

# Fundraising Ideas



Whatever your fund-raising 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!.

Use your internal communications at work creatively. Put up posters. Write memos and announcements. Include a write-up in the company and community newsletter. 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!

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# Individual

## **Fish For Sale**

**Submitted by Audrey Royster, Income Development Specialist  
Heartland Division**

This is how one little girl, Amelia Patterson, age 12, raised over \$4,000 for Relay For Life in New Madrid County in Missouri.

She wanted to be on a team so her mother said she needed to raise \$100.

She loves animals and has a hobby of chatting with fish breeders on the Internet asking them questions etc. She had 3 small fish (I'm not sure what kind) but the kind you buy at Wal-Mart and she put a picture of these baby fish on an Internet site called Aquabid.com and named them after 3 children she knew that had cancer and asked for generous bids. They hoped to maybe get \$20.

These groups of breeders were touched by what this little girl was doing and began their own auctions of their fish with proceeds to go to Amelia for the American Cancer Society. It all mushroomed with spontaneous generosity.

Amelia has \$3,500 cash now and will likely receive the rest over the next two weeks. I think her 3 fish sold for over \$200.

## **Recipes For Life**

**Submitted by Karen Pattee, Income Development Specialist, Ohio Division**

Wende Mersereau, also of **Norwalk**, is working on a Relay For Life cookbook as a year-round fundraiser. Wende is collecting 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. I'm looking at a cute picture of Wende with one of her sons. Wende was diagnosed with breast cancer when she was 32. She found a lump in her breast when nursing her son, Jonah. Wende has since had surgery, chemotherapy and radiation and Jonah will have open-heart surgery when he is 2 or 3 years old. Wende says that there have been a lot of positives in her cancer experience and she has become a different person, and she likes that person! She sounds remarkable to me! And here's her recipe: Curry Chicken. Dredge four chicken breasts in flour and brown skin side down in oil. Remove chicken from skillet and place in a baking dish. Mix 1 teaspoon of curry with cream of chicken soup and spoon over chicken. Bake 45 minutes at 350 degrees. Remove chicken and mix in 1/2 cup sour cream. Serve over rice. Thanks, Wende.

## **Angels Among Us**

**Submitted by Karen Pattee, Income Development Specialist, Ohio Division**

Chris Miller, owner of "Open Shutter" photography in **Norwalk** donated her talent in November to raise more than \$1,100 for Relay For Life. Chris photographed children as angels with the theme "Angels Are Among Us." Relay team members helped with the scheduling and handling of orders and deliveries. Two of these beautiful photos of children with wings of feathers and halos and looking very angelic are attached for you. What a creative idea for Relay fund-raising!

## **Human Jukebox**

**Submitted by Joni Koehn, Ph.D., Special Events  
Manager, Southwest Division**

For a fundraiser for the Chandler Relay, the Bogle Jr. High team created a "human juke box" outside one of the grocery stores (I think it was Safeway, but am not absolutely sure). People made a donation, chose a tune and Bethany sang from inside the box!



# Letters

## **Fast Fundraising. . . How to Raise LOTS of Money**

**by Art Ferranti, Redwood City Relay volunteer and Team Captain, California Division**

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. My phrase is to ask for, "\$10, \$20, \$50 or whatever your budget will allow."
- Give a ten-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!

## **Surprises and Birthday Gifts**

**Submitted by Sheryl Trautman, Relay For Life Director, Southwest Division**

A special volunteer, Thom, has a good friend, his college roommate who is battling breast cancer for the second time. She is a team captain at a Relay in Wooster (Wayne County) Ohio. On his birthday June 2, he sent an email to all of his friends and family and asked that in lieu of gifts they send donations to him for the Relay For Life. He collected about \$850.

Through the staff person and found the chair of the event. He arranged for them to help him surprise his friend. He drove to Wooster on Friday night and using one of the chair's cell phones, called his friend. He told her he collected this money but was afraid to mail the checks for security reasons. She was getting a little impatient. As he walked behind her, she was talking on the microphone, on the stage... until he finally said, "SO, I decided to bring it here personally!"

## **Submitted by Minette Genuchi, Development Specialist, Heartland Division**

To raise both funds and awareness for his campus Relay For Life, Clint Eckstein, a student at the University of Nebraska, shaved his head—then sent a letter to friends on and off campus and family members. In his letter, he described what cancer patients have to go through as they fight their disease. Cost Cutters, a hair styling salon in Lincoln, donated a hair stylist to attend the event and shave heads to promote cancer awareness. Clint raised \$500 and four other people shaved their heads to raise money and awareness.

### **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 \$100.00 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 \$100.00. That is why I "borrowed" his keys and drove over to his office last night in order to type those - 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 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 wanted to know more about it.

### **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 as part our family team fundraising for the Relay For Life where 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 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. I qualified with the Hartford Marathon in October of 2000, with a 3:40 marathon qualifier time. This will be my 15<sup>th</sup> 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.

Top 10 Reasons to sponsor Nancy in the Boston Marathon:

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10. You can sleep in late on April 16th while still funding cancer research, while I get up drive to Boston for the marathon.
9. You can transform my sneakers into a money machine as I raise \$100/mile.
8. Your donation is tax deductible.
7. If you sponsor me than I have no excuse to walk or to crawl and will run the entire 26.2 miles.
6. If I do not raise the total \$2,620 they make me wear a shirt saying "I came \$500 short of my goal".
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](http://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.
4. When I was in high school playing basketball, my ankles were sprained so many times they would give out on my in the hallways of school. The doctor said I would never be able to walk the same again, help me prove him wrong.
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!)
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 Alleve and all you need to do is send in a check payable to the American Cancer Society.
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 U.S. 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?

