It’s about being a community that takes up the fight.
Thank you for your participation in the American Cancer Society Relay For Life. Your participation as a Team Captain or Team Member makes you a valuable part of the journey toward finding a cure for cancer. Your dedication, hard work and passion shine through all of your fundraising work and we thank you! We hope this handbook gives you new ideas and helpful hints as you get ready for this year’s Relay For Life.

Introduction

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.

Creatively use your internal communications at work, put up posters, write memos and announcements. Include a write-up in the company and community newsletters. Get on the agenda at meetings. Give each member of your team a specific promotional task. Every organization and community is different. That’s why it’s important to choose fundraising activities that work for your culture and that meet your corporate guidelines. Consider doing several different kinds of events. Just make sure that they are convenient for participants, easy to take part in and fun.

Emphasize what’s in it for the participant, be enthusiastic and remember to keep the FUN in fundraising!
Table of Contents

- Keys to Success — Fundraising For Team Captains ............... 5
- Letters ........................................................................ 7
- Team Fundraising .......................................................... 15
- Onsite Fundraising ........................................................... 19
- Multi-Team Fundraising ..................................................... 20
- Youth ........................................................................... 22
- Workplace ....................................................................... 25
- ABCs of Fundraising ......................................................... 27
- Notes ............................................................................. 31
Keys to Success…Fundraising for Team Captains

Suggested Guidelines

Overview
The guidelines/recommendations shared within this handbook are based on research conducted among team captains nationwide, including some of Relay’s top fundraising teams (with team totals ranging from $7K - $156K). This research highlighted opportunities for Relay For Life to better equip team captains and team members with the tools/ideas they need to succeed. The training is designed to help address those key opportunities.

The Role of a Team Captain

 '>' **Build a team**
- Recruit people for the team — whether they are friends, family members, coworkers, fellow churchgoers, members of a sports team/club, etc.
  - All types of people can be great team members, but be sure to include anyone in your life who has been directly touched by cancer (either themselves personally or someone they love).
  - Be sure to emphasize that Relay is an opportunity for them to make a difference in the fight against cancer.
  - Seek people with different connections to widen the circle of donors and connections.
- Promote cohesiveness among the team

>' **Develop a vision/plan for the team**
- Set financial goals for the team (whether you choose to share them with the team or not)
  - Make it challenging, but realistic.
  - Try to set your team’s goal higher than the previous year’s outcomes.
  - Work with individuals to set their own individual fundraising goals — ideally above the $100 minimum.
- Set the tone — serve as an example to your fellow teammates by demonstrating:
  - Your passion for Relay and your commitment to the cause — share stories about how you (or your company/company’s management) became interested in the fight against cancer.
  - Your desire for everyone to have fun.
  - Make team meetings fun — a time to socialize with some Relay business worked into the activities.
  - Consider developing a team theme with t-shirts and costumes (e.g., Field of Dreams — “If we raise it, a cure will come”).

Try to spread your fundraising over the course of the year (with the exception of the month or two right after Relay); this will allow you to steadily collect funds over time, rather than waiting for the last minute rush (particularly important for fundraising at work). You don’t want your coworkers to feel bombarded.

Look to the future in terms of financial goals as well as people management — set an ambitious financial goal to achieve over a multi-year period and outline what it will take to get there (e.g., number of team members, their roles, etc.). One team captain brought his team up to $57,000, largely through a bowl-a-thon. His longer-term goal was to have seven bowl-a-thon participants raising as much money as he did — leading the team to a $100,000 total.
Equip the team to achieve its goals
Provide them with the resources/information they need
- Outline what is expected of them as a team member.
- Give them background information on Relay and the Society.
- This includes information on how their donations will help in the fight against cancer (i.e., how Society funds are spent).
Include specific examples of how funds are helping at the local level (e.g., programs like Road to Recovery, projects at local hospitals, etc.).

Don’t be afraid to cast a wider net to help reach your goals (approaching friends of friends, etc.). Provide tips on how to raise funds, including the basics:
- Ask everyone you know for a donation.
- Make it personal.
- Always say “please” and “thank you”.
- Remember to follow up.

Stay organized and track both individual and team progress. Keep the team happy. Fill in where needed, use people in their areas of talent and interest.

Communicate with the team regularly
In addition to holding team meetings, be sure to touch base via email and phone to:
- Help them with fundraising ideas.
- Keep them informed of the team’s progress.
- Inspire them with stories about how the Society is making a difference in the fight against cancer.

Hold wrap-up meetings after the event to debrief and discuss plans for next year.

Try to motivate & encourage team members
Challenge them, foster a competitive spirit, a desire to be #1 (the top team overall at your event, the highest participant average, the top level in your fundraising club, the new team that raises the most money).
Thank team members throughout the process (not just when Relay’s over).

Appreciation and Recognition

Consider ways in which you might recognize each person for his/her contributions at the end of Relay — some examples:
- Write personal thank you notes.
- Give each person a small gift to say thanks (e.g., a Relay keychain, a jar of candy, item for their desk with the Relay logo).
- Develop your own informal awards to honor team members (e.g., the "worn sneaker award" for the person who walked the longest at Relay).

Help them to share in the glory of any formal awards received at Relay, whether it’s:
- Top fundraising team award
- Spirit award
- Fundraising clubs/levels
- Bull’s-eye award (for all teams that make their goal)

Remember to recognize your own contributions and keep in mind that each dollar raised brings us that much closer to winning the battle against cancer.

