

Great West Division

# Relay Committee Retreat



Facilitator's Guide



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# Get Inspired! Get Refreshed! Hold a Relay Committee Retreat!

## RELAY COMMITTEE RETREAT FACILITATORS GUIDE

The objectives and philosophy of the Relay For Life Committee Retreat:

- Background training for the entire committee
- Time for the committee to bond as a team
- Time for the committee to plan and strategize
- An opportunity to come together in the fight against cancer

### **Note to the Facilitator:**

**This session is scheduled for approximately four hours, to include 30 minutes for lunch and a couple of breaks. Feel free to shorten or skip certain topics to spend more quality time on areas that require attention according to the needs of the committee.**

There is ample time during the Retreat for the Committee to share experiences and ideas, however, it is possible that issues might come up which are not part of the outline of the Retreat. Examples of such issues may include the Event Chair making all the decisions and not involving the full committee, or some committee members not fulfilling their responsibilities. Since the concept behind the Committee Retreat is to give the committee time to become a team, these issues should be dealt with at the time they come up, rather than strict adherence to the Retreat outline.

### **KEY** -----

**“Note to the Facilitator”** refers to instructions or directions needed to set up the topic or activity.

**“Facilitator says”** refers to the directed text or script for the person leading the group.

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# Let's Get Started!

## 1. Welcome / Introductions

10 min

### NOTE to Facilitator:

**Event Chair, Regional Council member or Staff Partner welcomes the group to their Relay Committee Retreat and provides housekeeping information – restroom location, snack/break information and reminder to turn off cell phone ringers**

I want to welcome all of you to our Relay Committee Retreat and hope that you will leave here today learning more about yourself, your role on the team, understanding the importance of strategizing and moving forward with an action plan. This Retreat will offer a time to get refreshed, renewed, relaxed and have fun!

- Facilitator(s) introduce themselves
- Participants introduce themselves (go around the room and have each person give their name, Relay position, how long they have been Relaying)

## 2. Review Agenda and Objectives

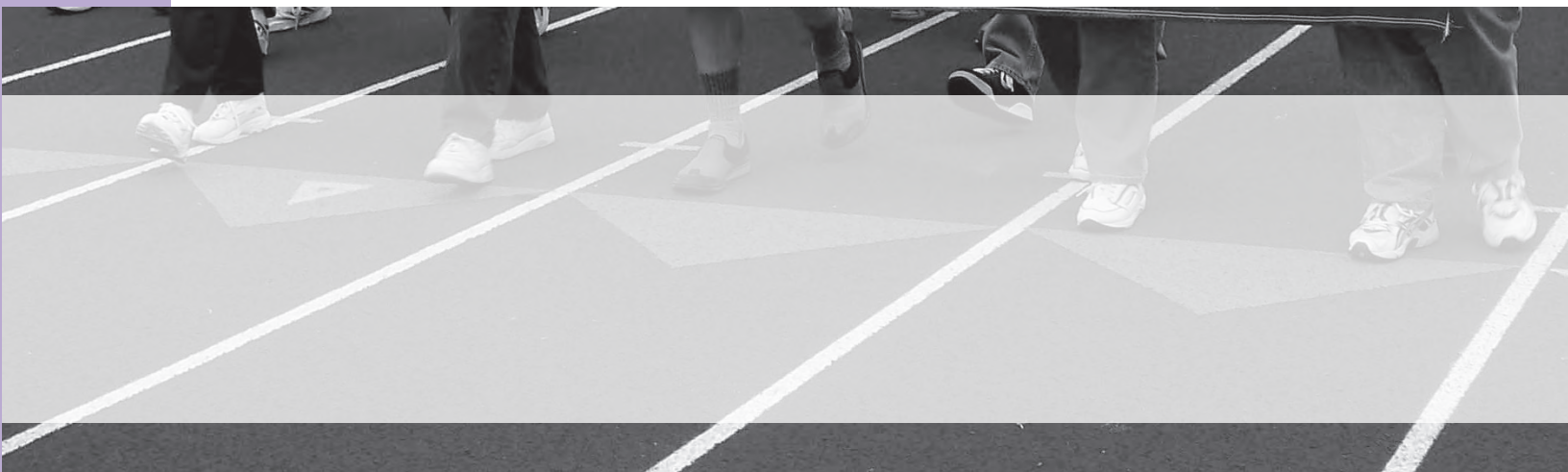
5 min

Facilitator says:

Ask the group to take the agenda from their packets. Review the agenda page and the objectives below, moving on to the icebreaker.

The objectives and philosophy behind the Relay For Life Committee Retreat provide:

- Background training for the entire committee
- Time for the committee to bond as a team
- Time for the committee to plan and strategize
- An opportunity to come together in the fight against cancer



### 3. Group Icebreaker

10 min

#### Personality Dessert Test

**NOTE to Facilitator:**

Prepare a flip chart in advance listing all of the desserts below. Say to participants, "This is a fun personality test to see how we match up with our favorite dessert. There's no real scientific data on this, however, it will be interesting to see where we fit."

"If you could pick just one dessert, which one would it be?" Ask each person to come up to the flip chart, write their first name next to the one they would choose.

**Dessert choices:**

- Angel Food Cake
- Brownies
- Lemon Meringue Pie
- Vanilla Cake with Chocolate Icing
- Strawberry Short Cake
- Chocolate Icing on Chocolate Cake
- Ice Cream
- Carrot Cake

(As an additional step, it might be interesting to have people share why they made the choice they did. There can be reasons that tell a lot about a person which helps the committee get to know each other as individuals.)

OK - Now that you've made your choice, this is what psychiatric research says about you:

**ANGEL FOOD CAKE**

Sweet, loving and cuddly. You love all warm and fuzzy items, a little nutty at times. Sometimes you need an ice cream cone at the end of the day. Others perceive you as being childlike and immature at times.

**BROWNIES**

You are adventurous, love new ideas, and are a champion of underdogs and a slayer of dragons. When tempers flare up, you whip out your saber. You are always the oddball with a unique sense of humor and direction. You tend to be very loyal.

**LEMON MERINGUE**

Smooth, sexy, and articulate with your hands, you are an excellent after-dinner speaker and a good teacher. But don't try to walk and chew gum at the same time. A bit of a diva at times, but you have many good friends.

### **VANILLA CAKE WITH CHOCOLATE ICING**

Fun loving, sassy, humorous. Not very grounded in life; very indecisive and lack motivation. Everyone enjoys being around you. You are a practical joker. Others should be cautious in making you mad. However, you are a friend for life.

### **STRAWBERRY SHORTCAKE**

Romantic, warm, loving. You care about other people and can be counted on in a pinch! You have many friends who love to be around you. You also tend to melt. You can be overly emotional at times. Your sense of loyalty and devotion are paramount.

### **CHOCOLATE ICING ON CHOCOLATE CAKE**

Sexy; always ready to give and receive. Very adventurous, ambitious and passionate. You can appear to have cold exterior but are warm on the inside. Not afraid to take chances; will not settle for anything average in life. Love to laugh.

### **ICE CREAM**

You like sports, whether it is baseball, football basketball, or soccer. If you could, you would like to participate, but you enjoy watching sports. You don't like to give up the remote control. You tend to be self-centered and high maintenance.

### **CARROT CAKE**

You are a very fun loving person, who likes to laugh. You are fun to be with. People like to hang out with you. You are a very warm hearted person and a little quirky at times. You have many loyal friends.

## **4. Personality Assessment**

**10 min**

### **Note to Facilitator:**

**You may want to choose one of these activities to allow more time in other needed areas of the retreat.**

#### Handouts

1a - Listening Test

2a - Listening Test instructions and results

3a - Examples of body language

Facilitator says:

Now that we have looked at ourselves for fun, let's take a more serious view. When you are in an audience listening to a speaker or in an informal setting with friends or family members, how well you do pay attention and listen to what is being said? Let's take a simple listening test and see how we fare. (refer to test handout and listening results and tips handout)

Our body language has a lot to do with how people see us. Let's take a look at the sheet titled Examples of Body Language.

### **Group discussion:**

(Go over the list and read aloud to the group. Ask the group to briefly discuss together what types of body language can ruin a presentation or first impression.)

How many of these poses have you found yourself? How often? When you see others sitting or behaving in these positions, what do you think of them? Now, I see you are all sitting up straight and thinking about what you are doing with your hands and feet!!

It is important when you are meeting someone you are trying to impress, be aware of your body language. When you approach a potential volunteer or community contact, think about what you are doing so they will not be uncomfortable because of unintended actions on your part. It is interesting to see what we do and don't even know we are doing it!

## 5. History and Background

5-15 min

*American Cancer Society and Relay For Life — Our Reason to Relay, History, What is Relay For Life*

### **NOTE to Facilitator:**

**This section can be skipped or shortened for established Relay committees. Please confer with your staff partner or Event Chair to determine what portion of this section you want to use.**

### **What is the American Cancer Society?**

Print the American Cancer Society mission statement on a flipchart or poster board in advance and hang in the room prior to the retreat

#### **American Cancer Society Mission Statement:**

The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives from cancer, and diminishing suffering from cancer through research, education, advocacy and service.

**Draw their attention to the ACS mission statement. Read aloud the following to the committee:**

- ACS is national and local
- We have accomplished great things because of our huge volunteer base
- We are the largest non-profit volunteer organization in the world
- We focus solely on finding cures for all types of cancer, so that eventually it's a chronic disease like high blood pressure
- We do this through research, education, advocacy and service.
- All of our programs are funded through the dedicated efforts of volunteers like you.

## Our REASON to Relay

### NOTE to Facilitator:

You may flip chart the following in advance and review the information with the committee. After you review, place the pages on the walls in the room.

