



# **Team Captain's Packet**

## **2006 RELAY FOR LIFE**

*6:00 PM Friday, May 19 to 6:00 PM Saturday, May 20*

**Cedar Crest High School**



**PO Box 326  
Lebanon, Pennsylvania  
17042**

**Phone: (717) 273-4582  
Fax: (717) 273-3891**



## HOW TO ORGANIZE A RELAY FOR LIFE TEAM

- ❖ Do you know 8-12 people you can stand for 24 hours? If you do, you're halfway there! **The RELAY FOR LIFE** is a great event to share with others who like to have a good time!
- ❖ Make a list of those people and tell them about the **RELAY FOR LIFE**... a fun event to benefit the American Cancer Society. Round up family members, friends, co-workers, people who owe you favors... and ask them to be on your team! Please note: all youth teams must have at least one adult chaperone over age 21 for every 10 youth, for the entire 24 hours.
- ❖ Choose your team captain (this is an important role that you may want to take on yourself). This "fearless" leader will be the liaison between your team and the American Cancer Society.
- ❖ Pay the team registration fee of \$100. Then, you will be allowed to select your team tent site from our map. Tent-site selection is made on a first-come, first-served basis, so get your \$100 fee in early! You can divide it among team members or request that your employer pay it. Each team member (up to 15 people per team) will receive a free **RELAY FOR LIFE** t-shirt.
- ❖ Motivate your team members to raise at least \$200 per person in donations (an incentive prize will be given to each individual raising \$200 or more, as well as \$1,000 or more). The highest fundraising team will receive their first choice of a tent space for 2006 and a welcome reception at the 2007 event. Give each team member copies of the various fundraising information sheets in this packet.
- ❖ Encourage your teammates to sell ads in the event program (information is included in this packet). For every ad they sell, ½ the amount paid for the ad will be credited to their pledges.
- ❖ Encourage your teammates to participate in the *Mission Possible* program. *Mission Possible* is an opportunity for teams to increase donations and team participation, promote American Cancer Society programs and services, educate the public on how the Relay dollars are spent, and increase volunteer recruitment. It is a scavenger hunt style way to integrate Mission Delivery with loads of fun, and gains each team points for tasks that are accomplished or goals met. See the *Mission Possible* page of the website for hand-outs, and complete instructions.
- ❖ Prepare to have a blast! Bring a tent or RV and spend the night camped out under the stars at Cedar Crest High School. Be sure to pack your Frisbee, board games, football, and other necessities... and don't forget munchies, your most bizarre pajamas and/or costume for the Miss Relay Contest... oh, and don't forget - **YOUR CAMERA!**
- ❖ Come to the **RELAY FOR LIFE** on Friday May 19th with all the money you have collected and **HAVE FUN!** Make new friends; enjoy the exercise and fresh air, as well as the company of your team. And be proud that you helped raise money to save lives and fight cancer in Lebanon County!



## **HOW TO RECRUIT A TERRIFIC TEAM**

### ***Organize an Employee Presentation***

- × Invite everyone you know; ask them to bring a friend
- × Serve refreshments
- × Show the Relay Video
- × Ask another Relay volunteer to attend
- × Ask a cancer survivor to speak
- × Ask for completed registration forms at the end of the meeting

### ***Recruit Co-Leaders to Help Spread the Work and Build Bigger / Multiple Teams!***

- × Use posters & flyers to help spread the word
- × Ask everyone face to face - It works!
- × Dedicate your team to a Cancer Survivor from your company or organization
- × Highlight cancer survivors and team members in your company newsletters, staff meetings, etc.

### ***Create a Team Theme***

- × Use a running / walking theme: Stride with Pride, Walking for a Cure, etc.
- × Use a cancer theme: Cancer Busters, Cowboys Against Cancer, etc.
- × Use a humorous or entertaining theme: Roman for a Cure, Angels in the Outfield, Hawaiian Luau.