## **Community Support Letter**

Dear Community Supporter:

I am writing on behalf of the American Cancer Society to request a donation for our signature fund-raiser, Relay For Life, which will be held the weekend of June 15-16, 2001 at Phelps Stadium, Phillips Exeter Academy, Exeter, New Hampshire.

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 existing team relay event. The team consists of individuals representing corporations, clubs, organizations, and families.

Because this event is quite long and exhausting, we look towards 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 over 700 participants this year, ranging from you children to people in their fifties. Most of our participants are between the ages of 30-50, and at least 60% 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, your customers, and your 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,

Relay Volunteer

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### 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?!

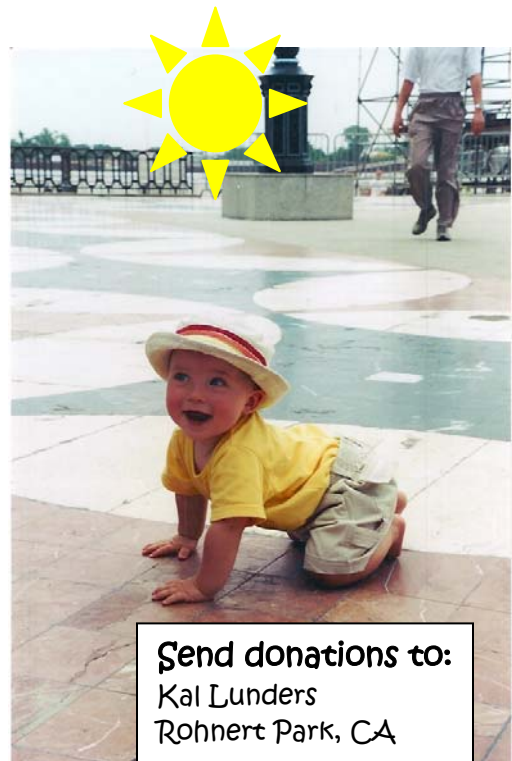
So – how can you help? You can make a **donation** to my team – **Kal's Krew**. Just write a check to the **American Cancer Society**, and send it to me. If you include the name of a cancer survivor or someone who's lost the fight, I'll make a special **luminaria** bag for them. That's all you have to 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 on October 12-13<sup>th</sup>. Thanks for the support!

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

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### 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 been, 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 realize 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 towards 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  
5800 Lomas Blvd., NE  
Albuquerque, NM 87110  
Attention: Erika Meisenbach

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....

OR, e-mail me at either [e@email.com](mailto:e@email.com) or [e@yahoo.com](mailto:e@yahoo.com)

OR, 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](http://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 over 3800 Relays across the country – get involved today!

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

# Team Fundraising

**Business Raffles:** Coworkers can earn money by raffling the following:

- A member of management mows your yard, shovels your snow, etc.
- Trade jobs with CEO for a day
- Dinner at boss's 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. Works great for high school teams.

**Casual for Cancer or Denim Days:** Ask your company CEO/President to let staff dress casual or wear denim for a \$5.00 or more donation.

**Cigarette Vending Machine Demolition:** Charge \$\$ 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.

**Casual for Cancer:** Ask your company CEO or president to let staff dress casual or wear denim for a contribution of \$5 or more.

**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 in 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.

**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.

**Fetch & Favor Fee:** Place a sign up sheet outside in 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.

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

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

**Poker Plays Pay:** Invite ten people over for a round of charity poker. Send invitations explaining that your Relay for Life participation and request everyone brings \$25- 40.00 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!

**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 of 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...

### **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 2 or 3 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 co-workers 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 ACS. 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.

### **Raising the Roof in Key West, Florida" Submitted by Roberta, Relay For Life Chairman, Key West, FLA.**

Here are some of the events happening for the May 4-5 Key West Relay that are raising funds for the American Cancer Society's Relay For Life. From Roberta, "As of April 1, we have \$121,000 in the bank! Our overall goal is \$300,000, 60 teams and 150 survivors!"

Previous fundraisers: The **Poinciana Millennium Yard Sale** made \$1100 and the **1800 Atlantic Condo open house** event brought in \$3500 to tour 8 remodeled condos. A **Wacky Waiter** dinner in January netted the team \$3000. A **Chocolate & Champagne** evening netted \$1000. A **Mardi Gras party** including a mask and costume contest netted two teams who put this together \$1000 **The Mo Show Street Fair**. The Street was closed in front of Mo's Restaurant and open to any Relay Team to set up booths. The time was from 6 - 10 pm. The Mo Show is a very entertaining band and then some lip synch by Mo dressed in drag. The show itself had a recommended donation of \$15. There were 10 teams that participated and we raised a combined \$6000.