### RESEARCH

- 60 years of research support
- \$2.8 billion
- 42 Nobel prize winning scientists

### EDUCATION

- 1-800-ACS-2345
- www.cancer.org

← refer to the ACS Banner hanging in the room  
←

### ADVOCACY

- Clean indoor air legislation
- Breast and cervical cancer funding
- Clinical trials

### SERVICES

- Reach to Recovery
- Look Good Feel Better
- Camps for kids with cancer – find out/check with your staff partner to see if there is one near your community
- Hope Lodges
  - accommodations for patients in certain locations undergoing cancer treatment
- Patient navigators
  - personal navigators to assist patients in medically underserved communities to gain affordable access to treatment and services
- Cancer Resource Centers
  - staffed by volunteers, these centers are located within hospitals to assist cancer patients and their family members to find lodging and help navigate through information and resources available.



## History of Relay For Life

### **NOTE to Facilitator:**

**Print the Relay For Life mission statement on a flipchart or poster board in advance and hang on the wall or on an easel prior to the retreat.**

### **Relay For Life Mission Statement:**

The American Cancer Society Relay For Life represents the hope that those lost to cancer will never be forgotten, that those who face cancer will be supported, and that one day cancer will be eliminated.

Facilitator says:

It is important for us to understand that we can make a difference in our work with Relay. One man was able to make a huge impact in our world in his fight against cancer. We can continue those efforts which were started over 20 years ago. Our committee's leadership and direction can make a difference in our event to further the cause.

Review a few or all (if time permits) of these highlights:

- 1985 Dr. Gordy Klatt = one man, 24 hours, \$27,000
- Proof that one person can make a difference
- 2007 - 4,700 Relays around the country and in over 20 foreign countries
- The largest single fund raising event in the world

## **What is Relay For Life?**

Facilitator says: Read the following aloud and then follow with a Relay video.

- A celebration of cancer survivors
- A chance to remember those lost to cancer
- A way to fight back through fund raising and cancer education

## **Suggested Relay videos – Event chair may refer to the Event Chair Tool Kit DVD for more selections**

- 2007 Celebrate, Remember, Fight Back
- 2006 Team Recruitment
- 2005 Uniting Communities through Relay

## 6. Relay Standards

10 min

**NOTE to facilitator:**

**Suggested speaker might be the Relay staff partner or Regional Council member. Please go over the Standards for all committees. *It is important to remind EVERYONE, established and successful Relays about ACS standards. Refer them to this document and then move to Questions and Cancer Facts & Figures in this section.***

Handouts

B – Relay Standards

C - 10 Questions about Cancer

D - Cancer Facts & Figures

Facilitator says:

There are thirteen National Standards that must be adhered to in order for our event to be called an American Cancer Society Relay For Life. The Standards are best practices. ACS has determined over the years that these Standards are the key to successful Relays. The Relay Standards handout is in your committee retreat packet. Please review and make sure you are familiar with all of them.

Facilitator says:

Please take out the following worksheet from your Retreat packets - Ten Questions about the Fight Against Cancer

**NOTE to facilitator:**

**You can use this worksheet to assess the knowledge of the group about the American Cancer Society. You will need to do some research to ensure that you have the correct answers. Check with your Event Chair Tool Kit or your staff partner for some of the answers. Also refer to the new 2007 Cancer Facts and Figures for updated information.**

You may also work on this sheet together as a group.

## 7. Telling Your Own ACS story

10 min

Facilitator says:

Each of us has our own Relay story that in some cases, speaks volumes. It defines why we are part of the Relay experience. You will find in your packets a sheet titled “Telling Your ACS Story.” Take a few minutes to write your responses, then pair up with another person and share your stories. We will report back with those who would like to share with the rest of the group.

Handout

E – Telling Your ACS Story

This sheet is a great activity to share with your subcommittees. It will help to keep them focused and work together as a team, just as we are learning here today.

## 8. Committee Structure and Organization

20 min

### NOTE to Facilitator:

Suggested presenter – Staff Partner or Council member

### Why do we have a committee?

Flip Chart answers from the group and depending on their responses, read aloud a few of the following:

- The most successful Relays are led by a group of strong volunteers from the community
- The growth of the event is directly proportional to the growth of the committee, through filling all positions and having true subcommittees.
- Involving your entire community requires that all sectors of the community are represented on the committee.
- A full committee/subcommittee structure reduces the load on any one individual and adds collective wisdom and more ideas.
- As events grow and mature, a more complex committee will be needed to plan and manage the event.

Facilitator says:

Please find in your participant packet “3 Phases of Committee Structure.” These charts give you an idea of how the committee should **function**, depending on where you are in your growth phase and how you can continue to develop.

This chart is sectioned into three phases:

- Phase I New or young events
- Phase II Growth phase
- Phase III Maximize potential

**NOTE** — The committee should determine where they are in their stage of growth – new event, veteran but could use a shot in the arm or moving along and acquiring new teams and sponsors.

We have just seen in these charts the process of including specific committee positions in each phase to make the event grow. Are we maximizing our resources, ourselves? How does each of our roles affect the continued progression of growth?

It is important for us to know how we can work together as a team to make that happen.

We are going to come back to these charts in a few minutes and discuss how our specific roles and the role of the staff partner work together to maximize our potential.

### Handouts

Three Phases of Committee Structure:

1F - New or Young Events

2F- Growth Phase

3F - Maximize Potential

G - Who Does What? – committee & staff position descriptions

H – Blank committee organizational chart

I – What makes a great committee member

J – Committee structure

## Role of the Committee & Staff Partner — Who does what?

Handout

- G - Roles and Responsibilities / Committee Position Descriptions

Facilitator says:

Please remove from your packet the Role of the Committee and Staff Partner – handout G. Knowing our roles on the planning committee and the responsibilities of the ACS Staff Partner will ensure that there will be no surprises or later say “I didn’t know I was supposed to do that” or “I thought our staff partner handled that.”

If we are following the roles descriptions and maximizing our own potential, how do you think that could affect the growth of the event? Refer back to our 3 phases of the committee structure charts and see where we need to fill any holes to keep moving ahead.

## Where Is Your Committee Right Now?

Handouts

- H – Blank committee organizational chart
- I - What makes a great committee member?
- J – Committee Structure w/descriptions

Facilitator says:

Now that we have seen how we can maximize our potential, we will look at the blank organizational chart and see what work needs to be done to make that happen.

As a group we are going to complete the blank organizational chart and include how many people have been recruited for each subcommittee. **Where are the gaps? Who are we missing?**

We can use the “Organization Chart with personality descriptions” and “What makes a good committee member” to brainstorm who in the community could be asked to fill the blanks.

We are going to use a flip chart and write down the vacant committee positions. Next to each position, we will list the qualities a person might need to fill that spot. Think of people that exemplify those qualities and make plans to approach those people and invite them to join the committee.

## Partnership Agreements

Handout

- K – Partnership Agreement

Facilitator says:

The Partnership agreement is primarily a negotiation process, and should be based around the Volunteer Position Description in the Position Specific Guidebook.

- No one should be confused or surprised about their role on the committee to make Relay a success.
- This is a time to establish the best time and method for communicating, as well as for meetings.

Let's take a moment to turn to the Partnership Agreement document in your packets. Please let me know if you have any questions.

**NOTE to Facilitators:**

**If Event Chairs have not negotiated Partnership Agreements with their Subcommittee Chairs, mention to the committee that the event chair will make arrangements with each person following the retreat to schedule a time to get together. It may be feasible for you to meet with each person during the Retreat if it is held overnight and time permits.**

## 9. Team Building Exercise

15 min

### Relay Opportunities

Facilitator says:

This activity will enable us to see how we can truly fit together as a team and can work to help each other.

Many of our actions and responsibilities overlap and we may not even realize it.

Divide everyone into groups of 4 or 5 people, depending on the size of the committee. Read the Maximize Your Relay Opportunities scenario to the entire group. Give each person in the group a copy of the scenario sheet. Ask each group to discuss the scenario and answer the questions at the bottom of the page. Tell them to be as thorough as possible and allow each member of the group to contribute to the possible answers. Each group will select someone to read their responses to the room at the end of the activity. Flip chart the answers.

Handouts

L - Team Building - Maximize Relay Opportunities!

## 10. Event Analysis

15 min

**NOTE to Facilitator:**

**Prior to the Retreat, the event's Staff Partner or Relay Lead can provide information to help complete the worksheet (Scorecard Analysis) with the national figures and perhaps even the event data.**

Handouts

M - Scorecard Analysis Worksheet

N - The 5 D's

O - SCOT Analysis

**See your staff partner or access from the LINK:** Go to the RFL home page > left column GW RFL > right side GW RFL doc > GW RFL Data Resources > GW RFL FY07 benchmarking tool

Facilitator says:

Exploring the possibilities of how to increase your event is exciting. First, we must look at the current status of the event and what the numbers tell us.

- It's hard to set goals and plans for the future if we do not know where we have been.
- This section is a chance to analyze our event both by the numbers and in a qualitative way.

## Analysis by the numbers

Handout

- M - Scorecard Analysis Worksheet

The American Cancer Society conducts an annual analysis of Relays across the country, comparing those which draw from the same populations which include:

- Net income
- Average amount of money raised by teams
- Average amount of money raised by participants
- Average number of survivors

### **NOTE to Facilitator:**

**Allow the committee time to discuss their scorecard and develop action plans to address areas where they are below average (or if the event is very successful, how they can reach the Top Quartile or Gold Standard)**

Please keep in mind the size of your event in comparison to other communities who are included in counties with more than one event.