Keys to Success — Letter Writing
Most successful teams use a combined approach of individual and team fundraising. Part Two of this training focuses on individual fundraising. Best practices with respect to individual fundraising include:

**Letter writing**

- Write personal letters to your family, friends and coworkers and let them know how cancer has impacted your life. Share your feelings and the stories of those you know who have survived the battle, have lost the battle or are still fighting the battle against cancer. As one team captain explained:

  "We have a team to honor our daughter who died of cancer. We send out personal letters with my daughter's picture. We talk about her and what she meant to us and still means to us."

- Make it easy for people to donate; consider including a self-addressed envelope (stamped or not) in the envelope when you mail the letter.

- Share sample letters with your team members to help them get started (see attached "Examples" section).
Fast Fundraising… How to Raise Lots of Money with a Letter Writing Campaign

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

Compose a one-page letter. Write your own as if you are sending it individually to a close friend. Use a computer. Copy it twice. Adjust one copy to be sent via email; the other for regular mail.

Both versions should begin with a quick apology for the impersonal nature. Include a preface that as a friend, you thought they would be interested in this important cause.

Send it to EVERYONE who has ever sent you something! For the emails, blind copy (bcc) them all. They don’t need to know who else is receiving your note. This can result in more than 100 emails.

Balance fact with feeling. Include what Relay is (fact); why you are involved/what it means to you (feeling); where and when your Relay is, where the money goes (facts); describe the luminaria ceremony and how to purchase one (feeling); remind them to seek a company gift-match if offered (fact); and, on the back of the letter or at the bottom of your email, recreate a receipt and a luminaria sign-up form (time-saving tip).

Early on, make the ask. Don’t limit your donors, but ask for a specific range. Ask for, "$10, $20, $50 or whatever your budget will allow."

Give a 10-day deadline for response. People respond when there is a sense of urgency. Tell them to write the check to the American Cancer Society and send it to your address.

Write up envelopes for everyone who will not receive an email. This is a great activity to do in front of the TV.

Copy the letters and before stuffing into the envelope, handwrite in colored ink, on the top of the letter the person’s name and a quick line, “Hope you can support me.” Sign it to add the personal touch.

Mail the letters (yes, you will be out-of-pocket the postage and copying costs but they are minor compared to the return and, of course, the cause). Transmit the emails.

Now, sit back and watch the checks roll in. And they will. One final thing: Send a brief handwritten thank you to everyone who responds immediately upon receiving the check. So, in that spirit, good luck and for all the people who will benefit from your cancer-fighting efforts... thank you!
Letter Sample 1

Canine Fundraising Letter
Adopt As You See Fit

Dear Friend,

Greetings, salutations, and a wag of my tail from XYZ town in New England! I am writing to you today because I know that my master needs my help. As you probably know, Robert has always managed to get himself in some real jams. Well, this is no exception. In my three short years with him he has managed to come up with some “doozies.” Do you know what he has done this time? He has promised to raise at least $100 in sponsorship for the upcoming 24-hour Relay For Life to benefit the American Cancer Society. He has teamed up with a bunch of other crazies who have agreed to take turns walking laps throughout a 24-hour period May 15th and 16th. Surely you realize that he can hardly raise sand – much less $100. That is why I “borrowed” his keys and drove over to his office last night to type this letter (excuse me, but it is rather difficult to type with my big paws. My claws keep getting in the way).

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

Sincerely,

Beauregard Jackson Sherman, Esquire

PS — I have enclosed a fact sheet about the event in case you want to know more about it.
Letter Sample 2

Marathon Fundraising Letter — Change to fit your race/ survivors, etc.

Dear friends:

On April 16th, 2002 I am lacing up my sneakers and running the Boston Marathon to raise money for the American Cancer Society. This is part of our family team fundraising for the Relay For Life. I participate with my family team in St. Albans, Vermont. I am taking on this challenge of my life in honor of my friends Susan Silodor, Marietta Stevens, and Bev Gross of Cheyenne Wyoming. Each one of these special people has survived cancer because of their positive attitude and the breakthroughs in cancer research funded by the American Cancer Society. This is my third Boston and it will be the most memorable because of the courage and strength of these special survivors behind me. This will be my 15th marathon since 1989.

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

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

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

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

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

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

5. The public can access comprehensive cancer information 24 hours a day, seven days a week, through the American Cancer Society’s toll-free information line (1-800-ACS-2345) and Web site (www.cancer.org). During a time when so much cancer and health information is available through the Internet, much of which should be viewed with caution, the American Cancer Society is a dependable resource for accurate, unbiased information.

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

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

8. Your donation is tax deductible.

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

10. I’ll get up early and drive to Boston for the marathon. You can sleep late on April 16th while still funding cancer research.

Your Signature
Community Support Letter

Dear Community Supporter:

I am writing on behalf of the American Cancer Society to request a donation for our signature fundraiser, Relay For Life, which will be held the weekend of June 15-16, 2004 at Tikki Park in Kapiolani, Hawaii.

Relay For Life is a family-oriented event where participants can walk or run on a track relay style for 18 hours. Participants camp around the track, and when they are not taking their turn, take part in other fun activities. Former and current cancer patients, their families, and the public are invited to take part in this exciting team relay event. The team consists of individuals representing corporations, clubs, organizations, and families.

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

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

Kind Regards,

Your Signature

Relay Volunteer
Letter Sample 4

Letter from baby

Hello to all my family and friends!

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

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

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

So – how can you help? You can make a donation to my team – Kal’s Krew. Just write a check to the American Cancer Society, and send it to me. If you include the name of a cancer survivor or someone who’s lost the fight, I’ll make a special luminaria bag for them. That’s all you have to do... I’ll do all the walking and my team will make sure there is someone on the track the entire 24 hours (even while I’m sleeping!). Be sure to put your donation in the mail soon. The Relay is coming up fast – it’s October 12-13th. Thanks for the support!

