iPod Touch - Black
- White Tailgate Canopy
- Coleman Camping Package

How to Receive Your Incentive Prize:
1. Turn in fundraising money to your Team Captain or American Cancer Society Staff Partner.
2. Receive a certificate which enables you to redeem a prize for your achieved fundraising amount.
3. Log on to wwwrelaylifecom and enter the code found in the center of the certificate you received. (You may also call 1-800-343-0990 to redeem your certificate over the phone.)
4. Select ONE ITEM PER CERTIFICATE and enter your shipping information.
5. In-stock merchandise will ship within 2 weeks of receipt of your order to your chosen shipping address.

Fundraising Tips:
Writing personal letters or sending emails from your event online site is still the most effective way to receive donations for your participation in Relay For Life. However, there are hundreds of fun ways for you to individually fundraise or hold team fundraisers within your community to obtain significant donations. Visit RelayForLife.org/fundraising for fundraiser ideas or blog with other Relayers from all around the country to share ideas and successes. Relay happens in 5,200 communities nationwide - so there are a lot of great ideas out there!

For additional information, please visit RelayForLife.org/fundraisingclubs
The American Cancer Society is the Official Sponsor Of Birthdays™, and there is no better place to celebrate life than at your local Relay For Life event. We want everyone who has ever heard the words “you have cancer” to know that no matter where you are in your personal journey, there is a wonderful opportunity for you to come together with your friends, loved ones, neighbors and co-workers to celebrate life and the progress that is being made everyday in the fight against cancer. Together with our millions of supporters, the American Cancer Society saves lives and creates more birthdays by helping you stay well, helping you get well, by finding cures and fighting back.

Relay For Life is a fun-filled, overnight event that offers everyone an opportunity to participate in the fight against cancer. Teams of family, members, friends, co-workers and others join together each year to raise funds for the American Cancer Society and make a difference in the community. In honor of those who battle cancer 24 hours a day, team members typically take turns walking the track throughout the day and night. For those not walking, there is around-the-clock action to keep everyone busy. From entertainment, food and games to touching ceremonies and stories of inspiration, there is something for everyone at Relay For Life.

---

**We Want to Celebrate Your Birthday!**

**Saturday, June 11, 2011**
**Newaygo High School**

9:00 am – 5:30 pm - Survivor Registration - stop by anytime!
Opening Ceremony
Survivor Guest Speaker, immediately followed by Survivor Lap
Survivor & Caregiver reception
Luminaria Ceremony

As a survivor, you represent another birthday for someone newly diagnosed with cancer. We would be honored to have you at our event and we also encourage your caregivers to walk with you so that you may all celebrate your survivorship.

We hope to see you there!

---

**Yes! I would like to participate in the Newaygo County Cancer Survivor’s Lap.**

Name: ____________________________ Date of Birth: __________ T-Shirt Size __________

Type of cancer: _____________________ Years of survivorship: _____________________

Home Address: _____________________ City: _____________________ State: _________ Zip: _________

Home Phone: (____)_______________ Email: ___________________________________________________________________

Are you willing to share your story with our newsletter: (circle one) Yes No If yes, may we contact you: (circle one) Yes No

Interested in volunteering at the Relay: Yes No Team(s) That Invited You: ____________________________________________

Please return to:
American Cancer Society · 129 Jefferson Ave, SE · Grand Rapids, MI 49503 or Fax 616.364.6451

For more information, contact Shari Paulsen at 231.924.5096 or slpaulsen1@netscape.net
Visit our website: www.relayforlife.org/newaygocountymi

Cancer Information: 1.800.227.2345 / www.cancer.org
Help in the fight against cancer one team at a time!

The American Cancer Society’s Coaches vs. Cancer program provides a unique opportunity for school athletic teams to fight back against cancer! No matter the sport or the size of the school, teams can dedicate a day, week, or an entire season to raising support and awareness for the American Cancer Society and Relay For Life, honor survivors, remember those lost, and spread awareness for cancer related issues.

Here are a few simple ways to get started:

1.) **Brainstorm!** At a meeting, write down who everyone knows from a school district. Maybe it is a coach, principal, athletic director, or someone else who works closely with athletic programs or who can put you in contact with the right person.