## Analyzing Your Event

Handouts

- N - The 5 D's
- O - SCOT Analysis

### **IMPORTANT NOTE!**

**This activity and worksheets may or may not be appropriate or apply to your event, depending at what stage or shape your committee is in. New events will not have previous year data. However, these worksheets can really open up discussion within the committee.**

### **NOTE to Facilitators:**

**Ask the participants to complete the 5 D's worksheet – handout N individually. Then debrief to see if their perceptions of their event are in agreement. If not, this might lead to an interesting discussion on where they see the differences.**

Check your event on how well you're focusing on the 5 D's:

- a. Leadership Development
- b. Team Development

- c. Survivor Development
- d. Fund Raising Development
- e. Event Development

Let's move on to examining our event, the good, the not-so-good and how we can take action to improve the event.

**Note to Facilitator:**

**Draw the following diagram on a flip chart and list group responses from their worksheets in each section of the box.**

<b>Strengths</b>	<b>Challenges</b>
<b>Opportunities</b>	<b>Take Action</b>

**SCOT Analysis – handout O**

- a. Strengths - how to maintain them
- b. Challenges - how to overcome them
- c. Opportunities - how to take advantage of them
- d. TAKE ACTION on the above

## 11. Goal Setting Activity

15 min

### NOTE to Facilitator:

If the committee has met and already set their goals, you may skip this section.

Handouts

P – SMART Goals

Q – Goal Setting Worksheet

Facilitator says:

Please take out of your packet handout P and handout Q. Focus on the key points on the SMART Goals sheet and then we will look at our goal setting worksheet in a minute. Our goals should be specific, measurable, require a course of action, realistic and timely.

As a group, we are going to complete the Relay Planning Committee goal setting worksheet for our Relay. We will look at each area and determine what is realistic and how we are going to get there. What a difference we can make this year working together on goal setting!

### NOTE to Facilitator:

You will need to provide some information ahead of time to fill in a few of the areas on the worksheet. For example, you will need to know the number of teams from last year. Most likely, your team development chair will know those numbers. Be sure you do some homework to obtain the numbers needed to effectively work this planning goal sheet.

## 12. Relay Timeline Review

10 min

### NOTE to Facilitator:

If your timeline and dates have already been established, you may want to skip this section or simply review the important dates and move to reviewing the Pacesetter program.

Handouts

R – What Happens When

S – Setting Important Dates

Discuss the generalized Relay timeline. If the committee has not set dates for all activities, provide time for them to do so. If the committee gift was the Relay Calendar Journal, this can be used to write in dates. Otherwise, a general calendar or the Setting Dates worksheet can be used.

## 13. Pacesetter Program

5 min

Facilitator says:

Everyone please refer to the Pacesetter Program handout in your packet. Does everyone know what this

program represents? The benchmarks have been established because they lead to a successful Relay. Let's strive to become a Pacesetter for the coming Relay year!

Handout

T – Great West Pacesetter Program

By meeting goals and following the timeline that we have just discussed today, can lead our event to Pacesetter status. Let's work to make that happen!

**Note to Facilitator:**

**Ask for questions. If the event is not a Pacesetter, list the areas that need work to meet the criteria. If the event met Pacesetter status last year, see if they are on track to meet requirements for this year.**

## 14. Relay Resources

5 min

**NOTE to Facilitator:**

**List the following on a flipchart in advance. Refer to the handout in their packets and briefly go over their purpose and how each one benefits the event.**

Handout  
U – Relay Resources

- www.cancer.org
- www.acscan.org
- www.acscsn.org
- Managemyrelay.org
- Relayforlife.org
- Online fundraising website
- Event Chair Tool Kit
- Kick Off Kit and Planning Guide
- Mini Relay Kit
- TCU I, II, III
- Relay Committee Retreat
- Position Specific guidebooks

## 15. Community Engagement and Cultivation

20 min

***Option for New Committee or Event***

If this is a new committee or event, you have the option to keep it simple and use the recruitment wheel. Brainstorm the areas in the community that need to be contacted. Next to the contact name, write the committee member(s) who will make the contact.

Handouts  
V – Community Engagement Action Plan Grid  
W – Recruitment Wheel - *optional*

### **Community Engagement Strategy Exercise**

Facilitator says:

We are going to identify opportunities in our community and work through how to develop them. Identifying those volunteers in your community who are well connected and passionate for Relay takes planning time and persistence. Be diligent in determining the areas and people who have not been approached to become part of the Relay experience.

### **Who do you know?**

**NOTES to Facilitator:**

**This activity will get people out of their seats, motivating them to put on their thinking caps. With the help of the ASC Staff Partner, determine**

**which areas on the following list are completely unrepresented in the Relay event and target those areas.**

- Select several areas from the list below and write on flip chart paper. Place on the walls or table tops in the room. You will need to print more than one on a page since you will probably have many items to list, allowing room for writing names next to each area.

***OPTIONAL IDEA – print each area on colored paper or poster board. Colored paper will brighten up the room and will make the exercise more fun and interesting!***

- Ask each committee member to write their name next to the company, organization or group where they have a connection or know someone at that place. They may not know of anyone directly but have a friend or relative who does know someone. Have them write their name next to those as well.
- Everyone can drill down and find someone who knows someone, who knows someone. We are looking for that connection, even in a round-a-bout way to link a person to that company, organization or club.

***This list is specific, targeting people in your community that make things happen and get things done. Read each item aloud before you begin attaching names to the areas.***

- After everyone has finished writing their name next to the organization/business listed below, use the Community Engagement Strategy worksheet to help develop a plan for contacting these people. You will not have time to do all of them now, but ask each committee member to take one they have identified with their name and as a group help that committee member work through the process of how they are going to make that contact. Please see the example on the worksheet.

**Who do you know?**

- Hospital administrator, board president, board members, Chief of Staff, doctor, nurse
- Local medical clinic – receptionist, doctor, nurse
- Administration personnel at local school district or high school
- Law Firm or independent attorney
- Accounting firm or local CPA
- Architectural firm or local architect
- Property Development owner
- Real Estate Association president
- Your personal real estate agent
- Bank president or your personal loan officer
- Car dealership owner or sales person / admin staff
- Civic organization president or officer
- Women's civic organizations – president or officers
- In charge of organizing local parades

- Civic leaders or city employees
- New Comers club or Community Welcome Wagon organizer
- Local athletic organization or parks & rec leaders
- Chamber of Commerce president and/or officers
- Professional Business Women's president and/or officers
- Financial institutions – Edward Jones, Merrill Lynch for example
- Associations & Clubs
  - Women in Timber Club president or members
  - Horse/Riding club president and/or officers, members
  - Cattlemen's Association president and/or officers, members
  - Women's Golf Club
  - Golf & Country Club board president and/or officers
  - Tennis club members
  - Wine Club members
  - Quilting Club members
  - Car Club members
  - Junior League member/officers
  - Ski Clubs
- Churches – Ministerial Association
- Boys & Girls Club Officers and youth members
- Youth Organizations – Scouts, Junior Achievement, school clubs
- Local media
  - Radio station owner or local anchor
  - TV weather personality
  - TV General Manager / sales staff

### ***IMPORTANT NOTE***

**Be sure you record the information written on the flip charts from this activity. Use them to refer back to as you follow up with the committee members on their progress in making these contacts.**

Facilitator says:

Turn to the Community Engagement Action Planning Grid, handout W. This sheet will help us state a goal; develop steps to reach it and who will be responsible for making it happen. Please see the example on the grid. We will work on this together as a team. (begin by asking the committee to state a goal – could be a committee goal or their subcommittee goal.

Handout

- X — Community Engagement Action Plan Grid

### *Optional Strategy Planning Exercise (Hopeville Relay)*

**NOTE to Facilitator:**

The Hopeville Relay activity is another optional exercise that can be worked on as a group.

### **Cultivation Strategy**

#### *CULTIVATION* within the Community Engagement Strategy

**NOTE to Facilitator:**

Flip chart the definition of Cultivation in advance and put the chart paper on the wall.

**Cultivation – Definition: the process of fostering the growth of something, socialization through training and education to develop one’s mind or manners**

Role playing this process is a highly effective method to show to the committee how to approach and talk to people in their community. Two people are needed for this role play - the event chair, staff partner and/or the council member. One person will be the actual contact and the other person will be making the approach or ask.

#### **To Set Up the Role Play:**

Read the first two paragraphs and then read the bold headings (Determine the connection, do your research and be prepared, make the initial contact) reading a few lines from each. Begin the role playing with “make the initial contact” and follow each point as described.

When you have finished the role playing, ask the group what should happen next, which of course is the Follow Up. Discuss the follow up actions as a group and ask for other ideas that can be done.

\*\*\*\*\*

Learning how to cultivate your community is vital to growing your Relay event. Cultivation is ongoing and sometimes, takes months or years to develop the type of relationship that becomes strong, enduring and beneficial. You are introducing the American Cancer Society to a person or organization, providing them the opportunity to join forces with an ever growing organization that is the largest volunteer driven, non-profit in the world. These people would never know what they are missing and how they can contribute in the fight against cancer without you stepping up and making that initial contact.

Many people of means or who have a great heart are just waiting for someone to introduce or share a worthy cause where they can contribute and make a difference. They may be involved with or giving to an organization they have supported for years and are looking to re-direct their efforts to another well deserving group. People like to have choices and you will be giving them one.

Persistence and follow through are two key components that will bring success.

Let's go beyond the strategy worksheet and talk about how we can use this information to help us know where to start.

- **Determine the connection**

- Do you know them directly or indirectly
- Are they associated or friends with your colleague, family member or your friend.
- Have you ever met or been introduced to them before

- **Do your research and be prepared**

- Do you know if they or a family member is a cancer survivor
- Are they a long time resident of the community or are they a transplant from, hopefully, another Relay community.
- Are they in an institution or organization where they are the key player
- What are their hobbies – do they play golf
- Determine the best time of day to make the contact

- **Make the initial contact.**

- Introduce yourself – phone call or in person
- Explain why you are calling or wish to talk to them
- Compliment them
- Set up an appointment
- Keep the appointment

**Introduce yourself** — If you do not happen to see this person where you will meet physically, call them on the phone, introduce yourself, is it a good time and ask if they have a couple minutes. Be sure to mention to them if you have met before, even briefly at a Chamber function or social event.