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

Your Signature
Letter Sample 5

Subject: My 30th Birthday Wish, by Erika

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

But wait, there's more! My 30th birthday wish is not just for me, but for all of us that have, or probably will be touched by cancer.

I am a team member on one of the American Cancer Society's Relay For Life teams for the Albuquerque Relay this June 2-3. (Quick review: Relay For Life is the American Cancer Society's signature activity. I think that's because everyone has such a great time and realizes it's not just about raising money.)

But wait, there's more! Most of my teammates are cancer survivors, and I am honored they asked me to be on their team this year. Our goal for this event is $200,000 for the year 2000.

Okay, you've seen those old commercials selling those can't-live-without products for $29.99, right? From the Ronco automatic egg scrambler to those aluminum cutting Ginsu knives. (Why anyone would want to cut a Coke can in half is beyond me.)

But wait, there's more! At the moment, I am feeling Very 29.99 with that 3-0 looming just ahead.

So here's the deal: I'm asking all of you to make a tax-deductible donation of $29.99 to my Relay team toward our team goal of $2,000.

But wait, there's more! If not at least $29.99 then $2.99 or whatever you choose. Any amount gets us a little closer to putting me out of a job — not necessarily a bad thing.

How? Mail to:
American Cancer Society
Attn. Your Name
Address
City, State, Zip Code

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

But wait, there's more: Call me if you prefer to use your credit card at 505-260-2105 ext. 20. Operators are standing by...
You can email me at either e@email.com or e@yahoo.com, and cash works too.

But wait, there's Even More: I have a candy jar in my office again this year, especially for the chocolate-dependent.

Even More: Check out the Web site at www.cancer.org where we have recently added a way to "FIND A RELAY" in New Mexico, Arizona and Nevada (as well as across the country) via the Relay For Life pages.

This year there will be more than 4,200 Relays across the country — get involved today!

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

Your Signature
Letter Sample 6

“Life is not measured by the number of breaths we take... but by the moments that take our breath away.”

RELAY FOR LIFE WILL TAKE YOUR BREATH AWAY!
A 24-hour team event filled with fun, food and friendship, surrounded by people of all ages joined together to honor cancer survivors and remember loved ones who lost their battle.

Dear Family and Friends,

Summer is just around the corner, and it is almost time for the American Cancer Society’s 2nd annual San Fernando Valley Relay For Life. You may remember hearing from me last year, as I became passionately involved in this event to honor my Mom’s memory by raising money and awareness to help make a difference in the fight against Cancer. Thanks to all of your generous support, I am very proud to announce that Team Irene was the top fundraising non-corporate team in 2002, raising $4,763! More than 70 percent of the money raised from Relay goes directly to support the American Cancer Society’s programs for research, education and services for patients and their families whose lives have been touched by Cancer.

I have already begun forming my 2003 team, and we will be participating in the 24-hour walk/campout at this summer’s Relay For Life. My fundraising goal for this year’s Relay is even greater, and I really need your help to meet this challenge. But my challenge is nothing in comparison to the challenge that so many children and adults have to face 24 hours a day once diagnosed with cancer. I feel blessed to be part of such an important cause. This year Team Irene is dedicated not only to my Mom, but also in honor of or in memory of all of our mothers – the women of valor whose legacies pave the way for our children and grandchildren, and help guide each of us through life’s journey.

Please help support my efforts for Team Irene again this year with a tax-deductible contribution to the American Cancer Society. You may send your check directly to me, and please let me know if you’d like to be a part of the 2003 Relay For Life walk on Saturday, July 12th at Birmingham High School in Van Nuys (17000 Haynes Ave., corner of Victory and Balboa). Also, please let me know if you are a cancer survivor and would like to be honored in the opening ceremony survivor lap at 9 a.m. Finally, I urge you not to miss the luminaria ceremony at 9 p.m., which is the candle lighting ceremony of hope and surely the most emotional and heartwarming part of the event, including inspirational songs, poems and prayer. If you would like to dedicate a luminaria to be placed around the track in honor of or in memory of a family member or friend, please fill out the enclosed form and send it to me along with your $10 donation. Luminaria may also be purchased at the Relay.

My mother’s amazing courage and strength during her life and her battle with cancer give me hope and inspiration to help reduce the suffering and loss caused by this horrific disease. Together, we can make a difference! Remember...There’s no finish line until we find a cure.

Warm regards and many thanks,

Your Signature
Team Fundraising

Keys to Team Fundraising Success

As previously noted, most successful teams use a combined approach of individual and team fundraising. Part Three of this training focuses on team fundraising:

Top teams utilize varied techniques to raise their funds. The key ingredients of their success relates less to the specific techniques and more to the way they executed them. From top teams, we have learned that you can make virtually any type of fundraiser successful by applying the following strategies:

- Understand your community/target audience and try to identify something that might be of value/interest to them.
  - For a country club community, champagne cruises, wine tasting or a social event at the local country club might be most effective.
  - For shift workers at a factory, a “free paid day off” raffle might be effective.
- Publicize the fundraiser heavily – the more people who are aware, the greater likelihood of success.
- Undertake the fundraiser with great enthusiasm — it’s contagious.
- Pursue fundraising activities on a year-round, ongoing basis.

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

- **Recipes For Life:** Try putting together a Relay For Life cookbook as a year-round fundraiser. Collect recipes, a photo and story of each contributor. What a meaningful idea and a way to think about special people while enjoying a special recipe.