2.) **Make the contact!** Using the list you just generated, select who the best person is to talk to individuals on the list about Coaches vs. Cancer. Talk to your American Cancer Society Staff Partner ahead of time to help you learn about all the resources that exist to support an event. Be prepared to follow up!

3.) **Be prepared to assist!** Your school will need help promoting their event. Handout flyers at meetings, send out e-mails, and use Facebook to spread the word. Depending on the school’s plan, there may be the need to help during the event. Keep your Relay committee and staff partner informed of the plan so they can help too!

4.) **Thank you!** Once the event has taken place, do not forget to thank the school, coach, and the athletes for all of their hard work. Ask your staff partner for thank you notes and recognize the accomplishments and efforts at your next Relay meeting. Do not forget to invite the team to be a part of Relay!

In a perfect world, the steps above would happen in less than a couple weeks. In some cases this happens, in others, it may take some extra time for an event to happen. That is alright! Do not give up and do not be discouraged. Occasionally follow up with your contact and work with your American Cancer Society Staff Partner to help let them know about how other schools are incorporating Coaches vs. Cancer in to their team’s schedule.

More information on the how to get your school involved contact Hannah Smoker at 616.551.4037 or Hannah.smoker@cancer.org.
Team Name: ____________________________________________

Team Captain: ____________________________________________________

<table>
<thead>
<tr>
<th>Time</th>
<th>Walker</th>
<th>Laps</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 a.m. to 10:00 a.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00 a.m. to 11:00 a.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00 a.m. to 12:00 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:00 p.m. to 1:00 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:00 p.m. to 2:00 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:00 p.m. to 3:00 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:00 p.m. to 4:00 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:00 p.m. to 5:00 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5:00 p.m. to 6:00 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:00 p.m. to 7:00 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00 p.m. to 8:00 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00 p.m. to 9:00 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00 p.m. to 10:00 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00 p.m. to 11:00 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00 p.m. to 12:00 a.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:00 a.m. to 1:00 a.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:00 a.m. to 2:00 a.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:00 a.m. to 3:00 a.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:00 a.m. to 4:00 a.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:00 a.m. to 5:00 a.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5:00 a.m. to 6:00 a.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:00 a.m. to 7:00 a.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00 a.m. to 8:00 a.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00 a.m. to 9:00 a.m.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The Fight Back Challenge
Are you ready to take up the fight?

It’s as easy as 1,2,3 to be a part of the Fight Back Challenge!

1. **Take our quiz.**
   Take our short American Cancer Society quiz to learn a little bit more about what the American Cancer Society does and how we’re all helping to create a world with more birthdays and less cancer.

2. **Make a pledge to Fight Back against cancer.**
   What’s a Fight Back pledge? It’s something that you can do for yourself or someone else that will help us toward a cancer-free future. Your Fight Back pledge could be to help a friend quit smoking, visit a loved one while they’re undergoing treatment, or even something as simple as pledging to always wear sunscreen.

3. **Become a member of the American Cancer Society Cancer Action Network (ACS CAN).**
   ACS CAN is the non-partisan advocacy affiliate of the American Cancer Society. By becoming a member of ACS CAN for just $10 for a full year, you’ll receive e-mail action alerts to let you know when your lawmakers may be voting on important cancer-related issues. ACS CAN provides you with easy e-mail templates that you can customize and send on to your lawmakers to let them know that cancer needs to be a priority.

All participants who complete the 3 easy steps of the Fight Back Challenge will receive a special orange Relay For Life shirt to let everyone know that they’re up for the challenge! We’ll also be celebrating those who have completed the challenge with a special Fight Back lap at Relay so that you can show off your orange shirts.

So are **YOU** ready for the challenge? You can complete all three steps today by visiting the Fight Back Challenge page of our website at [www.relayforlife.org/newaygocountymi](http://www.relayforlife.org/newaygocountymi)

If you’d like a paper version of the Fight Back Challenge or if you have any questions, please e-mail us at Hannah.smoker@cancer.org or call our ACS staff partner, Hannah Smoker at 616.551.4037