**Explain why you are calling** — Explain you want to share with them an opportunity to become part of a community-wide event that supports winning the battle against cancer.

**Compliment them** — Tell them you love eating in their restaurant, you have heard good things about the great reputation of their company, their son does an awesome job on the local football team, you have had wonderful success in purchasing cars from their business and so on.

**Set up an appointment.** — If you are calling on the phone, ask if you can have 15 minutes of their time to deliver information on the Relay and the ACS. You want to give them an opportunity to hear about how Relay is a successful community event.

If you have conveniently run into them, ask if you could follow up your conversation with written information about the ACS and Relay.

Tell them you will give them a call to discuss further or answer their questions.

**Attend the appointment.** — Arrive a few minutes early and bring a RFL brochure and/or sponsorship information or other items they may have mentioned on the phone that were interesting to them. Give them a small gift, with the Relay logo. For example, if you found out they are a golfer, bring them a sleeve of golf balls. (Golf balls are available with the ACS logo imprint) A nice professional bag is another good choice.

- Follow Up
  - Immediately after meeting or talking with them, send a handwritten note thanking them for their time, that you appreciated meeting them (or talking on the phone) and giving you the opportunity to share Relay.
  - One to two weeks later, contact them again and ask if they have had a chance to review the information and if they have any questions.

**IMPORTANT NOTE - MAKING BUSINESS CONTACTS:**

Many employers are always open to activities that will boost company morale and get their people involved on the community level. It looks good for them and keeps their employees happy, motivated and best of all, productive in the workplace.

## 16. Action Plan

15 min

Facilitator says:

We are going to take a few minutes to review and consolidate all of our worksheets and activities to create a step by step action plan. We want to implement our plans immediately and look forward to hugely successful Relay season!

Handout

Y – Action Plan Summary

Take the Action Plan Summary sheet from your packet and let's work through this together.

## 17. Putting It All Together

5 min

Facilitator says:

We have worked hard today, examining ourselves, seeing our weaknesses and strengths and getting to

know each other better. Moving forward as a team will create within us a network of dedicated Relay For Life volunteers that will move this Relay forward to win the battle against cancer. We have high

Handout

Z – My Vision for Relay

expectations, goals and dreams – let's keep the momentum going!

Remove the last sheet in your packet, "My Vision For Relay."

Please take a few minutes to reflect on today's Retreat and your role on the Relay For Life planning committee while you complete this sheet. When you are finished, perhaps a few of you would like to share your thoughts.

We are at the close of this Retreat and want to thank you all for your passion, dedication to Relay and taking your time to attend today. Hopefully, this experience will bring this committee closer together, work as a team and know we are all going to make a difference in the fight against cancer!

Please take just a couple more minutes to complete the Committee Retreat evaluation form. Thank you and safe travels!





## Instructions:

Handout the listening test to each participant and ask them to check the appropriate box that is most like their listening characteristics. After each person has completed the test and added their totals, read the following:

## Test Results and Tips

All statements describe ineffective listening tendencies. Therefore, the higher you scored-the better!

42-50=excellent listener

34-41=above average

27-33=average

26 and lower=below average

To listen to a whole conversation, you need to understand what their body, tone and face are saying also! 93% of communication is non-verbal. So when listening to someone, make sure you receive the whole message.

- 7% Words
- 23% Tone
- 35% Facial Expression
- 35% Body Cues

## Facial Expressions

### Eyes

Eyes communicate more than any other part of the human anatomy. Maintained eye contact is a sign of trustworthiness. The average person maintains eye contact for approximately 70% of the time. Anything longer may be suspicious. Raising the right/left eyebrow is a sign of disbelief or superiority.

### Smile

There are over 50 types of smiles! If it is a true smile, there will be a crinkle in the skin at the middle of the outside corners of the eye (usually)

Final note – be aware of how your body language may speak to someone and remind yourself to smile and pay attention to what is being said by another.

*Actions speak louder than words!!*

## Examples of Body Language - 3A

Nonverbal Behavior	Interpretation
Brisk, erect walk	Confidence
Standing with hands on hips	Readiness, aggression
Sitting with legs crossed, foot kicking slightly	Boredom
Sitting, legs apart	Open, relaxed
Arms crossed on chest	Defensiveness
Walking with hands in pockets, shoulders hunched	Dejection
Hand to cheek	Evaluation, thinking
Touching, slightly rubbing nose	Rejection, doubt, lying
Rubbing the eye	Doubt, disbelief
Hands clasped behind back	Anger, frustration, apprehension
Locked ankles	Apprehension
Head resting in hand, eyes downcast	Boredom
Rubbing hands	Anticipation
Sitting with hands clasped behind head, legs crossed	Confidence, superiority
Open palm	Sincerity, openness, Innocence
Pinching bridge of nose, eyes closed	Negative evaluation
Tapping or drumming fingers	Impatience
Steepling fingers	Authoritative
Patting/fondling hair	Lack of self-confidence; insecurity
Tilted head	Interest
Stroking chin	Trying to make a decision
Looking down, face turned away	Disbelief
Biting nails	Insecurity, nervousness
Pulling or tugging at ear	Indecision

# Relay For Life Standards

There are thirteen National Standards that must be adhered to in order for our event to be called an American Cancer Society Relay For Life:

- The Standards are best practices.
  - ACS has determined over the years that these Standards are the key to successful Relays
- 1. Overnight event**
    - a. Originally created as a 24-hour event
    - b. Creates a sense of community
    - c. Makes the event different from others
    - d. In the early history of Relay, events that went overnight raised more money than daytime events
  - 2. Opening and closing ceremonies**
    - a. Opportunity to remind participants why we Relay
    - b. Celebrate survivors and caregivers
    - c. Celebrate the success of Relay
  - 3. Luminaria ceremony**
    - a. Honor cancer survivors
    - b. Remember those lost to cancer
    - c. Truly powerful and life changing
  - 4. Survivorship**
    - a. Another powerful part of Relay
    - b. Honor survivors for their victory over cancer
    - c. They are the celebrities at Relay
  - 5. Mission Delivery**
    - a. Chance to get life saving messages out
    - b. Opportunity to recruit mission and advocacy volunteers
    - c. Opportunity to give information on education and patient services
  - 6. Team Registration/commitment fee**
    - a. Helps ensure teams will follow through with their commitment
  - 7. Relay For Life Graphic standards**
    - a. Proper use of the Relay logo – branding for the logo
    - b. Details on graphics are listed in the Event Chair guidebook.
    - c. McDonald's is a great analogy – they are protective of their logo/brand
  - 8. Tobacco free environment – “walk our talk”**
  - 9. No alcohol allowed**
    - a. Family event and usually held on school property
  - 10. Collateral materials and t-shirts**
    - a. We have greater buying power and save donor dollars when we order standardized materials for the entire Division
  - 11. Accounting procedures and policies**
    - a. Our donors deserve to know that we are good
    - b. stewards of their dollars and uses them properly
  - 12. Expense ratio**
    - a. all events in the GW Division shall keep direct and indirect expenses to no more than 15% of the total gross income
  - 13. Teams**
    - a. The key to event success
    - b. Without teams there's no event
    - c. Nationally, 75% of Relay income comes from teams; 25% comes from sponsorship – which of these do you want to focus?



## Ten Questions About The Fight Against Cancer

- 1) How many people are diagnosed with cancer in our community each year?  
mult pop by .0047
- 2) How many cancer survivors are there in our community?  
Multiply population by .028%
- 3) What does the American Cancer Society do to support cancer patients in our community?
- 4) How much money did the American Cancer Society invest in cancer research this past year? Can you tell me a research success story of the American Cancer Society?  
Facts & Figures & on the Link
- 5) Can you tell me one of the legislative successes of the American Cancer Society and how it will affect me or my community?
- 6) How does the early detection of cancer impact survival rates?
- 7) What is the American Cancer Society doing about tobacco use?
- 8) Where do I call or go to find out information about cancer and resources for cancer patients?
- 9) What is a lifestyle choice I can make to dramatically reduce my risk of cancer?
- 10) What can I do to help in the fight against cancer?