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

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

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

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

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

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

- **Matching Gifts:** If your company has a matching gift program, that’s an effective way to double your fundraising efforts. Be sure to check with the human resources department to obtain matching gift forms.
Freddie the Flamingo: An eight-year-old boy put “Freddie Flamingos” in people’s yards with a note around Freddie’s neck asking for a donation for Relay For Life. In the morning, he collected the birds and donations. He raised more than $6,000!

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

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

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

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

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

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

Poker Plays Pay: Invite 10 people over for a round of charity poker. Send invitations explaining your Relay For Life participation and request everyone brings $25-40 mad money. If you can recruit a few friends to help you, try this on a larger scale and hold it in your church basement or local school. Provide refreshments.

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

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

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

- **Raffles**
  - Beanie babies
  - A very cool playhouse for children
  - Catered dinner for 10
  - Use of a condominium at the beach
  - Maid service for a month
  - Baskets full of anything, or just baskets
  - Decorating service. Most people would love to win the chance to have someone else put up their holiday lights around their house
  - Lunch with the CEO

- **Ask for contributions for:**
  - The shirt off your back. Donors pay $ to write their names on the back of the shirt that gets worn for 24 hours.
  - Food, any kind, any way, anywhere
  - Art, both professional & student (parents will donate money for their budding artist’s work).
  - Balloons. Donations for RFL balloons can be for $2 each and make bouquets to be delivered by volunteers.
  - Candles
  - Hair cuts. Have local salons sponsor a cut-a-thon with proceeds going to Relay.
  - Flowers
  - Jewelry
  - Yard, porch, garage sales...

- **Odds & Ends**
  - Write a letter and ask!
  - Parking cars. If your company has a parking lot near a local stadium, fair grounds or other mecca, let participants in the activity make a donation to park there.

- **Kiss a pig.** Put a picture of two or three managers or teachers on a cutout of a pig and students/employees vote. The one who receives the most votes has to kiss a pig in front of everyone.

- **Odd jobs for a fee.** Great for youth.

- **Auction off a prime parking spot for a week.**

- **Questions for a buck.** One team raised money by having their boss, who was constantly being asked questions, charge $1 for each question. Word spread throughout the company about what he was doing and everyone started asking questions and paying up.

- **Recycle.**

- **Skunk them.** One hospital group put a stuffed skunk on a coworkers desk. They needed to give a donation to be deskunked (make the skunk go away).

- **Ugly bartender contest.** Get the bartenders in town to agree to be in your contest. For $1 a vote the winner wins some type of award and becomes an honorary “server” of your team.

- **Vending machine.** Designate the profits from one of your vending machines to the Society. If the company that provides the machine knows what’s going on, they may give you a lower price on the supplies — or donate a certain amount.

- **A Jewel For Life**
  Sell tickets for a chance on what they called “A Jewel For Life,” a donated 2.68 carat yellow diamond
surrounded by 12 brilliant cut white diamonds on a platinum chain linked with 22 brilliant cut diamond necklace valued around $35,000 was the prize in Naples Florida. Two hundred chances were donated at $200 each.

Collier Athletic Club held a Poolside Guest Bartending Evening
Set aside a Friday night from 6-9 p.m. Six bartending team members participated, each dressed in costume of choice and working an hour shift, had pre-invited friends to come out and support team fundraiser.

Pizza Box Promotion
A local Papa John’s pizza franchise has agreed to tape Relay luminaria and survivors’ lap forms on all of their pizza boxes. Finally — something GOOD sticking to the top of the lid!!

A Night at the Theater
Companies often purchase theater tickets for their employees. They donate the tickets to raise funds for Relay. Plus, they provide all the publicity and promotion for this event. The night of the event, they provide volunteers to staff it, all catering, and a silent auction to raise additional funds.

Hot Pink Toilet
Create a pink and purple Relay toilet with the RFL logo on it, and glow-in-the-dark stars and moon. Auction it off at a team captain’s meeting for a team to “lease” for the season to use as a fundraiser. Flushing Out Cancer can continue every year with a different team. The tent site carries out the bathroom theme, with ideas such as each team member carrying a decorated toilet brush during the parade of teams and whenever one of them was on the track walking. Rig up a way for folks to deposit money in the seat into a secured lock box. When they turned out the lights, folks went bonkers over the glow-in-the-dark stuff at the Relay event itself.

Gurney Rides
The local fire department brings a gurney and takes turns offering rides to the Relay participants for $2 a lap.

Gas Station Oil Change Fundraiser
Request that a local oil change garage donate their time and material for a Saturday afternoon of oil changes. One hundred percent of the income goes to the local Relay. While the customer is waiting for their car you can hand out mission delivery information and collect luminaria donations.
Onsite Fundraising

At Relay, teams can raise money at their camp site. The idea is to create a game or activity or have something donated and then have your team members promote your onsite activity to raise more money for your team. Be creative, use your team theme. At some Relay events these onsite activities are included in the program book, so share your ideas at a team meeting.

