

2011 Nationwide Team Fundraising Club

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

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



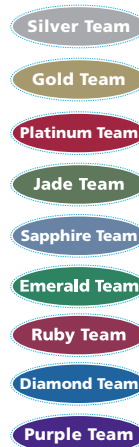
Team Fundraising Club Car Window Clings



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.



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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.