## American Cancer Society Relay For Life *2007 Facts and Figures*

### Year in Review – 2007

#### Income

- \$405 million
- \$30.6 million increase over 2006
- 8.2% increase over 2006
- Achieved \$1.34 per capita income nationwide
- Online income grew from \$37 million to \$56 million
- \$23.2 million raised from all-youth and campus events
- Averaged \$85,000 per event
- \$2.67 billion raised since 1985 / \$1.1 billion raised in the last three years

The history of growth in Relay based on community sites and net income:

Year	Sites	Growth In Sites	Net Income In Millions	Growth In Millions
1993	189		\$4	
1994	548	359	\$9	\$5
1995	848	300	\$20	\$11
1996	1,223	375	\$37	\$17
1997	1,760	537	\$58	\$21
1998	2,173	413	\$90	\$32
1999	2,418	245	\$127	\$37
2000	2,719	301	\$169	\$42
2001	2,972	253	\$211	\$42
2002	3,354	382	\$243	\$32
2003	3,799	445	\$265	\$22
2004	4,071	272	\$306	\$41
2005	4,370	299	\$351.5	\$45.5
2006	4,580	210	\$375	\$24
2007	4,770	190	\$405	\$30

#### Projected – 3 year plans

2008	4,960	190	\$435	\$30
2009	5,130	170	\$465	\$30
2010	5,290	160	\$495	\$30

- more -

## Community Presence

- 4,770 community sites
- One event for every 63,300 Americans
- 190 new community sites planned for 2008

## Cancer Organizations in 22 countries outside the US hosted Relay For Life in 2007

- |             |                   |
|-------------|-------------------|
| ▪ Australia | ▪ Japan           |
| ▪ Belgium   | ▪ Luxembourg      |
| ▪ Brazil    | ▪ Malaysia        |
| ▪ Canada    | ▪ The Netherlands |
| ▪ Denmark   | ▪ New Zealand     |
| ▪ France    | ▪ Philippines     |
| ▪ Germany   | ▪ Portugal        |
| ▪ Guatemala | ▪ Slovenia        |
| ▪ Honduras  | ▪ South Africa    |
| ▪ Ireland   | ▪ Taiwan          |
| ▪ Jamaica   | ▪ United Kingdom  |

## Volunteers

- 3.5+ million participants
- 500,000+ cancer survivors
- 250,000+ event, committee, and team leaders
- 200,000 team captains

## More Relay Facts

- 80% of the growth in the Society's annual giving since 1995 is from Relay
- Relay accounts for 40%+ of giving from all sources to the Society
- Since 1985, more than 40,000 Relay events have been held in the U.S.
- 33 corporations (5 new in 2007) have joined the National Relay For Life Corporate Team Program, raising nearly \$16 million from 5,000 teams in 2007
- Luminaria donations total \$30 million+
- 380 college campus events were held in 2007 raising \$19.2 million
- 377 Colleges Against Cancer chapters are active on college campuses across the U.S.
- 80 all high school events were held in 2007 raising \$3.9 million
- More than 1,800 participants raised more than \$118,500 at the third completely virtual Second Life Relay For Life – a nearly three-fold increase over 2006
- Cancer Prevention Study 3 (CPS-3) volunteer teams at 64 Relays worked to enroll more than 12,000 Relayers and community supporters during 2007. Enrollment will continue at Relay For Life events across the nation until 500,000 adults are signed up.
- Nearly one million people have visited RelayForLife.org to learn more about the event and share information with other Relayers worldwide
- More than \$145,000 was raised toward putting the new ACS CAN "Fight Back Express" on the road in 2008



## Telling Your ACS Story

How has cancer affected your life?

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Describe your role as a volunteer with the American Cancer Society.

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What inspired you to get involved with Relay For Life?

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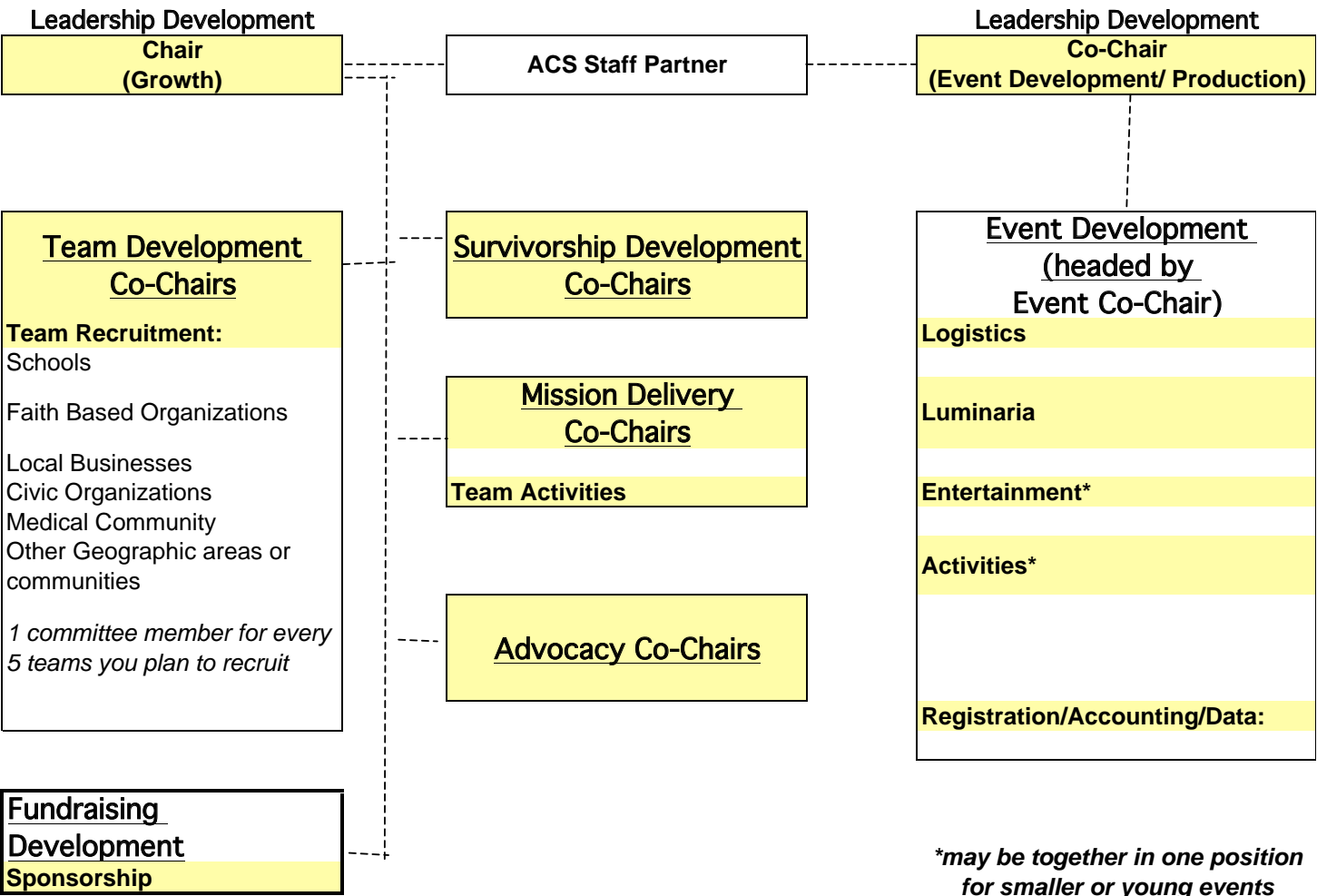
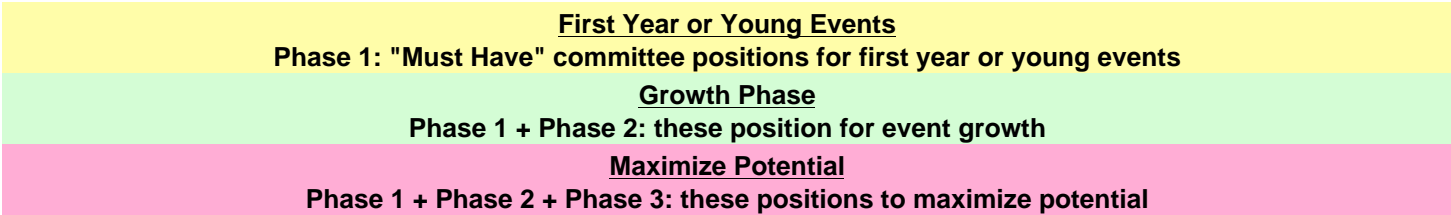
What personal goals do you have for your Relay?

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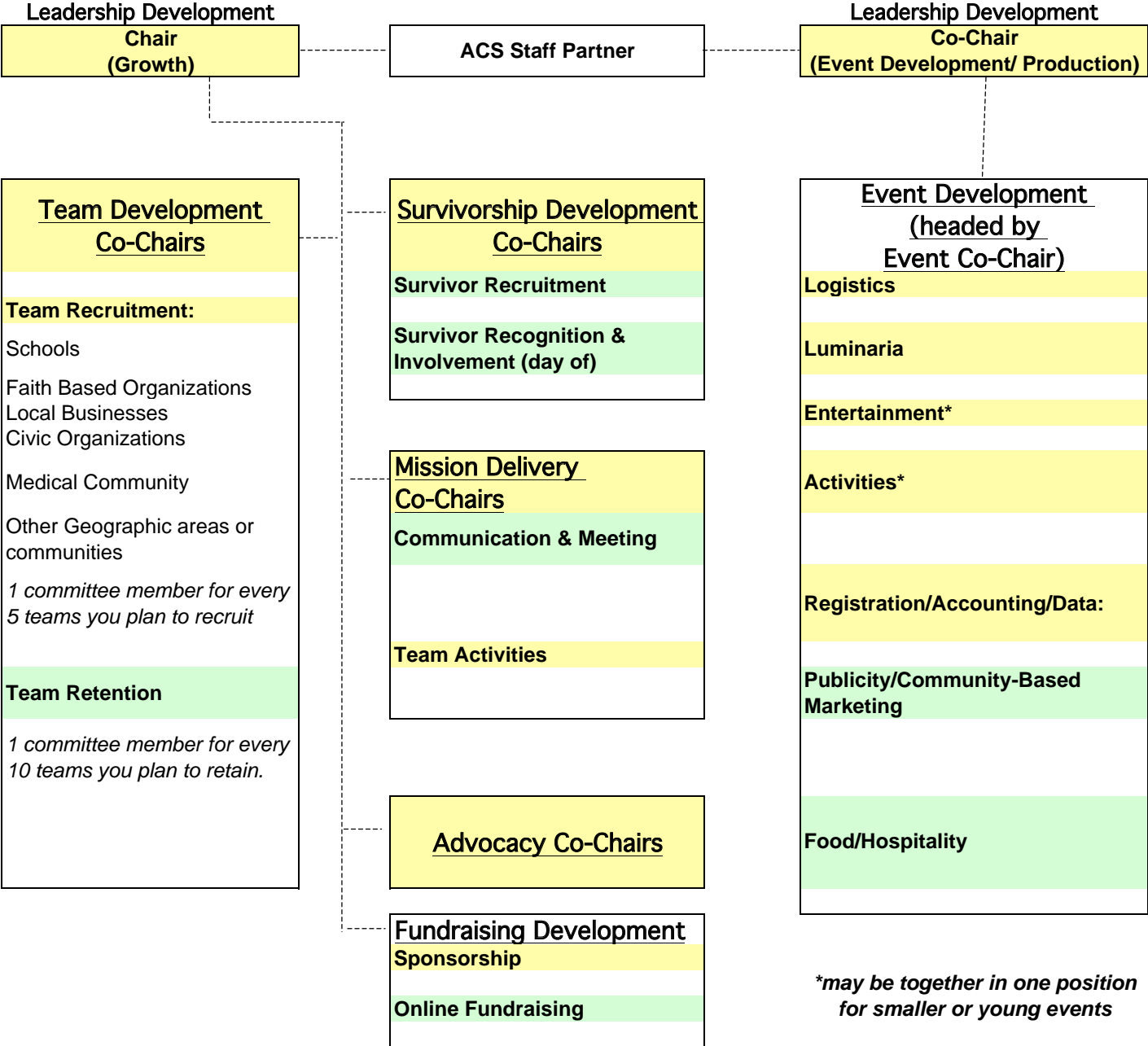
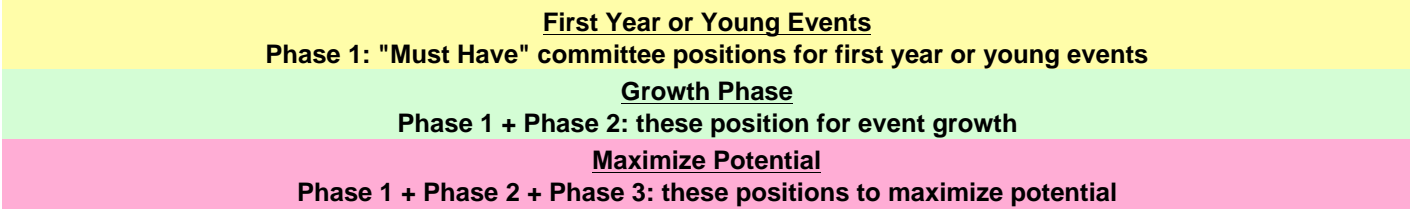
## Relay For Life Committee Structure Phase 1: New or Young Events