Onsite Fundraising Ideas:

**Who:** Teams at Relay For Life events

**How Much:** $1 and over!!

- Challenge each team to have a fundraiser at their site.
- Lane 6 fundraising – open after opening ceremonies and Saturday morning through closing
- Promote in your Relay newsletter and local newspaper where you can list fundraisers
- Promote at team captain meetings

**Ask for a donation in exchange for:**

- Food and drinks — and have a tip jar
- Have a local business donate an item and have a chance drawing
- Face painting
- Relay For Life Dog Tags
- Play board games — make a donation to play (great activity late at night!)
- Massages
- Glow necklaces
- Baked goods
- Disposable cameras (have a local store donate the cameras)
- Have several items donated and have a silent auction
- Hawaiian leis or Mardi Gras beads
- Caricatures
- Puppet show
- Plant or craft
- Video/Book/CD
- Fudge shop
- Moons and stars — hang them on a display and all around
- More food, snacks, drinks and ice cream
- Softball toss
- Book and videos
- Kisses — have a nice looking male/female with a tray of chocolate candy kisses
- Hole-in-one try. Set up a portable putting green and for a donation let people try and putt the ball in. Put everyone’s name in a hat that actually makes it
- Make a Difference — Dedicate a Song — Ask Relayers to donate $5 to have a dedication and special song played for the person they are walking for at Relay.

**Use your team theme for your Onsite Fundraising idea:**

- Wedding chapel site — charge to marry people, wedding cake, wedding photo, wedding bands, wedding ride in golf cart with cans on it around the track — all can require donation or done together. Use a stand up cutout for heads to take photo — put a tux and wedding dress on board.
- Have extra campsite supplies available for a donation for those Relayers who do not come prepared (toothbrushes/toothpaste — have a dentist donate; extra socks, toilet paper, flashlight, bug spray, sunscreen, body fragrance, baby wipes)
- Onsite hair salon
  - The hair stylists donated all of their time and set up a salon at the team campsite right near the track. A minimum donation of $10 was collected and additional dollars are donated as well. Braiding hair can also be offered.
- Car bash — smash an old car with a baseball bat
- Newspaper toss — Set up a door with a stoop (great for media teams)
- Paper bag hat decorating — bring in material, ribbons, paint, etc., to decorate hats
- Make up a game...use your theme to be creative
At your team meeting ask the teams to collect donations for torches to be displayed at the Relay. Torches were set up around the track for a donation of $100 each for loved ones in memory or honor of their fight against cancer.

Mr. Relay — “Beauty in the eye of the beholder”

The Mr. Relay competition rules allow all male contestants 15 minutes to rummage through boxes of clothing and accessories supplied by the local thrift store or Discovery Shop in an attempt – “attempt” being the operative word – to beautify themselves.

The contestants line up on stage when the process is completed. Judge them on their choice of female name, poise, modeling ability, confidence and their answers to the interviewer’s questions. Donors were given “Buy A Vote” vouchers, which is basically a thinly veiled bribe to the judges to sway their decisions. The votes were tallied to whittle down the group to the top five finalists. As with all good bribes, the more money offered, the more influence the voucher carried. The audience - with the enthusiasm of their applause - finally decided the honor of Mr. Relay. The winner was crowned, awarded a sash and trophy, and the grand prize (whatever you are able to get donated).

Chinese Auction Onsite Fundraiser

Teams are asked to get items donated, tickets are sold for $1 and the teams get credit for the money from the tickets their items collect.

Designate one person on your planning committee to be the coordinator for this onsite multi team event. Each team contacts her with a list of items that they want placed in the Chinese Auction. The volunteer in charge makes up 3x5 cards listing the “official” name of the prize, the team receiving credit and the name of the donating company or organization. Then, get gift bags, tape the card to the bag and set them out under a special tent for the start of the Relay. Run the Auction until 9 p.m. that night and then wrap it up. The teams are responsible for picking up their bags, counting the tickets and reporting to the Accounting team exactly how many tickets they accumulated. The money is then credited toward their team totals.
"Painting the County Purple"

Go to any and all the florists in the community and ask for them to donate their services, ribbon or both. Buy a roll of 100-foot ribbon to get 20-30 bows out of each roll. Ask for a $10 donation per bow. Smaller bows were made for a $5 donation to put on their car antennas. At the team captains’ meeting the teams placed an order for the number of bows they think they could sell. That gave the florist plenty of time to get some tied up in advance.

Fundraising with Food:

- **Celebrity Pie Auction**: Have a radio station donate time for a 6 hour period to place the pies of two citizens simultaneously on the auction block to receive bids by call-in to the radio station. 100 percent of the monies donated went to the American Cancer Society. During each 15-minute segment, the “celebrities” (cancer survivors and local celebrities) were on the air being interviewed by the DJ. It created an awareness of the American Cancer Society, its cause and goals, but it also brought to the listening audience the personal story of each of the celebrities of why people are involved.

- **The Great Chocolate Escape**: Ask volunteers to bring a chocolate dessert and guests are asked to give a $5 donation for all you can eat, $5 for a standard take-out container, or $10 for both. This concept could translate to barbecue, sandwiches, just use your creativity. You will need a couple of banquet tables to set all the food on, and someone to recruit the cooks. Place 3x5 index cards to label foods. This can be at the Relay event or as a pre-event fundraiser.

- **Have a “Bite Of...” Event**: Teams bring a goodie to share and visit each others’ campsites during what they call the “Bite of _______ Event.” Make the event a contest with voting and prizes to encourage all teams to participate.

- **Cakewalk**: At the Opening Ceremonies at the Relay, have each team bring a homemade cake, ask for entry donation to the cakewalk for a minimum donation of five dollars each. Numbered squares are placed around the park and the activity runs similar to musical chairs. The cakewalk is scheduled when we have several hundred people attending our ceremonies. When the music stops, a number will be drawn and the people on that space who have tickets will win a cake!

- **Taste of Relay**: This is an opportunity for area restaurants and/or teams to get together and support the American Cancer Society Relay For Life. Ask that places donate a sampling of one or two of their specialty dishes and a person to help serve. At the Relay, in the cafeteria or in a tent, the restaurants set up. Participants and the public donate $5. The planning committee is in charge of putting together the event, collecting the donations and organizing the logistics.

