



# Challenge Guidebook

## Hosting Challenges for your Relay For Life event

Fundraising and team building challenges are a fun way to bring out the competitive side of our Relay participants. As you work with your volunteer committees to plan challenges, please use the information in this guidebook to steer your strategy, communications, and reporting efforts. This information has been collected to ensure that your challenge reaches its full potential and best engages participants.

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## Challenge Best Practices and Guidelines

**Timeline:** Keep challenges short. Challenges are a great way to get Relay For Life participants excited, but if a challenge is too long they will lose interest. Take advantage of their enthusiasm and ask individuals to complete tasks in a short time period. **Challenges can be as short as 24 hours and should not last longer than one week.** Also, review when any other challenges were implemented for this Relay For Life event; too many challenges will cause them to lose their appeal.

**Call to Action: All challenges should be online focused,** including sending emails from the My Relay dashboard, updating the fundraising page, collecting online (credit card) donations, or registering people online to a team. This ensures that accurate data can be collected in the same way for all participants.

**Simple is best:** While we want Relay For Life participants to complete a variety of activities to fully engage their online potential, too many rules or actions can be over whelming. **Focus challenges on one or two criteria only.** You should **ensure that the data collection is simple.** The winner should be determined by a quick report from the Event Management Center (or if multiple events, through a report request form).

**Guidelines: Set clear parameters to the challenge.** Be sure to define what it takes to win the challenge and if there are any additional factors to the tasks (must raise a minimum amount to qualify, etc). Include the rules of your challenge in all communications about this competition. Be sure to also talk to your ACS legal department representative to ensure that the challenge does not violate any state laws. Connect with a member of the Finance Field Services team to discuss any implications the prize or award may have on sales tax or income reporting for the American Cancer Society or the recipient of the prize.

**Prizes: Find a prize that participants will be excited for.** Ask committee members or team leaders what they would be most interested in receiving; prizes can vary throughout the Relay For Life season to include primary campsite selection or special signage (pre-event), special t-shirts or gift bag (pre or post-event), to an electronic give-away (pre or post-event). Sometimes the best prize is bragging rights or something your event can offer for free – like a special stage announcement during the event, reserved parking, or special tent placement. If you are purchasing a prize, ensure that the cost of the prize receives a return on the investment; work with your Senior Management team for assistance and budget recommendations. Additionally, connect with a member of the Finance Field Services team to discuss any implications the prize or award may have on sales tax or income reporting for the American Cancer Society or the recipient of the prize.

**Communication:** Email, social media, website updates, and meeting announcements are great ways to communicate about the Relay For Life challenge. **Plan out communications to implement throughout the challenge** including: teaser message, introduction/kickoff message, encouragement message/s, and a post-challenge winner message. Be sure that your communication matches your audience as well.

**Remember the mission:** While we are encouraging online activities, remember that **the purpose for this challenge is to fight cancer.** Include a mission message that humanizes why we continue to fundraise or recruit people to Relay For Life (\$x will ensure that x happens). Ask a local survivor or caregiver to provide a quote about why they participate and how our online Relay For Life experience has helped him/her.

## Challenge Ideas

### \$48 in 48

- Basic information: Over a 48-hour period, all registered participants are encouraged to raise \$48 or more online. Those who complete this challenge will receive a small token
- Schedule: This challenge is best executed Tuesday – Saturday. This allows the challenge to be announced on days in which people are checking their emails, and for people to plan their efforts accordingly. No matter the time zone of your event, **challenges should be run from 12:01 am CST on the start day to 11:59 pm CST on the end day**; all online transactions are tracked in Central Standard Time and using this time will allow the Event Manager to accurately calculate results from reports.
- Emails: [For email support refer to the Event Manager Guidebook Chapter 5: Event Emails](#)
- Reports: To track fundraising and potential winners of this challenge, use the **06 Donation Report** in the Event Management Center. When selecting the date range for the report results, remember that all results are displayed in Central Standard Time. If your challenge does not begin at 12:01 am CST and end at 11:59 pm CST, you will need to pull a larger date range report and sort the donations by transaction date. For more information or support about collecting challenge date, [see the Support section of this guidebook](#)
- Prize suggestions: Recognition on the Relay For Life website and social media pages; special badge/image for the winner to display in the Relay fundraising page or on social media; Relay For Life gear/swag bag; gift card; top selection of campsite during Relay For Life.

### Most online funds raised

- Basic information: Over a specific time period, all registered participants are encouraged to raise as much money through credit card donations as possible. The individual or team that raises the most only in the designated time period wins a prize.
- Schedule: This challenge is best executed Tuesday – Saturday. This allows the challenge to be announced on days in which people are checking their emails, and for people to plan their efforts accordingly. No matter the time zone of your event, **challenges should be run from 12:01 am CST on the start day to 11:59 pm CST on the end day**; all online transactions are tracked in Central Standard Time and using this time will allow the Event Manager to accurately calculate results from reports.
- Emails: [For email support refer to the Event Manager Guidebook Chapter 5: Event Emails](#)
- Reports: To track fundraising and potential winners of this challenge, use the **06 Donation Report** in the Event Management Center. When selecting the date range for the report results, remember that all results are displayed in Central Standard Time. If your challenge does not begin at 12:01 am CST and end at 11:59 pm CST, you will need to pull a larger date range report and sort the donations by transaction date. For more information or support about collecting challenge date, [see the Support section of this guidebook](#)
- Prize suggestions: Recognition on the Relay For Life website and social media pages; special badge/image for the winner to display in the Relay fundraising page or on social media; electronic gift (MP3 player, pedometer); top selection of campsite during Relay For Life.