### **March fundraising:**

- Yard Sales: Numerous teams including Team Can Survive,
- Poinciana Spaghetti Dinner Poinciana School \$5, and Key West Methodist Church Pork Dinner \$5

### **April fundraising:**

- Jazz Brunch in the Square Noon, brunch and entertainment, \$25.00 includes all the food you can eat and a drink. – **This event collected \$7400 (net income)**
- Tennis Tournament, Silly Swim meet - \$5 to participate, \$10 to watch,
- City Electric Fish Fry, \$50 a boat, includes fish fry!
- Easter Basket Drawing, Tickets \$1, 6 for \$5
- Scavenger Hunt for Easter \$75 per team includes food and fun! This is an adult event only.
- Chili Cook off - \$35 to enter each category, \$5 to come and taste the food!

### **Relay Fundraising Event Dates still to be determined:**

- *Key Federal Credit Union* - Bachelor/Bachelorette Auction
- *Key West Realtors* - Easter Egg Hunt, Fashion Show, *Wyndam Casa Group*: \$1.00 for every drink sold at banquets for the next 5 months.

- *Methodist Church* - Collectibles silent auction
- *Sugarloaf School* - Penny Drive and a Teen Dance
- *Bank of America* – Fashion Show

### **From Naples, Florida – Jerry Conti, Relay For Life Executive Team Member**

We have had two fundraisers that were pretty special. One of the greatest teams of all times participating in the Naples, Florida Relay For Life, Thalheimer/ Lombardo sold tickets for a chance on what they called "**A Jewel For Life**" A 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. They secured donations, 200 chances at \$200 each. They held a wonderful mini gala at the Thalheimer Store with food and drink, and drew the winning ticket on site. They raised over \$40,000 for their team with this event. They are not done; their goal this year is \$60,000.

**Collier Athletic Club held a Poolside Guest Bartending Evening** on a Friday night from 6-9 PM. Six bartending teams members participated, each dressed in costume of choice and working an hour shift had pre-invited friends to come out and support team fundraiser. In three hours they collectively raised \$11,000 in tips. Todd and Kristin Weardon, members attending the event, pledged to match whatever was raised that evening. The Collier Athletic Club banked over \$22,000 for their team in one fun filled over-extended happy hour!

### **From Tennessee – Leslie Thrasher - "Painting the County Purple"**

This fundraiser for Relay has a two-fold purpose. Everyone in the community gets involved asking why purple bows were up everywhere and it also raises money for the teams. Huntingdon, TN, in Carroll County, is the community that did this campaign during the month of February. They raised \$15,000 during that month-and it's the shortest month of the year! Carroll has two Relays and they are in the 25,000-30,000-population bracket.

For our promotional runs we have a survivor putting up a bow on someone's mailbox or door. Huntingdon used their two honorary Chairmen in a picture with the sponsoring florist. At the team captains' meeting the teams placed an order for how many bows they think they could sell. That gave the florist plenty of time to get some tied up in advance.

We do go to any and all the florist in the communities and ask for them to donate their services, ribbon or both. You may buy a roll of 100ft. ribbon for \$4-6 dollars and you get 20-30 bows out of each row you will be making an excellent profit. We asked for a \$10 donation per bow. We have also got a community that had a woman start making the smaller bows for \$5 for people to put them on their car antennas. One of the schools got involved with the smaller bows-- the homeroom that has the most bows bought and placed on their door will get a pizza party.

### **Restaurant Involvement Making a Difference**

**Submitted by Lindsey Thomas, Youth Representative, National Relay Advisory Team, Mid South Division volunteer**

I have recruited a team from the restaurant where I work. For one team captain meeting, the owners will donate 60% after cost to be donated to our team fundraising. The wait staff will donate all tips and hourly wages, our wine distributors will donate beverages, and Kinkos is running off all our fliers and tickets. The restaurant will be decorated with informational signs about the ACS, Relay and advocacy. Just a little story about what a college kid can do when she asks the right people. Our whole town is getting involved and we are really going to kick cancer's butt in Tuscaloosa this Relay season!

### **Southern Fried Relaying Tips:**

**Submitted by: Jamie Byrne, Co-Chair, River Cities Relay, Mid-South Division, National RFL Advisory Team Chair**

1. 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!!

2. And finally, from our "Snatched from the Jaws of Defeat" Department: One of our major corporate sponsors had a budget cut, and were going to drop their sponsorship of our event. They had previously reserved a night of tickets (full house) for our local Repertory Theatre that the company had purchased. When the company dropped its sponsorship, they gave us the **night of tickets** for the theatre instead (half the house - the other half goes to a local cancer non-profit building a house to give patients' families a place to stay), to sell ourselves and keep the proceeds. Plus, they provided all publicity and promotion for the event, and the night of the event, they're providing volunteers to staff it, all catering, and a silent auction as an additional fundraiser. The value of the tickets, support, catering, publicity, far exceeds the original value of what their sponsorship would have been, and gives us lots of needed exposure to boot.

### **Eggstravaganza fundraiser**

**Submitted by Carla Collis, Strategic Marketing and Branding,  
National Home Office**

The Strategic Marketing and Branding Department first began its "Eggstravaganza" Relay Fundraiser in 1998. The team was looking for a unique way to raise funds when Maddie Walston came up with the idea of selling plastic Easter eggs at the NHO. The Eggstravaganza has since become an annual tradition!

Those who purchase 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 sell; be on hand at the beginning of large meetings, set up a table in the cafeteria. We've done the majority of our sales in the building; however, they could easily be sold externally as well.

### **The Power of Purple**

**Submitted by JoNell Peterson, Director of Income Development, Ohio Division**

The elementary classes in a school in **Brecksville (Cuyahoga)** are planning a walk at school. The teacher of the class that raises the most money for Relay has agreed to dye his or her hair PURPLE... oh, the power of purple!