- **Luncheon Idea**: Have a bridge luncheon with all proceeds going to the Society. Ask for a $15 donation per person. Also mail a luminaria envelope with the invitation. Attendees can bring in additional donations the day of the fundraiser. Encourage people to bring friends and RSVP for the number...
Power Minute

For our recent youth Relay, the school counselor announced over the loudspeaker that there would be a “Power Minute.” He challenged the students and teachers to find some kind of container and donate whatever change/dollars they could while he talked for 60 seconds about cancer and the mission of the American Cancer Society. At Lahainaluna High School (HI) they raised $400 in one minute.

Pennies from Heaven

Did you know that one milk jug full of pennies weighs 35 pounds? And did you know that 30 pounds of pennies is equal to $50? Have each class collect pennies to raise money for Relay For Life. Celebrate the final day with an ice cream party. Take pictures and present the Relay with a giant check from the school.

Relay Carnival at High School

Ask your student body to pay $2 each to buy their way out of the last period of the day to attend a carnival. Different teams and clubs from our school all ran booths such as grilling hot dogs and hamburgers, basketball games, karaoke, teacher dunk tank, teacher pie throw, obstacle courses and more. Work with your community to raise sponsorship money, get donations of food and equipment, as well as parent volunteers.

Miss Relay Pageant

Each contestant is responsible for getting at least $100 in sponsorship money to compete for the chance to be “Miss Relay Ambassador” in the county and promote Relay For Life throughout the year. The Miss Relay contestants were judged on evening wear, sports wear, and an on-stage interview. Interviews were judged according to each girl's knowledge of the American Cancer Society and Relay For Life. Once the top three girls were announced, there was an informal on-stage interview with the girls when they can openly talk about their commitment to the Society and Relay and what they plan to do with the “year of service.”

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

Teenage Republican Team Dinner

Have a political teen organization host a dinner with a local or state politician. The group collects donations for tickets at $30 each and have a local restaurant donate the dinner.

“Kick-a-Thon”

The drill teams invite local business people, city officials, school officials, etc., to participate in the Kick-a-thon by raising a minimum of $100 in donations to have the honor of kicking with the drill teams during half time at the football game. The drill team performs 100 high kicks while the school band plays.
Youth (continued)

The community kicking partners are lined up behind the drill team. After the drill team has completed their 100 kicks the community kickers step forward to do their 100 kicks.

The drill team coaches and parent sponsors mailed invitations along with pledge sheets and a donor collection envelope to the community kickers. A program is printed to distribute at the pre-game tailgate party and each community kicker is given a ribbon to wear while kicking.

The drill team and cheerleaders can also gather donations for ribbons with “I’m kicking in honor (memory) of ___________” imprinted on them. The ribbons can raise donations in the school cafeteria the week before the Kick-a-thon and are also sold at the pre-game tailgate party for the community kickers. Another idea is to have a booth at the football game to ask donations for the ribbons from the spectators. Any ribbons not sold may be brought to the Relay as an onsite fundraiser for their team.

“Quarters for a Cure”
“Quarters for a Cure” program in the schools consists of collecting empty film canisters and distributing them out to the students. They, in turn, collect $7 worth of quarters in these canisters and turn them in at bank night of the Relay.

Bowlathons
Bowlathons
Bowlathons
Bowlers get pledges for each pin that they knock down. Set a time period and sign up teams of youth to raise money for their teams.

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

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

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

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

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

Fishing for a Cure
Set up a booth that looks like a pond with poles, etc., with prizes floating in it and charge $1 to fish for a prize.
Youth (continued)

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

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

Garage Sales
Ask friends and neighbors to donate items to your garage sale or hold a Team Garage Sale and have all team members bring items.

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

Penny Drive
Set up containers all over town.

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

Eggstravaganza fundraiser
Use plastic Easter eggs to raise donations. The Eggstravaganza has since become an annual tradition! Those who donate and receive the eggs are guaranteed candy, but the real draw is the chance to win a variety of prizes. In addition to candy, some eggs have small slips of paper with prize names written on them. Members of the Relay team solicit local businesses to donate prizes, including gift certificates (e.g., restaurant, grocery store, video rental, department store, massage), promotional items (e.g., plastic travel mugs, sports bags, t-shirts) and tickets to sporting and other local events.

Tips for a successful Eggstravaganza:
1. Obviously, offer as many prizes as possible. Create a sign-up sheet of businesses to be visited, so that there is not duplication and no one is missed.
2. Advertise the high odds of winning a prize.
3. Publicize the fundraiser a few days to a week in advance of sales (via email, Coffee & Chat Discussion Database, and signs in the building).
4. Offer volume discounts (e.g., 1 egg for $3, 2 eggs for $5, 3 eggs for $8).

Sell, sell, sell! Have team members roam the office with baskets of eggs to raise funds.

After Hours Get Together
- April Fools Day Party
- March Madness Party
  As with any other fundraiser, but especially with this one, the wine MUST be donated and all liquor liability laws must be adhered to.
- Local events in restaurants and bars
  - $10 @ door
  - Beer and appetizers included
- Beer breaks in office – commons room
  - $3-5 donation

Bean Counters
Display a large jar full of jelly beans or pinto beans and have each employee for a donation count the beans and make a guess. Winner wins a prize that is donated and all donations go toward your team fundraising.

