



American Cancer Society Relay For Life Fundraising Sales Guidelines

One of the most treasured assets of the American Cancer Society is the non-profit status that is granted by the Internal Revenue Service (IRS). The American Cancer Society follows IRS rules, which states we may **not** sell products for profit. Sales of products, other than IRS approved American Cancer Society Daffodil Days and Holiday Cards, could result in the loss of our non-profit status.

We've provided the guidelines below to assist you. If you have any questions, please contact your Relay For Life Team Recruitment Chair or American Cancer Society Staff Partner.

We Cannot Sell ...

- Anything with American Cancer Society or Relay For Life logo and/or name on it. (Example, items purchased from the Relay Gear catalog)
- Items that can be purchased from or returned to a store, vendor, or the internet.

But, We Can Sell ...

- Homemade cookbooks (with Team Name only)
- Handmade holiday crafts
- Baked goods
- **In Honor, In Memory, and In Support** of Sun and Moon Donation Cards
(See your Team Recruitment Chair or American Cancer Society Staff Partner)
- Services (car washes, yard work, house cleaning, etc.)
- Activities (bowling, skate parties, trivia nights, etc.)
- Garage/Yard Sales

Caution ...

The American Cancer Society has very specific guidelines about raffles. As a nonprofit organization, we must adhere to state and federal guidelines. Check with your American Cancer Society Staff Partner regarding the prospect of holding a raffle in your division.