### **Pink Toilets**

**Submitted by Marcia Voss, Community Income Manager, Illinois Division**

A very enthusiastic team, the Troy Fire Department Ladies Auxiliary, at my Gateway Relay in Troy, IL came up with a really cute fundraiser. Their campsite theme was a bathroom, shower stall and all, so their fundraiser went along with their theme. This team raised more \$2500!

**This was an ad in the local paper:** Beware of the HOT PINK TOILET. Help the Troy Fire Department Ladies Auxiliary "Flushing out Cancer Fundraiser". The ladies are participating in the American Cancer Society Relay For Life i

Tri-Township Park on June 22nd and 23rd.. So, if a HOT PINK TOILET appears in your business or home. A donation will be required to have the "EYESORE" removed. We all know of someone or will be affected at one time in our lives by this terrible disease. "LET'S HELP FIND A CURE!!"

**A letter came with the toilet:** CONGRATULATIONS! If you are reading this note, you have received your new fashionable yard ornament. To have this new fashionable yard ornament removed, we are asking you to make a pledge to the "FLUSHING OUT CANCER FUNDRAISER" Within the next 24 hours. To do so please contact (NAMES/PHONE #'S OF CONTACTS). They will arrange for the collection of your donation and the removal of you ornament. If you would like to see this ornament in front of someone else's establishment, please inform us. Thank you for your cooperation in this fundraiser! Thank you, the Troy Fire Department Ladies Auxiliary.

### **Hot Pink Toilet**

**Submitted by Sharon Proudfoot, Regional Cancer Control Director, Southeast Division**

Picture this: My husband created a pink and purple Relay toilet from Glynn County (Brunswick) Georgia. He "created" it based on a description from another community. It has the RFL logo on it, and even had glow-in-the-dark stars and moon.

It was auctioned off at a team captain's meeting for a team to "lease" for the season to use as a fundraiser. The Brunswick Junior Women's Club paid \$300 for that privilege and then proceeded to raise another \$3,500 with the toilet Flushing Out Cancer all over the county. Their tent site carried out the bathroom theme, and each team member carried a decorated toilet brush during the parade of teams and whenever one of them was on the track walking.

My husband even rigged up a way for folks to deposit money in the seat into a secured lock box. Several teams vied for the privilege to use it. I think that was the most fun—watching the bidding war. When they turned out the lights, folks went bonkers over the glow-in-the-dark stuff.

### **John and Jack's Pancake Shack**

**Submitted by Nancy Dove, Director of Executive Operations, Southeast Division**

For the eighth year, National Chief Executive Officer, Dr. John Seffrin, and the Southeast Division Chief Executive Officer, Jack Shipkoski, will be making and serving pancakes from "John and Jack's Pancake Shack" at 5:45 a.m. on Saturday during Relay For Life in metro-Atlanta! National Director of Executive Operations, Nathan Grey, had the idea eight years ago that the two CEOs should form a Relay For Life team. While the team began with only 10 team members, it now has over 30, and they have raised over \$110,000 to date, with a goal this year of about \$40,000. The team has developed so much that it now has corporate sponsors, team banners with caricatures of John and Jack flipping pancakes. In addition to selling pancakes, they also sell autographed t-shirts. Some team members even have their own John and Jack's Pancake Shack Relay Citibank MasterCards!

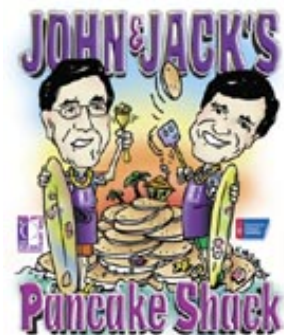


### **John and Jack's Pancake Shack Update**

**Submitted by Nancy Dove, Director of Executive Operations, Southeast Division**

Rainstorms appeared to be the "signature" of this year's Relay For Life signature weekend in Atlanta, GA. Dr. John Seffrin's team and my team raised more than our goal of \$40,000, thanks to the volunteers, team members, sponsors and donors who supported our teams.

John and I thought last year that the team had developed to its full potential – with corporate sponsors, team banners, and our own logo with caricatures of the two of us flipping pancakes. The spirit of Relay, however, allowed us to surpass last year – with a new "Hawaiian shack" logo, and our own pancake mix and "bobbing head" dolls. The creativity of our team members continues to amaze me! Because of the generosity of team member, John Burley, and his company, Metro Printers Guild, 100 percent of donors'



contributions for these items went directly to the American Cancer Society. If you'd like to order John & Jack's Pancake Mix (at \$7) and 'bobbing head' dolls (at \$10), please let us know.

### **Gurney Rides**

#### **Submitted by White Bear Lake Relay For Life, Minnesota Midwest Division**

For the eighth year, the White Bear Lake Fire Department in Minnesota will be raising money onsite at Relay. "The Hosers" bring a gurney and take turns offering rides to the Relay participants for \$2 a lap. The participants young and old wait in line for this fabulous ride around the track by the male and female members of the volunteer fire department. This fundraiser brought in \$800 additional dollars to their team that raises more than \$2500.