Business Drawings
Coworkers can earn donations by offering the following:
- A member of management mows your yard, shovels your snow, etc.
- Trade jobs with CEO for a day
- Dinner at boss’ home
- Free lunch with the boss
- Company logo apparel
- Parking place(s)
- A day off
Cancer Control
Have a brown bag lunch seminar and invite someone from the American Cancer Society to speak on cancer prevention. Ask employees to donate what they’d normally spend on going out to lunch or charge a set fee.

Car Wash
Get your team together for a local town car wash. Wash cars during the business day for customers and employees alike. Team members wash cars for a donation. This can work well in the company parking lot at lunch or after work. Also, your team could do a car wash on the weekend. A car wash is also great for youth teams.

Casual for Cancer or Denim Days
Ask your company CEO/President to let staff dress casual or wear denim for a $5 or more donation.

Cookbook
Have employees share their favorite recipe, put together a cookbook and raise money for your team with donations for the cookbook. Be sure to use a disclaimer from your staff person that all the recipes may not adhere to Society guidelines.

Golf Day
Organize a golf outing and have each person make a donation for your RFL team.

Magical Mondays
Work out an arrangement with your employer to make flavorful Hazelnut or French Vanilla coffee in place of the regular coffee every Monday and request a dollar donation for a steamy cup from coworkers. (Supplying real creamer works well!) Include a sign that explains Relay For Life.

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

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

Video Sale
How many times can you watch Forrest Gump?

Votes
Select three to five well-known and well-liked employees (must be men) and have the employees cast their vote ($1 donation) for the individual they would like to see dressed as a woman. Individuals with the most votes will spend an entire workday dressed like a woman.

Wine Tasting
As with any other fundraiser - but especially with this one - the wine must be donated and all liquor liability laws must be followed.

Weekly Challenge
This works great for a company with two or more teams. Each member of all the participating teams puts in $1 or $2 into a kitty at the beginning of the week. The team that collects the most money during this week gets the money in the kitty.
Relay For Life Encyclopedia of Fundraising Tips

Participants seek donations rather than pledges from friends, family and associates. All fundraising is done prior to Relay For Life, eliminating the hassle of collecting pledges after the event.

Set a goal. Each team member’s minimum goal is $100 plus registration fee. There are a ton of great fundraising ideas both for the individual and the team to help you meet your goals. The only rules are to be creative, have fun and ask everyone you know or meet to help support your effort.

FOR PARTICIPANTS

A

Art Sales – This one is perfect for a kids team. Have students produce great works of art and have a show. Parents and friends buy back their budding artists’ masterpieces.

Ask everyone you meet – Even if you have sent out letters, be sure to carry a sponsor/donation form with you so that when you talk to people about Relay, you can ask them to donate right then. Take those sheets with you to meetings. When you carry a sponsor/donation form with you, indicate your own contribution at the top. Make sure the top few donations on form are significant. Other people are apt to follow suit; conversely, if you start with a $2 contribution, others may follow suit with $2. Don’t prejudge whether people will give. Let them say no or ignore your letter rather than not ask.

Auctions of All Kinds –

- Auction off a prime parking space at work.
- Auction off a half or whole day off from work.
- Auction a picnic lunch.
- Auction desserts, homemade dinners, local art work or other creative and fun items.

B

A “No-Bake Sale” – Coworkers pay so they don’t have to bake goodies.

Book Sale – Dust those bookshelves and have a book sale.

“Boss for the Day” – Allow people to bid on being boss for a day – high bid wins.

Bake Sales – Hold a Friday bake sale so employees have treats for the weekend. Ask for items to be wrapped attractively so they could be given as gifts.

“Brown Bag Lunch Day” – Everyone brings their lunch and donates the money they would have spent for lunch to the Relay For Life fund.

C

Carpool – for fun and profit.

Clean up – with a neighborhood car wash.

Car Window Washes – Teams can wash car windows at fast food restaurant drive through windows.

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

Challenge by the Boss/Principal – Get the boss to agree that if every team member raises their minimum of $100 that he’ll dress up like a pig, shave his beard, sit in the dunking booth, or get a pie in the face, etc.

Change Jar – Keep a change jar in high traffic areas. All change is donated to your team fundraising totals.

Cook Offs

Christmas Trees/Wreath – Ask a local retailer to donate $1 for every tree and wreath sold.

Cake Drawing Every Hour – Here is a fun and tasty on-site fundraising idea. Team members bake different cakes, exchange tickets for a donation and then raffle off the cakes each hour of the Relay.

D

Dime-A-Dance (at event) – Provide music at your campsite. Have other people pay to dance with your team members.

Host a theme Dance or party – Sock hop, beach party,
Disco, square dance, dance for senior citizens, etc.

**Dedication** – Your personal effort to someone who has won a battle with cancer, or to someone who is battling cancer, or to someone who has lost their battle – or all three. Include that in a letter along with a self-addressed envelope.

**Dress Down Day** – Ask every employee to contribute to your Relay team, and in return they will be allowed to “dress down” on a specified day at work.

**Dinner** – Hold a dinner. Have your team do a theme dinner. Get a hall donated and have each member of your team prepare part of the meal. Sell tickets and get some entertainment donated.

**Envelopes at Restaurant Tables** – Teams generate donations by placing a Relay For Life envelope at every table, stating “Please Support Our Relay For Life Team and the American Cancer Society.” Waitresses check envelopes after each seating.

**Flowers and Plants** – Sell corsages, your donations will blossom. Sell your extra house plants or bouquets from your garden.

**Gift Wrapping** – During the holidays, teams can set up at the local mall or in a particular store. Mother’s Day is another ideal time for teams to offer a gift wrapping booth.

**Garage Sales** – Ask your team members to clean out their attics, garages and basements and bring items in for a team wide sale.