*\*may be together in one position for smaller or young events*



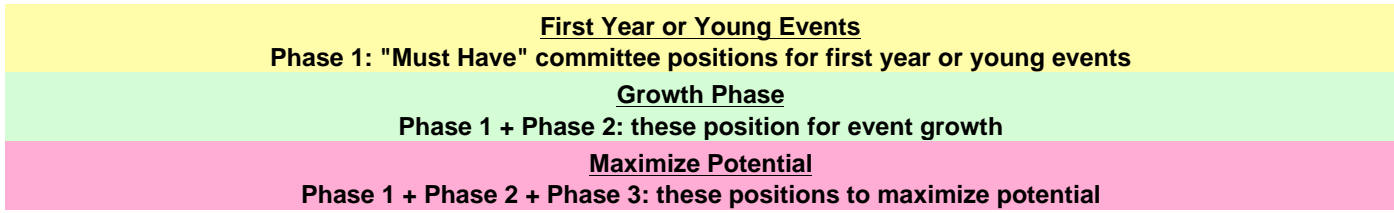
## Relay For Life Committee Structure Phase 2: Growth Phase



*\*may be together in one position for smaller or young events*



# Relay For Life Committee Structure Phase 3: Maximize Potential



**Team Development Co-Chairs**

**Team Recruitment:**  
Schools  
Faith Based Organizations  
Local Businesses  
Civic Organizations  
Medical Community  
Other Geographic areas or communities

*1 committee member for every 5 teams you plan to recruit*

**Team Retention**  
*1 committee member for every 10 teams you plan to retain.*

**Team Mentoring/Management**  
*1 committee member /mentor for every 7-10 teams*

**Survivorship Development Co-Chairs**

Survivor Recruitment

Survivor Recognition & Involvement (day of)

Survivor Retention

Survivor Engagement (year round ACS Involvement)

**Mission Delivery Co-Chairs**

Communication & Meeting

Team Activities

Year Round Engagement

Year Round Survivorship Relationships

**Advocacy Co-Chairs**

**Event Development (headed by Event Co-Chair)**

Logistics

Luminaria

Entertainment\*

Activities\*

Registration/Accounting/Data:

Publicity/Community-Based Marketing

Ceremonies

Food/Hospitality

*\*may be together in one position for smaller or young events*



## Handout G

# RELAY FOR LIFE

### Roles and Responsibilities of The Relay Committee and Staff Partner & Committee Position Descriptions

#### **The Relay For Life volunteer Committee has responsibility for**

- Making decisions
- Recruiting committee and subcommittee members
- Meeting regularly
- Planning and implementing the Relay Kick Off and Relay itself
- Identifying and recruit teams and sponsors
- Promoting Relay in the community
- Compiling event data

#### **The Relay For Life Staff Partner is responsible for**

- Providing resources and training for all of the above
- Assisting in creating agendas and strategies to reach the community
- Providing support materials for team and sponsor recruitment, Kick Off and the event

#### **To summarize, the most successful Relays around the country are**

- Community owned
- Volunteer driven
- Staff supported

The following are the key responsibilities of each committee position as taken from the Position Specific Guidebooks. Complete Volunteer Position Descriptions are found in the position specific committee guidebooks and should be a part of the Partnership Agreement between the Event Chair and each Subcommittee Chair.

#### **Event Chair**

- identify, recruit and retain all Relay For Life leadership committee members
- monitor progress of subcommittees to ensure tasks are completed
- lead and facilitate committee meetings
- guide the committee in accomplishing goals and objectives
- act as spokesperson as needed

#### **Team Development Chair**

- create a Team Development team, with enough committee members so that each person is responsible for 5-10 teams
- plan and host the Relay Kick Off, Team Captains meetings, Team Captain University, Bank Night and the

- wrap up team recognition celebration
- ensure that last year's teams are retained and mentored
- ensure that new teams are recruited and mentored
- communicate frequently with teams through the online website and other means

### Survivorship Chair

- manage the recruitment and registration of all survivors, including retention of survivors who participated in previous years
- collect survivor contact information
- in conjunction with other Subcommittee Chairs, plan and implement the survivor recognition portion of the event
- include activities for survivors at the event that engages them in the entire Relay event
- following the HOPE model, ensure that survivors are fully engaged in Relay and ACS throughout the year

### Logistics Chair

- in conjunction with Event Chair and staff partner, secure Relay site
- determine site restrictions and limitations, including city permits needed, and develop a Risk Management plan for the site
- secure tents, tables, chairs, lights, portable toilets, stage, etc, getting as much donated as possible
- recruit day of volunteers and groups to help with set up, management during the event, and clean up
- run "the show" as the point person for onsite challenges

### Luminaria Chair

- promote the sales of luminaria before and during the event
- secure needed luminaria supplies (bags, candles, sand)
- work with Logistics Chair on set up and placement of luminaria
- plan and manage the Luminaria Ceremony
- manage luminaria sales, set up and clean up on site

### Mission Delivery Chair

- develop a Mission Delivery plan for the entire event
- ensure that "Mission Moments" are included in all pre-event meetings (Team Captains and committee)
- plan and implement track signage and educational announcements from the stage during the event
- work with the Publicity Chair to ensure that mission-related information is included in all publicity
- provide support for special mission activities such as Colon Cancer Free Zone and CPS3

### Advocacy Chair

- promote ACS CAN membership at Team Captains meetings and the event
- plan and implement Picture a Cure at the event
- provide advocacy information for one or more Mission Moments at Team Captains meetings
- recruit volunteers and coordinate advocacy activities at the event, including hosting elected officials if invited

### Youth Involvement Chair

- develop a plan to involve youth in all aspects of Relay
- recruit youth to serve on the planning committee and volunteer at the event
- recruit teams from schools, church youth groups and youth organizations
- promote the use of Mini-Relays in elementary schools as team fund raisers
- manage youth activities and volunteers at the event

### Online Chair

- customize and activate the website as soon as it's available
- promote the use of the website at all meetings and through emails to all registered participants
- provide website support for all participants
- keep the website updated
- provide reports for committee and staff

### Sponsorship Chair

- develop a plan for soliciting and recognizing sponsors, including setting levels of sponsorship that make sense for the community
- prepare a sponsorship package
- make sponsorship presentations to selected companies and organizations
- ensure that sponsors are acknowledged before, during and after the event
- send thank you letters to sponsors

### Publicity Chair

- develop a communication plan for the entire event
- work to place stories about Relay and Relay participants in both traditional and non-traditional media
- in conjunction with the Online Chair, develop and send an electronic newsletter to all participants
- ensure that the community has been "painted purple" with posters, banners and other informational media
- develop opportunities to make presentations for local organizations

### Registration, Accounting and Data Collection Chair

- collect registration data and process funds at all team captains meetings, including Bank Night
- ensure that all teams and participants are registered online or have registered using scannable forms
- organize T-shirt ordering and distribution
- regularly report registration information to the Team Development Chair
- plan and implement the registration and money handling activities on site, ensuring the safety and security of the process