### **Gas Station Oil Change Fundraiser**

#### **Submitted by Wendy Traxler, Relay For Life Coordinator, Midwest Division**

Request that a local oil change garage donate their time and material for a Saturday afternoon of oil changes. 100 percent of the income goes to the local Relay. While the customer is waiting for their car you can sell luminaria and food to help pass the time. Don't forget the cancer control information! Ft. Atkinson, WI raised over \$1,800 in one afternoon by doing 101 oil changes at \$15 each, \$170 at the brat stand and \$200 on a car wash. Pennzoil donated the oil and filters and the staff donated their time. Chris Ault of the Ft. Atkinson Relay states " It's like another team at our event."

### **"Kill" for a Cure**

#### **Submitted by Katrina VanHuss, Turnkey Promotions, National Vendor**

My company was working with the American Cancer Society on a limited basis since 1994 in the Mid-Atlantic Division and now at the national level. Many in our 10-person company played competitive volleyball. In 1997 one of my non-company teammates, Karen Shortall, was diagnosed with malignant melanoma. She was 26 at the time. That year we had a volleyball tournament to help with her medical expenses and called it "Kill For a Cure." "Kill" is a volleyball term that means to hit the ball with enough force that you knock your friends down on the other side of the net and laugh at them. Well, that what it means to me anyway.

Karen died the next year. She did our first Relay with us in 1997 and was gone the next. It was 19 degrees that first year and she stayed all night. She died 4 months later. At that point my ACS client, Micki Privett, educated me about Relay and we got involved. Since then our Relay teams have continued the "Kill For a Cure" tournament and this past year raised over \$7,000 with that tournament alone. At that tournament we have a concession (and we don't make change), we've sold massages (and we solicit big tips however we can), we've sold Latin dance lessons (good money there), a Silent Auction (competitive people are good at this) and we sell "I'm playing for..." stickers for \$2 each. Most players end up covered with them by end of day. Through that tournament and other efforts our teams have raised over \$40,000 since 1997 because an ACS staff person took the time to tell us what Relay was all about.

### **Impact Award - Celebrity Pie Auction - Julie Johanson, General Manager, John (J.R.) Rowher, WSDR announcer, and the entire staff of WSDR**

#### **Submitted by Betty Klementz, Illinois Division**

Julie Johanson hosted a Celebrity Pie Auction on April 19th using her radio station for 6 hours to place the pies of two citizens simultaneously on the auction block to receive bids by call-in to the radio station. All monies donated were entirely donated to the American Cancer Society. During each 15-minute segment the "celebrities" were on the air being interviewed by J.R.. They not only 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 40 celebrities of why people are involved. This was the third year of her and her entire staff's efforts, and it raised over \$14,000. The American Cancer Society Relay For Life of Whiteside County reaped the benefit of 6 hours of publicity for their event, as well as the monies. Even Secretary of State Jesse White was in the area, heard the auction, and stopped by the station to make a donation.

# Onsite

## **On-Site Fundraising**

-a team brought the glow necklaces and in exchange for a donation gave them away at the event.

-a youth team had their fathers come and cook them breakfast but soon enough, other participants were asking for contributions for their hot pancakes.

-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.

## **Onsite Hair Salon**

**Submitted by Susan Highsmith-Graveline, MADAC team captain and founder, Gwinnett Relay For Life, Georgia, Southeast Division**

For 2 years now, we have had a local hair salon offer haircuts for donations to ACS on-site at Relay. The first year we were not sure how it would go, but we were SWAMPED! We made almost \$1,000 and had to turn people away! The hair stylists donated all of their time, so 100% went to the American Cancer Society. Last year, we were more prepared and made almost \$1,400 at \$20 minimum donation per cut. Some donated more money for the cause. In addition, some of the African American girls on our team started braiding hair, like they offer in Jamaica. The girls would do this to pass time in order to stay awake. They started charging \$5 and made almost \$100. This year we're preparing to offer both haircuts and braiding at a \$20 minimum donation, and hope to raise as much as \$2,000 on site!

## **Make a Difference - Dedicate a Song**

**Submitted by Kelli Barry, Relay For Life Manager,**

New England Division

Hampshire County, MA had the great idea of having Relayers pay \$5 to have a dedication and special song played for the person they are walking for at Relay.

## **Chinese Auction Onsite Fundraiser**

**Submitted by Bruce Bauman, Pennsylvania Division**

New Brighton (Beaver - SWR) Relay For Life wins the "Yuck" award this year for the Beaver Relay. Apparently, every 17 years, cicadas swarm the community. Walkers carried racquets around the track to protect themselves from the bugs that were dropping around their heads! In spite of the attacking bugs, 41 teams stayed all night and raised \$125,000. One especially successful fundraiser is an all-team Chinese Auction that raised \$3400. 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.

We have one of our Planning Committee members serve as the Coordinator for this. 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, she gets really pretty gift bags, tapes the card to the bag and sets them out under a special tent for our Noon start of the Relay. Since our Survivor lap is at the beginning of the Relay, we sell lots of tickets to families and friends who have come to the Relay as their support group. We run the Auction until 9 p.m. that night and then wrap it up. We don't have to worry about the items getting damp or "lost" during the night that way. 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 towards their team totals!

# Multi Team

## **Fundraising with Food:**

### **Between the Biscuits**

Some of our Relays have a "Between the Biscuits" event. Hardee's or Micky Dee's (McDonald's for those of you who don't eat there a lot) will donate plain buttered biscuits for the event and then the teams all prepare an edible filling for the biscuits. Have judges go around and critique on tastiness, eye appeal, ingenuity, and overall creativity. It's loads of fun!!!!  
Good Luck!