### ***Ask Company Management to Support the Team***

- × Pizza party
- × Dress-down Fridays for Team Members
- × "Wear It" Wednesday - Relay T-shirt
- × CEO Auction - Have CEO take top fundraiser to lunch, wash top fundraiser's car, or give top person an extra vacation day!



## **TEAM INFORMATION SHEET**

*This information will be read by our emcee during the event. Please send the completed form to the American Cancer Society, PO Box 326, Lebanon, PA 17042, or fax it to the Unit office at 273-3891 by Monday, April 3, 2006 to have a bio be included in the event program.*

Team Name: \_\_\_\_\_

Company Affiliation (if applicable): \_\_\_\_\_

Team Captain: \_\_\_\_\_ Phone: \_\_\_\_\_

Describe your team (seriously):

Describe your team (humorously):

How has cancer touched the lives of your team?

Do you have anyone on your team who has participated in the RELAY all ten years?  
Who?

How did your team raise funds for RELAY FOR LIFE?

Any other comments?

# RELAY FOR LIFE

## Sample Press Release

This sample press release is for you to use to promote your team's participation in the **RELAY FOR LIFE** within your organization. Simply insert your own information, retype and send to your company or organization's internal newsletter or e-mail.

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## ***GET YOUR WALKING AND RUNNING SHOES READY!*** **(Company Name) Joins the American Cancer Society** **RELAY FOR LIFE**

Attention all exercise enthusiasts, couch potatoes, and semi-serious athletes! Here's your chance to get away from your everyday routine, and enjoy the great outdoors while raising money to fight cancer in Lebanon County.

The American Cancer Society RELAY FOR LIFE is a non-competitive team event where teams of eight to twelve people take turns walking or running around the track, relay-style, for twenty-four straight hours. This year's event will take place at Cedar Crest High School from Friday, May 19 at 6:00 PM to Saturday, May 20 at 6:00 PM.

Imagine spending 24 straight hours, with other co-workers, friends and family, camping out overnight playing games, feasting on food, and cheering for each other as you stroll around the track! The RELAY FOR LIFE is a fun-filled, family-oriented event with constant entertainment for children of ALL ages!

For more information, please contact (your name) at (extension or phone number). All proceeds from the event benefit local cancer patient services, education, and programs as well as national cancer research. I hope you can join us!



## TEAM WALKING / RUNNING SCHEDULE

### May 19 & 20, 2006 Cedar Crest High School

#### FRIDAY, MAY 19

6:00 PM ALL TEAM MEMBERS REPORT  
FOR OPENING CEREMONIES

6:30 PM \_\_\_\_\_

7:00 PM \_\_\_\_\_

7:30 PM \_\_\_\_\_

8:00 PM \_\_\_\_\_

9:00 PM TRACK IS CLEARED FOR THE  
LUMINARIA SERVICE

10:00 PM \_\_\_\_\_

11:00 PM \_\_\_\_\_

MISS RELAY CONTEST TIME WILL BE  
ANNOUNCED: ALL PARTICIPANTS WILL  
NEED TO REPORT PROMPTLY!

#### SATURDAY, MAY 20

12:30 AM \_\_\_\_\_

1:00 AM \_\_\_\_\_

2:00 AM \_\_\_\_\_

3:00 AM \_\_\_\_\_

4:00 AM \_\_\_\_\_

5:00 AM \_\_\_\_\_

6:00 AM \_\_\_\_\_

7:00 AM \_\_\_\_\_

8:00 AM \_\_\_\_\_

9:00 AM \_\_\_\_\_

10:00 AM \_\_\_\_\_

11:00 AM \_\_\_\_\_

12:00 PM \_\_\_\_\_

1:00 PM \_\_\_\_\_

2:00 PM \_\_\_\_\_

3:00 PM \_\_\_\_\_

4:00 PM \_\_\_\_\_

5:00 PM \_\_\_\_\_

5:30 PM CLOSING CEREMONIES / FINAL  
LAP, ALL TEAM MEMBERS REPORT