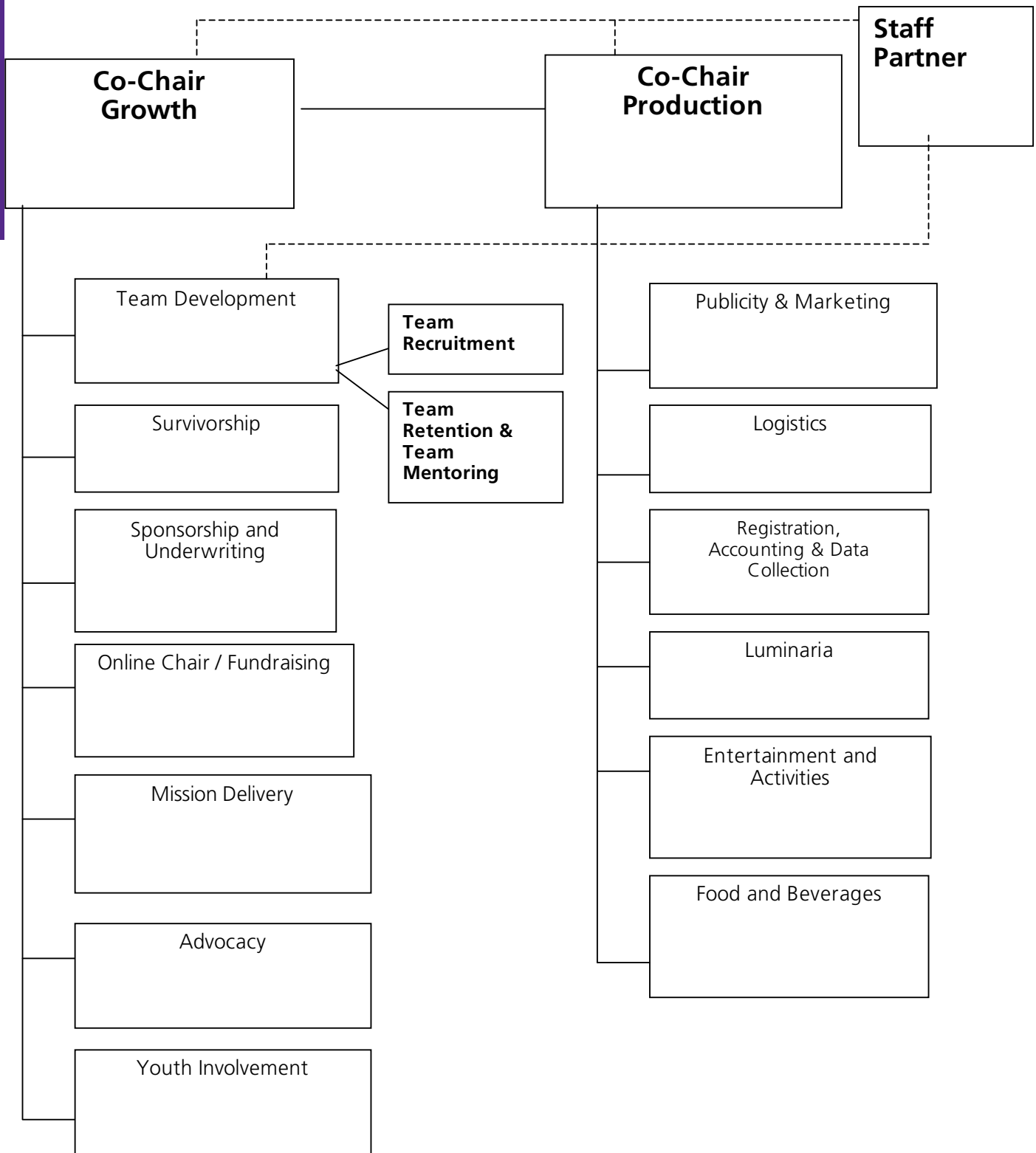
### Entertainment and Activities Chair

- plan a balanced schedule of entertainment and activities at the event
- plan meaningful ceremonies
- secure awards and prizes for activities
- print Relay program/schedule for teams at the event
- manage entertainment and activities on site

### Food Chair

- secure donations of food and beverages for the event
- secure donations of food and beverages for Kick Off and Team Captains meetings
- secure any needed health permits
- work with Logistics Chair on food set up needs and equipment
- recruit day of volunteers and manage food and bev

# Relay For Life Leadership Committee Organizational Chart





## What Makes a Great Committee Member?

**Who would be the best person to ask? Considering the qualities, characteristics or skills you believe a Sub Committee chair should have for each position, brainstorm who you might ask to fill any vacant positions on your committee.**

Team Development Chair \_\_\_\_\_

Survivorship Chair: \_\_\_\_\_

Logistics Chair: \_\_\_\_\_

Luminaria Chair: \_\_\_\_\_

Mission Delivery Chair: \_\_\_\_\_

Advocacy Chair: \_\_\_\_\_

Youth Involvement Chair: \_\_\_\_\_

Online Chair: \_\_\_\_\_

Sponsorship Chair: \_\_\_\_\_

Publicity Chair: \_\_\_\_\_

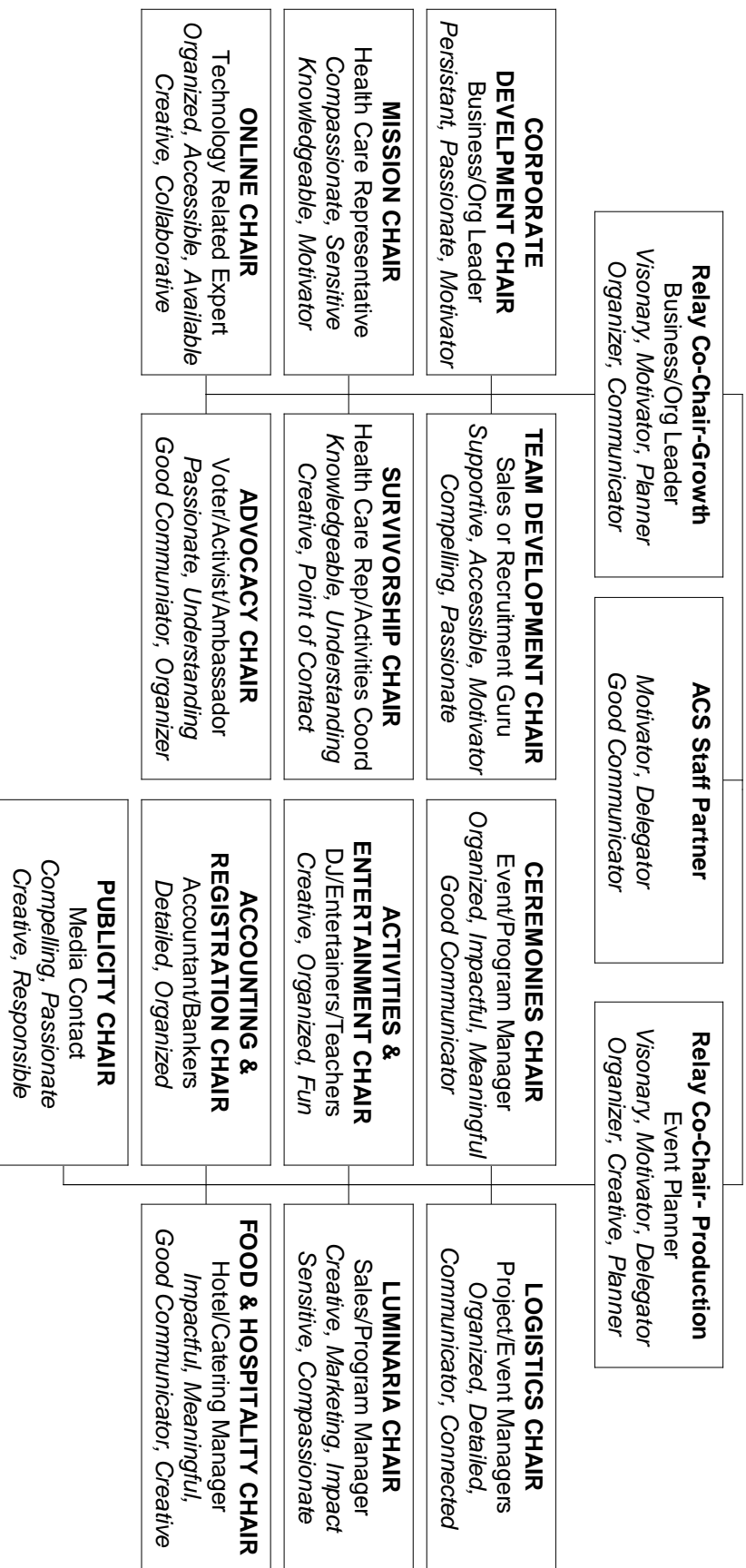
Registration and Accounting Chair: \_\_\_\_\_

Entertainment and Activities Chair: \_\_\_\_\_

Food Chair: \_\_\_\_\_



# Relay For Life Committee Structure



Note: Each Committee Chair can create an additional subcommittee to help accomplish the goals. The addition of subcommittees will help Maximize the Potential of the committee while creating a succession plan for each committee position.

# Relay For Life Partnership Agreement Worksheet

## *Between Event Chair and Subcommittee Chair*

Please attach a copy of the appropriate Position Guidebook from the appropriate Chair Guidebook.