### **Food Tasting**

My Mom does a fund-raiser every year called The Great Chocolate Escape. All of the volunteers bring a chocolate dessert (we usually have one table of non-chocolate, so those who are allergic have no excuse to skip it), and guests are charged \$5 for all you can eat, \$5 for a standard take-out container, or \$10 for both. This concept could translate to barbecue, sandwiches, whatever. Basically, all you need is a couple of banquet tables to set all the food on, and someone to recruit the cooks. Sometimes we use place cards (bought at card or party stores) to label foods. For a small local fundraiser (a rural mill town of about 5000) it usually brings in about \$2000, without a lot of effort.

### **Have a "Bite Of.." Event**

In my smaller relay, the teams bring a goodie to share and they really appreciate the opportunity to visit each others' campsites during what they call the "Bite of Port Angeles." The committee plans to extend it into a contest this year with judging and prizes and the whole works. It is one of their favorite things to do. They use this as their kick-off activity right after the survivors' walk. From 7 p.m. to about 9 or 10, or until the food runs out, the idea is to eat your way around the track and get to know everyone there. One word of caution, however, is to check with local health districts about rules and distribute them to teams. In my counties, we can give away these items, but may not sell them (without permits). In other counties, we aren't allowed to do anything like this without health cards, permits, etc.

### **Cakewalk**

#### **Submitted by Amy Motyka, Community Development Director**

We have each team bringing a homemade cake, then ask for entry to the cakewalk for a minimum donation of one dollar 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 Life Silent Auction**

#### **Submitted by Genevieve Baens, Community Income Manager, Southeast Division**

Allendale County recently held its team fundraiser **Taste Of Life Silent Auction** at the USC Salkehatchie Hut. It is a fundraiser open to all teams, and this year the event raised \$2,500! Every team that participated (ten this year) had about \$250 added to their team totals. Each participating team prepares several dishes and brings them to the event. The public can buy a minimum number of tickets and each ticket buys a "taste" of any of the dishes brought by the teams. Meanwhile, the business community participates by donating items and "goodies" for the Silent Auction (anything from hair care products to a grill!). It is a great way of bringing the teams together in one activity, getting businesses involved, and gathering the community in a festive atmosphere. All proceeds go to the 2002 Allendale County Relay For Life, and because everyone cooks and works together, there is no expense to the Relay. This was its most successful year so far with about 170 people attending the two-hour event.

### **Support Relay by shopping Albertson's!**

**Submitted by Chris Hughes, Community Development Manager, Northwest Division**

"CAKE CARNIVAL" AT ALBERTSON'S BAKERIES!

All Albertson's Bakeries are having a Carnival of Cake Event on April 10<sup>th</sup> –16<sup>th</sup>. For Every cake that is sold during this promotion, 25-cent donation will be made to Relay for Life. Single layer cakes such as German Chocolate, Carrot, Cookies'n Creme and Chocolate Decadence will be Buy One CAKE, Get One FREE! Average bakery will sell 300 cakes for \$75 donation per store. There are 135 bakeries in the Oregon and Washington area. The goal is to raise \$10,000! Stickers for the cake event will say - BUY ME and a donation will be given to American Cancer Society Relay For Life. The stickers will be purple with white writing. It will be advertised in the weekly paper also.

### **Taste of Relay**

**Submitted by Kate Langstone, Regional Executive for Communications, New England Division**

"The Taste of the Relay" as we call it, is an opportunity for area restaurants to join the American Cancer Society. We 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. This will be the second year for the Taste in Cohasset. Last year the net income from the Taste of Relay was \$600. This year Cohasset has 11 restaurants signed on. The Relay in Fall River just adopted the benefit this year and they have 9 restaurants signed on.

### **Luncheon Idea for Team Fundraising!**

**Submitted by Nancy Porterfield, Relay Volunteer, White Bear Lake Relay For Life Midwest Division**

To earn funds as a team member in the RELAY FOR LIFE I decided that the easiest way was to do something that would be fun for my friends and me. Since we are always lunching and playing bridge anyway, I decided on a bridge luncheon with all proceeds going to ACS. The event has grown from 7 tables, seven years ago, to 14 full tables, bringing in approximately \$1,400 - by charging \$15 a person (checks made to ACS) and mailing a luminaria envelope with the invitation. Attendees also bring in additional donations. I encourage people to bring friends, just to let me know who and how many, so I'll have enough tables set up. The food is simple, mostly finger food (sandwiches, fruit, veggies and sweets). I also provide door prizes for the winners. Doing something that people enjoy is what counts most; you can have fun for a cause!

"HOPE PROMOTION" AT ALL OREGON ALBERTSON'S STORES!"

During the month of May all Oregon Albertson's stores will be selling \$1 HOPE cards to all customers and associates. Star shaped cards will be purchased then dedicated to a cancer patient or in memory of a lost loved one. The cards will be on display at the front of the store for the entire month. Brochures of your local Relay For Life will also be on display in the Customer Service Booth. Last year HOPE cards raised more than \$13,000 in 53 stores.