### Most emails sent

- Basic information: Over a specific time period, all registered participants are encouraged to send as many emails as possible through the My Relay dashboard. The individual or team that sends the most emails in the designated time period wins a prize.
- Schedule: This challenge is best executed Tuesday – Saturday. This allows the challenge to be announced on days in which people are checking their emails, and for people to plan their efforts accordingly. No matter the time zone of your event, **challenges should be run from 12:01 am CST on the start day to 11:59 pm CST on the end day**; all online activities are tracked in Central Standard Time and using this time will allow the Event Manager to accurately calculate results from reports.
- Emails: [For email support refer to the Event Manager Guidebook Chapter 5: Event Emails](#)

- Reports: To track emailing efforts and potential winners of this challenge, use the 04 Participant Emails Sent (Date Range Report) report in the Event Management Center. For more information or support about collecting challenge date, [see the Support section of this guidebook](#)
- Prize suggestions: Recognition on the Relay For Life website and social media pages; special badge/image for the winner to display in the Relay fundraising page or on social media; electronic gift (MP3 player, pedometer); top selection of campsite during Relay For Life.

## Do It Yourself!

The templates and competition suggestions outlined in this guidebook are provided to help you implement local, regional, and Divisional challenges. These are collected as the best competitions we have seen executed and can be managed by you for impactful recruitment, online fundraising, and constituent management tools.

If you are looking to execute Relay For Life challenges that are not included in this guidebook, please ask yourself the following questions to ensure accurate data can be collected, communication can be executed, and people can get excited and engaged with this competition. These are essential questions that will allow you to build your challenge.

- Have you defined your challenge timeline to ensure it is short?** The challenge should hold people's attention. Keep the challenge short, no longer than a week.
- Is your challenges online focused?** All activities (fundraising, emailing, registration, etc.) should be made online by participants.
- Are there clear parameters to the challenge?** Be sure to define what it takes to win the challenge and if there are any additional factors to the tasks.
- Can the winner of this challenge be determined through measurable actions?** Ensure that the challenge action is measurable with the reports available in the Event Management Center or through a simple report requested via the Online Portal.
- When was the last challenge you hosted and when is the next one?** Space out a season of Relay For Life challenges to ensure that there is proper timing and space between competitions; challenges lose their special status if one follows another after another.
- Do you have a prize or exciting incentive?** Find a prize that participants will be excited for. Pricey prizes don't always get the most attention, so think about what your community will want.
- How will you communicate the challenge?** Plan out email communications, social media posts, website updates, and meeting announcements to ensure that everyone knows about – and is excited by – the challenge.
- Have you talked to your legal department representative?** States have different laws regarding raffles and competitions; be sure to ask your supervisor and legal department to review the rules of the challenge before executing.

## Challenge Reporting

Based on the best practices determined for Rely For Life challenges, online competitions should encourage activities on the following collectable actions/data.

- Emails sent through the My Relay dashboard
- Online fundraising (credit card and PayPal only)
- Online luminaria fundraising (credit card and PayPal only)
- Online registration (registrations through the participant view of the website only)

All online transactions and activities are collected and recorded in the Central Time Zone. No matter the time zone of your event, challenges should be run from 12:01 am CST on the start day to 11:59 pm CST on the end day. By tracking challenges in the Central Standard Time, Event Managers are able to more accurately calculate results from Event Management Center reports.

The following are **not** recommended challenge parameters as the winner cannot be easily determined by existing data.

- Offline fundraising (check or cash donations). Offline Estimated Revenue (OLER) can be added to the website in error; donations can still be in the mail by the time the challenge has ended. There are many opportunities for inaccurate data capture regarding offline giving that it should not be considered when creating challenge parameters.
- Percentage increases. By awarding an individual/team what has the highest percentage of online income growth, etc during a certain period of time, the challenge penalizes individuals who may have already exceeded in their online activity. For example, a participant that raised \$2000 online has raised an additional \$500 during the challenge, or a 25% increase. For that same challenge, a participant that had NOT been actively fundraising prior to the challenge raises \$100 or a 100% increase.
- Geographic donations. While asking participants to collect as many donations as they can from various states encourages individuals to look outside of their normal circles for support, it is difficult to track.

Local events may manage challenge data by pulling the following reports from the Event Management Center:

- **04 Participant Emails sent (Date Range):** Calculates the number of emails each participant has sent from the My Relay dashboard in a specific date range.
- **03 Participant Report:** Will provide you with a list of all participants that have registered for your event. This report can be sorted by registration date to identify participants that registered during your challenge. This report can also be used to identify who registered online or offline for your event.
- **06 Donation Report:** This report can be used to calculate income within a time frame for your event. This report will produce a line for every donation that was given to your event and can be sorted by gift date to identify gifts given to your event during your challenge. You can also use this report to filter gifts that were given online or offline to the event.

## Support

While we are here to support you, you are responsible for managing your own challenges at the local level, including sending email, updating the website, posting on social media, and running reports. If you need additional support to implement your challenges, please use the following tools for support.

**Email Support:** Please submit the [Marketing Intake Form](#) for messaging assistance.

**Report Support:**

- Please complete the [report request form](#) for data assistance.
- If you have reporting questions, please open a [support ticket](#). Include the reports that you pulled along with what your questions are.

**Website Support:** Please submit a [support ticket](#) to request assistance with updating your Relay For Life website.

**General Online Question:** Please submit a [support ticket](#) with any general online questions or concerns.