

AMERICAN CANCER SOCIETY RELAY FOR LIFE

Nationwide Awards and Recognition Program



Winners in each category are announced to Division Relay lead staff via email in October. Awards are announced and presented to the winners at a time determined by each Division.

Contact Information

For more information about the Relay For Life Nationwide Awards and Recognition Program, please visit www.RelayForLife.org/Relay/Awards, or contact:

Toni L. Williams

National RFL Business Unit, American Cancer Society
250 Williams Street, Atlanta, GA 30303
404-327-6488 *phone* • 404-982-3624 *fax*
toni.williams@cancer.org

Looking back on the 25 year history of Relay For Life, one of the things that truly helped to accelerate growth, build community pride, provide innovation, and increase participation and revenue has been the development of the Nationwide Relay For Life Awards and Recognition Program.

How important is recognition? One of the key findings of the Constituent Satisfaction Survey confirms the importance in recognizing and valuing the volunteers!

While no award can adequately recognize all that Relay volunteers achieve in their efforts to eliminate cancer, the Society offers the Relay For Life Nationwide Awards and Recognition Program as a tribute to some of the nation's most outstanding participants. The awards highlight the success of individuals, teams, committees, and events that define the hallmark of Relay, and serve to inspire others across the nation. Those recognized as nationwide Relay For Life award winners represent the very essence of what it means to be a Relay For Life volunteer and a community that takes up the fight!

To all of our volunteers and staff partners, ***thank you*** for supporting your American Cancer Society Relay For Life.

Reuel Johnson,
National Vice President, Relay For Life

“Success in life has nothing to do with what you gain in life or accomplish for yourself. It’s what you do for others.”

– Danny Thomas

Celebrate. Remember. Fight Back.

American Cancer Society Relay For Life Nationwide Awards and Recognition Program

- **All American Relay Award** (*application required*)
Awarded to communities that show growth, retention, Relay branding, diversity, and leadership in incorporating the 5Ds within Relay events and throughout the year.
- **Colleges Against Cancer Awards**
(*determined through CAC chapter Year End Reports*)
Awarded to Colleges Against Cancer chapters that show outstanding activities in the areas of Advocacy, Survivorship, Cancer Education and Relay For Life. Awards for Outstanding Chapter of the Year and Rookie Chapter included.
- **Gordy Klatt Number One Net Income Award**
Awarded to the number one nationwide fundraising community and youth fundraising event in the country based on net income from Lawson.
- **Gordy Klatt Number One Per Capita Award**
Awarded to the number one per capita county in the country based on net income from Lawson and county population* and awarded to the number one per capita youth event in the country based on net income from Lawson and enrollment population.
- **Gordy Klatt Power of Hope Award – NEW!**
Awarded to the top county nationwide with the highest per capita number of total registered survivors participating in all events in the country based on county population and survivors in Siebel.
- **Heart of Relay Award** (*application required*)
Awarded to community, collegiate and youth events that demonstrate successful practices and innovations in supporting the Society's mission and 2015 goals in the areas of mission delivery, advocacy, survivor/caregiver engagement, and youth involvement.
- **International Heart of Relay Award : One World – One Hope** (*application required*)
Awarded to International Communities that demonstrate successful practices in supporting and impacting the global fight against cancer in the areas of mission delivery, advocacy, survivor/caregiver engagement, and youth involvement.
- **Nationwide Data Club Award**
Awarded to the top three Divisions that excel in data capture as determined by the national Relay For Life Business Unit data management and analysis team.
- **Nationwide Division Choice Award – NEW!**
Awarded to one event in each division that had an outstanding or extraordinary year, has overcome unforeseen circumstances, continues to grow but does not qualify for an award, has longevity but hasn't won an award, or has special circumstances warranting recognition. The winners of this award are at the selection and discretion of the Division.
- **Nationwide Division Per Capita Award**
Awarded to the top three Divisions with the highest per capita based on net income from Lawson and total county population in the Division.
- **Nationwide Power of Hope Award**
Awarded to the top county in each population bucket with the highest per capita number of total registered survivors participating in all events in the county based on county population and survivors in Siebel.
- **Nationwide Number One Rookie Event Award**
Awarded to the first year community event with the top net income in Lawson and to the first year youth event with the top net income in Lawson.
- **Nationwide Online Communications Award**
(*application required*)
Awarded to the top three events recognized by the nationwide Relay Marketing and Communications Leadership Committee as demonstrating the best use of the e-revenue/communications tool and/or RelayForLife.org for online communication.
- **Nationwide Per Capita Award**
Awarded to the top 10 per capita counties in each population bucket based on the net income from Lawson and county population from all the Relays in each county and to the top five per capita youth events in each population bucket based on net income from Lawson and enrollment population.
- **Nationwide Team of Excellence Award**
Awarded to all teams that raise \$50,000 and above (with an average of \$3,333 per team member) and to all youth teams that raise \$15,000 and above (with an average of \$1,000 per team member) based on estimated revenue and number of team members in Siebel.
- **Nationwide Top Individual Fundraising Award**
Awarded to the top 10 individuals who raise the most funds nationwide and to the top five youth based on estimated revenue in Siebel.
- **Nationwide Top Net Income Events**
Awarded to the top 10 nationwide fundraising events and to the top five nationwide fundraising youth events in the country based on net income from Lawson.
- **Nationwide Top Online Event Fundraising Award**
Awarded to the top event with the most online dollars raised (both community and youth).
- **Nationwide Top Online Individual Fundraising Award**
Awarded to the top individual with the most online dollars raised (both community and youth).
- **Nationwide Top Team Fundraising Award**
Awarded to the top 10 community fundraising teams and to the top five youth fundraising teams in the country based on estimated revenue in Siebel including both online and offline income.
- **Terry Zahn Award** (*application required*)
Awarded to the top three events demonstrating excellence in a Relay event or team publicity.

Award Categories

* County populations are provided by Claritas to the American Cancer Society based upon US Census figures adjusted annually.

Enrollment populations are from Market Data Retrieval (MDR) (a D&B Company) and are updated every other year. Financial figures are derived from Lawson. All other award information is based on Siebel, unless otherwise noted.