### **Visions of Hope**

**Submitted by Linda Weindard, Income Development Specialist, Ohio Division**

Relay teams in Chillicothe sold tickets to the first Visions of Hope gala at The Pump House Center for the Arts. Local artists donated work that they created as their vision of hope for survivors and a world free from cancer. A local caterer whose family had been touched by cancer donated food. Tables were covered with burlap, centerpieces were running shoes filled with daffodils. In one corner of the room was a display of a wheelbarrow, potted plants, tools and seeds. Food on the buffet table was served in flowerpots and dessert was served in clay saucers. Carving stations were located in the Pump House and adjoining tent. More than 220 attended the event that netted \$10,000 for Relay For Life. The most received for a piece of art was \$2,100. Artwork was judged before the auction. The winner, named **Within Reach**, will be on the back of the survivor shirt at Relay.

### **"Oh What a Night"**

**Submitted by Dot Maglio, Regional Executive for Income Development,  
New England Division**

I had the opportunity to attend a silent auction and dinner dance on Saturday night at Jimmy's Allenhurst Restaurant in Danvers. This was truly a wonderful fundraiser put on by the John E. Burke School for the Greater Peabody Relay For Life. Everything was beautifully decorated in red, white and blue and their theme was "*We Stand United in the Fight Against Cancer.*" The kids and staff worked all year long getting crafts, quilts and so many wonderful articles to bid on. The Parent Teacher Organization was very involved in putting together the fundraiser. Their goal was \$18,000 and I am sure they exceeded that figure. Laurie Lundergan, the Relay chairperson and her committee did a fabulous job with the support and guidance of Anna Maria Montano.

**Torches**

**Submitted by Joyce Mazeski, Relay For Life Training Specialist  
New England Division**

The Waltham, Massachusetts's event had a great idea this year to sell torches for \$100 each. Some torches were donated to loved ones in memory or honor of their fight against cancer. Other torches were purchased and donated to the local fire department. They ran out of the first bunch of torches so they purchased more. They again ran out after selling a total of 135 torches. That was an additional \$13,500 for this event.

**Beauty in the eye of the beholder**

**Submitted by Debi Gallagher, Community Development Manager,  
Northwest Division**

The Snake River Relay For Life is a joint effort between the Northwest Division and the Rocky Mountain Division and is comprised of the Clarkston, WA and Lewiston, ID communities.

Here is a new fundraiser we tried this year that was a lot of fun. The contestants for this year's American Cancer Society Snake River Relay For Life "Mr. Relay" contest proved to the audience that beauty truly comes from the inside – because there wasn't much showing on the outside. Approximately 11 men took part in the Mr. Relay contest held Friday evening, June 21<sup>st</sup>, at the Clarkston High School Track in Clarkston, WA.

The Mr. Relay competition rules allow all male contestants 15 minutes to rummage through boxes of clothing and accessories supplied by the Discovery Shop in an attempt – "attempt" being the operative word – to beautify themselves. "The men are allowed to spend the last three minutes with a woman in a last-ditch effort to turn a sow's ear into a silk purse," says Debi Gallagher, Community Development Manager for the Spokane, Washington office of the ACS.

With the process completed, the contestants lined up on stage. They were judged on their choice of female name, poise, modeling ability, confidence and their answers to the interviewer's questions. According to Gallagher, \$751 was taken in by "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 two tour tickets from Bremer's Hells Canyon Tours.

Gallagher notes that the Mr. Relay contest was also held at the Cheney WA Relay, the Boise, Idaho Relay and is being considered for the other local events. If you would like more information on how to bring this unique fundraiser to your relay, contact Debi Gallagher via Lotus Notes in the Spokane office.

# Youth

## **Pennies from Heaven**

**Submitted by Tammy Colby, volunteer, Pittsfield Relay For Life, New England Division**

Pennies From Heaven at The Pittsfield Elementary School was a huge success. We had 19 classes from Kindergarten to 6th grade that participated. Did you know that 1 milk jug full of pennies weighs 35 pounds? And did you know that 30 pounds of pennies is equal to \$50.00. P.E.S collected over 420 pounds of pennies. That was a total of \$695.99 to help find a cure for cancer. This is a great way to start off the Pittsfield Relay For Life. Mrs. Grainger's first grade class was the class that collected the most pennies with 52 pounds. We will celebrate with them with an ice cream party. We will be taking pictures and have them present us with a giant check. Mrs. Grainger and some of her students will also be at the Relay to present the check to us again. What a great community we have here in Pittsfield. We hope that our 69,600 pennies will help find a cure for cancer.

## **Relay Carnival at Norcross High School**

**Submitted by Kirsten Mixter, Volunteer, Gwinnett County, Georgia Relay, Southeast Division**

"I am a teacher at Norcross High School and several of us decided to get the entire school behind our fundraising this year. We held several small events, but our large activity occurred April 26th. Our student body was allowed 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 hotdogs and hamburgers, basketball games, karaoke, teacher dunk tank, teacher pie throw, obstacle courses and so much more. We had more than 25 different booths. We worked with our community to raise sponsorship money, get donations of food and equipment, as well as parent volunteers. Out of our 2,500 students we sold 2,000 tickets and I think the other 500 must have been absent that day because I don't think there was a single person left in the building. At the end of the event we had raised \$7,500 to begin our Relay For Life fundraising. The faculty completely supported the idea and even bought tickets for some of their students who were not going to attend. It took a great deal of coordination and energy, but I really think it was worthwhile. Including the carnival and all our other events our school raised over \$20,000. We are extremely proud of our community outpouring. Norcross HS was the top fundraising school in Gwinnett with more than \$40,000 raised."