**“Hot Dog for Cancer”** – Principal at an elementary school agrees that if ALL the teachers raise $100 each, he/she would dress up like a hot dog and let the students squirt ketchup, mayonnaise, mustard, and relish on him/her.

**Human Jukebox** – Set up a decorated cardboard box with someone that sings selected songs outside of a supermarket (after receiving permission) and ask for a donation for each song that is requested.

**Handyman for a Day** – Shovel snow, rake leaves or mow your neighbors lawn and donate your “fee” to your Relay For Life.

**Ice Cream Social** – Teams can raise funds by collecting donations for delicious ice cream delights. Get creative and decorate your location as an old fashioned ice cream parlor and soda fountain. Set up tables with a variety of board games for patrons. Play oldies on a jukebox and charge for song requests.

**Jail & Bail** – An old American Cancer Society fundraiser. For a donation, employees can be arrested and for an additional donation can post their own bail OR employees have a bounty placed on their head, are arrested, and are not set free until the entire bounty is raised ($100+ per inmate).

**Kiss The Pig** – Select three to five well-known and well-liked employees. Have the employees choose the individual they would like to see kiss the pig by purchasing a jelly bean(s) for 50 cents each. The jelly bean(s) will be placed in a jar for that individual. The individual with the most beans will have to Kiss The Pig.

**Lawn Service** – While you are mowing your lawn, mow someone else’s too.

**Matching Funds** – Ask your CEO/President to match the total raised by your team or to be the leading donor for your team. (In order for it to count toward incentives, you must turn in written confirmation prior to the event.)
### ABC’s of Fundraising (continued)

<table>
<thead>
<tr>
<th>N</th>
<th>Name Bead Bonanza – Take orders for personalized bracelets, keychains, necklaces, etc. for a donation.</th>
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<tbody>
<tr>
<td>O</td>
<td>October Festival – Celebrate autumn and the fall bounty by raising funds for Relay. Have pumpkins, straw bales, dried corn stalks, colorful gords and bright flowers for your decor. For the main attractions you may want to consider the following activities: a dance, pumpkin carving contest, apple bobbing, face painting, petting zoo, pony rides, bake sale, and a scarecrow decorating contest. Charge an admission fee and sell other goods and services at your festival.</td>
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| P | Pancake Breakfast

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

**Pet Service** – Love pets? Walk someone’s dog.

**Pies** – Find which fruit is in season, make and sell your delicious pies.

**Pot Luck Lunches at the Workplace** – Name every Wednesday “Relay For Life Pot Luck Day.” Team members take turns preparing foods, salads, desserts, etc. and offer to employees at the workplace at a set price or donation.

**Publicity** – Publicize your team’s participation in the company newsletter.

| Q | Quilts – Sell quilt squares made by the employees themselves. The squares can be sold in honor and in memory of people with cancer, squares 4” x 4” for %, 8” x 8” for $15, and 12” x 12” for $25.

**Quart Canister Campaign** – Old film canisters hold $7 worth of quarters. Challenge co-workers or students to fill as many canisters as possible. Have a reward for the team that collects the most canisters filled with quarters! |
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<tr>
<td>R</td>
<td>Romance – Cater a romantic dinner for two, highest donation wins the dinner.</td>
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| S | “Stay at Home Tea” – On Valentine’s Day donate $1 for the pleasure of having your cup of tea at home.

**Smile Day Give Away** – Each time you catch someone at your office smiling, they donate a designated amount to your team. Give the smiling donor a smiley face sticker or button to wear.

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<th>T</th>
<th>Turkey Drawing – Offer a dollar to win your Thanksgiving/Holiday turkey.</th>
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<td>U</td>
<td>Unique Boutique – Collect or make unique one-of-a-kind items for raising funds via a silent or live auction.</td>
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</table>
| V | Video Sale – How many times can you watch Forrest Gump?

**Vacation Day** – If you are on a team with your co-workers, ask your boss if they can offer a bonus day off for the team member that raises the most money.

| W | Wine Tasting – As with any other fundraiser - but especially with this one - the wine must be donated and all liquor liability laws must be followed. This works great for a company with two or more teams. Each member of all the participating teams puts in $1 or $2 into a kitty at the beginning of the week. The team that collects the most money during this week gets the money in the kitty. |
X

**X-Mas Tidings** – Make fresh evergreen wreaths and yule logs to sell adorned with festive holiday bows, berries and pinecones.

Y

**Yard Sale** – Hold the ultimate Yard Sale.

Z

**Zzzz** – Sleep when the Relay ends.

One Last Note For Team Captains

- Call members of your team and meet with them, challenge them.
- Borrow the Relay video and show it at your team meetings.
- Ask for a speaker from the Relay organizing committee for your team meeting.
- Set high goals.
- Compare amounts collected by team members.
- Have team dedicate Relay to someone from their company – then let people know about it.
- Put up a sponsor sheet in your business for walk-ins.
- Ask your employer to sponsor your mailing costs.

REMEMBER

There is no magic formula in fundraising for an individual, team or Relay. Keep an open mind. Try new things. Try old things that worked well. Get started early. One volunteer when asked when she started collecting donations for the Relay answered, “The Monday after last year’s Relay ended.”

One important factor to keep in mind is to educate everyone on the programs, services, research, education, and advocacy of the American Cancer Society. If the people you are asking for a donation know that their money will be spent in the fight against cancer, then they will be more likely to give. And the last point – HAVE FUN!

Disclaimer: Please check with your staff person for any local laws or any other restrictions that may be in place in your local area with any of the fundraising ideas above.
It’s about being a community that takes up the fight.
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.