## **Miss Relay Pageant**

**Submitted by Yolanda Davis, Southeast Division**

Lanier County (Lakeland, GA) held their first ever Miss Relay For Life pageant. This pageant has 38 contestants ranging from tiny Miss to Miss! Each contestant is responsible for getting at least \$100 in sponsorship money and competed for the chance to be the Relay Ambassador in the county and promote Relay For Life throughout the year. The Miss contestants were judged on eveningwear, sports wear, and on stage interview. The 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 ACS and RFL and what they plan to do with the "year of service."

The pageant was held one week prior to the event giving RFL publicity and allowing the committee to invite the community to RFL. 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!

Not only is this an EXCELLENT team fund-raiser, but it is an outstanding way to incorporate cancer control and youth at Relay For Life! The end result was \$5000 raised for the Lanier County Relay For Life.

**Impact Award - Teenage Republican Team - Middleburg, FL  
Successful Fundraising Effort  
Submitted by Kelly Mahaffy, Florida Division**

Congratulations to the Teenage Republicans Team for receiving a Relay For Life Impact Award. This team had a very unique fundraiser that raised a little more than \$1,000 in their first year for the Middleburg Relay For Life in Middleburg, Florida.

As their fundraiser, this team hosted a dinner with Kathryn Harris, Secretary of State. This dinner was held at a local country club. The group, all high school students, sold tickets across the entire county for \$30 each. Team captain and high school senior Brian Graham secured Ms. Harris as the guest of honor. All monies raised from the dinner benefited Relay For Life in Middleburg. Their team raised a total of \$1,400 as a result of the dinner.

**Impact Award – “Kick-a-Thon” - St Charles High School East and North Drill  
Teams, Fox Valley Region, Illinois  
Submitted by Wilma Drummer, Illinois Division**

We would like to commend St. Charles High School East and North drill teams for their outstanding effort in raising funds for the 2002 Relay For Life of Kane County.

This year marked the 8<sup>th</sup> annual Kick-a-thon held at a Friday evening football game at St. Charles East or St. Charles North High Schools. The drill teams invited local business people, city officials, school officials, etc., to participate in the Kick-a-thon by raising a minimum of \$100 in pledges 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. 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.

It is now considered an honor to be asked to participate and the community kickers eagerly await their invitation to kick again the next year. The 2002 Drill Team Kick-a-thon boasted of more than 200 community kickers and raised \$10,000 for the Relay For Life of Kane County.

The drill team coaches and parent sponsors are well organized and invitations along with pledge sheets and a donor collection envelope are mailed 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. In 2002 participants were also given a cap with “St. Charles High School Drill Teams Kick Cancer” printed on it.

The 2003 Kick-a-thon is already planned for September 27 this year and a new fundraiser has been added to the event. The drill team and cheerleaders will be selling ribbons with “I’m kicking in honor (memory) of \_\_\_\_\_” imprinted on them this year. The ribbons will be sold in the school cafeteria the week before the Kick-a-thon and also sold at the pre-game tailgate party for the community kickers. They also plan to have a booth at the football game to sell the ribbons to the spectators. Any ribbons not sold at this time will be brought to the Relay as an on-site fundraiser for their team. The goal for 2003 is to raise \$15,000 for their Relay team.

**Quarters for a Cure  
Submitted by Marisa R. Mir, Assistant Income Director,  
Houston Metro, Texas Division**

The South East Harris County Relay, which was held this past weekend in Pasadena, TX. This year we will net over \$82,000, we had 107 survivors, 11 underwriters and 32 teams, doubling in all numbers. From the very beginning, Rhonda Chapmon, our Relay chairman, and her committee set out to turn the event around. That is exactly what they did! We implemented the

"Quarters for a Cure" program in the schools. In nutshell, the "Quarters for a Cure" program 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 registration. The students took the challenge to heart and raised almost \$4,000! One student alone raised over \$1700 in quarters. Talk about dedication!

It's really great to see youth getting involved and learning about the goals of the American Cancer Society.

### **Fundraising with 13-14 year olds**

Car washes are great- many fast food places like taco bell or pizza hut will let them use their parking lots. Also, doing odd jobs can be lucrative. And babysitting for community events serves two purposes - raises money and does a service for parents who want to participate in PTA, bazaars, or other school event.

### **Bowlathons**

We had to do a fundraiser for my stepdaughter's group at church and we tried a bowlathon. It appeals to pre-teens as well as teens, and they even managed to involve adults. The initial group of six teens involved some twenty people and raised about \$1,200. (Bowlers go out and get pledges for each pin they knock down.)

## **FUNDRAISING IDEAS FOR KIDS**

***Raising \$100 per team member is easy when you remember it is to fight cancer.***

**Bake Sale:** Hold a bake sale at school, church or other places in the community. Ask for donations 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 \$\$ for people to take a swing at it with a mallet (remove glass first).

**Computer Message:** Have a message pop up on friend's screens asking for a donation. It won't go away until they give. Or send an email asking for their support.

**Earn Dollars for a Prize:** Raise a minimum of \$100 to get name in drawing for giveaway. Make sure giveaway item is donated from 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 \$1.00 to fish for a prize.

**Flying Pig Project:** Place a piggy bank on someone's porch (when they're not looking) and 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:** Not just your stuff, ask friends, & 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, for example 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.