My Role: \_\_\_\_\_

To be successful in my Relay For Life committee position, I should try to accomplish the following things:

My strengths

Possible challenges

My Reason To Relay

### Communication and meetings

How My Event Chair Can Effectively Communicate with Me:

- |   |   |
|---|---|
| <input type="radio"/> Which method works best:  | <input type="radio"/> How long to expect a response to different methods: |
| <input type="radio"/> How often to expect:      | <input type="radio"/> How to communicate back with Event Chair:           |
| <input type="radio"/> What time of day is best: | <input type="radio"/> Any additional communication challenges:            |

Meeting Attendance

- |   |   |
|---|---|
| <input type="radio"/> Which kinds of meetings:        | <input type="radio"/> How long should each meeting last:      |
| <input type="radio"/> Meetings how often:             | <input type="radio"/> What to prepare for each meeting:       |
| <input type="radio"/> What will typically be covered: | <input type="radio"/> Where meetings will be held (if known): |

## Help and Support

What kind of support I can expect from my Event Chair:

These resources are available to help me fill my role:

Other things I need to be successful in my role, to overcome my challenges:

### RFL Committee Member:

*I have a good understanding of my volunteer role, how I fit into the larger Relay For Life committee, the best way to communicate with my Event Chair, where I can find resources, and what kind of support I can expect from my Event Chair. I feel capable of and am excited to fill my role on the Relay For Life committee to the best of my ability. I understand that this is not a binding agreement, but rather a visual representation of this conversation held on \_\_\_\_\_, \_\_\_\_\_, and this fluid agreement can be revisited and edited as needed in the future.*

\_\_\_\_\_  
Name and date

### RFL Event Chair:

*I understand my role in supporting this Relay For Life committee member and I agree to do my best to support and meet the needs of this volunteer by using the items above to communicate with this committee member, and completing the help and support requests listed above to the best of my ability. I understand that this is not a binding agreement, but rather a visual representation of this conversation held on \_\_\_\_\_, \_\_\_\_\_, and this fluid agreement can be revisited and edited as needed in the future.*

\_\_\_\_\_  
Name and date  
(Chair Copy Only)

Subcommittee Chair's Favorite Way To Be Recognized

# Team Building Exercise — Handout L

## Relay Opportunities!

The sponsorship chair approaches the ABC Market store manager to talk about becoming a Relay sponsor. The chair shares how the Relay is a community event, bringing all ages together to fight cancer and to support and honor cancer survivors and that cancer is not selective and affects all ages. The chair also shares that she is a survivor herself and asks if there are any cancer survivor employees at ABC Market. He mentions that his wife is a breast cancer survivor going on eight years now, works as a nurse at the local hospital, where she received wonderful care, and two employees he knows of are also cancer survivors.

The sponsorship chair explains the benefits of becoming a Relay sponsors and discovers that one of his employees used to be a team captain a few years ago. The store manager said he sort of remembers that he donated a case of bottle water and fruit for the team. He has never attended the Relay, but said his son's scout troop helped with cleanup, sand or something, he could not quite remember what they did for certain.

As the sponsorship chair is making the close, the store manager indicates that he would be willing to be a \$500 sponsor. He apologizes for cutting their conversation short, but needs to leave to attend the local Chamber After Hours in a few minutes. The sponsorship chair has him sign the agreement form and leaves him the sponsorship packet with other Relay information. As she is leaving the store she sees a man seemingly to know the store manager quite well and later discovers that the man is his brother, who is a local firefighter.

At the next Relay committee meeting, the event chair asks for subcommittee reports. When it is the sponsorship chair's turn, she gives this report:

I met with Don, the manager at ABC Market, and he has come on board as a \$500 sponsor this year. Yeah! I might be able to get him to also donate a case of bottled water. I will let you know at the next committee meeting.

The event chair moved on to the next report.

---

What opportunities were missed here?

What other subcommittee chairs could she bring into the loop?

What is the potential gain or how many areas of the Relay will gain from talking to only one person?

## SCORECARD ANALYSIS



This exercise will give you, as the Leadership Committee, a chance to compare your Relay with all others throughout the country of the same population size.

What is the approximate population served by your Relay? \_\_\_\_\_  
*(This could be the entire county or a portion of the county, or the city population.)*

Net income: Your Relay: \_\_\_\_\_

National average: \_\_\_\_\_

Number of teams: Your Relay: \_\_\_\_\_

National average: \_\_\_\_\_

Average amount raised per team: Your Relay: \_\_\_\_\_

National average: \_\_\_\_\_

Average amount raised per participant: Your Relay: \_\_\_\_\_

National average: \_\_\_\_\_

Number of survivors: Your Relay: \_\_\_\_\_

National average: \_\_\_\_\_

For any area where your Relay is below average, what can you do to get closer to the average. You may want to consider actions to be taken over two to three years.

## Relay For Life Analysis

### Leadership

- ✓ **Do you have...**
- an active committee? \_\_\_\_\_
- enough Committee? \_\_\_\_\_
- Sub Committee Structure? \_\_\_\_\_
- Chair no more than 3 years? \_\_\_\_\_
- Co-chair? \_\_\_\_\_
- Transition plan? \_\_\_\_\_
- Trained committee? \_\_\_\_\_
- New committee members? \_\_\_\_\_
- Survivors on committee? \_\_\_\_\_
- Committee on teams? \_\_\_\_\_
- each committee recruit one new team per year? \_\_\_\_\_
- committee assists you with trainings? \_\_\_\_\_
- committee well utilized? \_\_\_\_\_
- Team captains move up to committee? \_\_\_\_\_
- Committee recognition plan? \_\_\_\_\_
- Diverse committee/ reflective of community? \_\_\_\_\_
- Total checks under "Leadership"** \_\_\_\_\_

### Team

- ✓ **Do you have...**
- team retention committee? \_\_\_\_\_
- team recruitment committee? \_\_\_\_\_
- team retention goal set and communicated? \_\_\_\_\_
- team recruitment goal set and communicated? \_\_\_\_\_
- enough team retention committee members? \_\_\_\_\_
- enough team recruitment committee members? \_\_\_\_\_
- team mentoring committee formed? \_\_\_\_\_
- team captains meetings scheduled? \_\_\_\_\_
- a community analysis of where teams come from? \_\_\_\_\_
- a well attended kick off? \_\_\_\_\_
- well attended team captain meetings? \_\_\_\_\_
- your committee work the track? \_\_\_\_\_
- most of your teams stay the night? \_\_\_\_\_
- closing ceremonies that are well attended? \_\_\_\_\_
- communication with teams year round? \_\_\_\_\_
- a year round relationship plan for team captains? \_\_\_\_\_
- Total checks under "Team"** \_\_\_\_\_

### Fundraising

- ✓ **Do you...**
- know your expense ratio? \_\_\_\_\_
- get as much as possible donated to save on expenses? \_\_\_\_\_
- know your returning team average? \_\_\_\_\_
- know your new team average? \_\_\_\_\_
- know your youth team average? \_\_\_\_\_
- communicate fundraising club levels? \_\_\_\_\_
- actively promote the incentive program to teams? \_\_\_\_\_
- have a good fundraising chair? \_\_\_\_\_
- share best practices with teams? \_\_\_\_\_
- share fundraising ideas with your teams? \_\_\_\_\_
- have good onsite fundraising? \_\_\_\_\_
- have online fundraising? \_\_\_\_\_
- promote your teams local fundraising events? \_\_\_\_\_
- recognize innovative fundraising ideas? \_\_\_\_\_
- promote year round fundraising? \_\_\_\_\_
- tell people where the money goes locally? \_\_\_\_\_
- Total checks under "Fundraising"** \_\_\_\_\_

### Event

- ✓ **Do you have...**
- well attended team captain meetings? \_\_\_\_\_
- advance communication of themes/activities? \_\_\_\_\_
- Good participation in closing ceremonies? \_\_\_\_\_
- a meaningful caregiver recognition? \_\_\_\_\_
- increasing luminaria sales? \_\_\_\_\_
- a changing luminaria ceremony? \_\_\_\_\_
- team involvement in planning of activities? \_\_\_\_\_
- well attended activities throughout the night? \_\_\_\_\_
- families making use of youth activities? \_\_\_\_\_
- team involvement in Mission delivery activities? \_\_\_\_\_
- year round publicity of event? \_\_\_\_\_
- a way to make teams want to stay? \_\_\_\_\_
- have activities reflective of the teams? \_\_\_\_\_
- non financial recognition? \_\_\_\_\_
- event evaluations? \_\_\_\_\_
- a event newsworthy in your community? \_\_\_\_\_
- Total checks under "Event"** \_\_\_\_\_

### Survivor

- ✓ **Do you have...**
- a well communicated survivor goal? \_\_\_\_\_
- history of meeting survivor goal? \_\_\_\_\_
- a survivor retention plan? \_\_\_\_\_
- recognition of survivors outside of event? \_\_\_\_\_
- good use of scannable forms? \_\_\_\_\_
- committee building relationships with survivors? \_\_\_\_\_
- a survivor development committee? \_\_\_\_\_
- survivors on your planning committee? \_\_\_\_\_
- most teams with survivor/caregiver representation? \_\_\_\_\_
- a way to involve survivors for other ACS opportunities? \_\_\_\_\_
- communication directly with your survivors? \_\_\_\_\_
- survivors participating with recruitment and recognition of teams? \_\_\_\_\_
- partner with Quality of Life staff for recruiting survivors? \_\_\_\_\_
- relay invitations displayed in medical offices? \_\_\_\_\_
- a relationship with alternative medicine providers? \_\_\_\_\_
- Total checks under "Survivor"** \_\_\_\_\_

### Directions

- Read each statement
- Place a check mark in the space if your answer to the question is "YES"
- Add up the checks
- Where does your Relay need help?





# Relay For Life SCOT Analysis

**Relay For Life of:** \_\_\_\_\_

**Strengths:** What are the BEST things your event has going for it? How can your committee maintain your Strengths?

**Challenges:** In what areas can your event improve? What can your committee do to reduce the Challenges?

**Opportunities:** What are the un-tapped resources in your community? How can your committee tap into the resources for greater Opportunity?

Now **TAKE ACTION** to maintain your Strengths, overcome your Challenges and take advantage of your Opportunities.

# SMART GOALS DESCRIBED

## SPECIFIC

- Goals should be straightforward and emphasize what you want to happen. Specifics help us to **focus our efforts and clearly define what we are going to do.**
- Specific is the What, Why, and How of the SMART model.  
**WHAT** are you going to do? Use action words such as direct, organize, coordinate, lead, develop, plan, build etc.  
**WHY** is this important to do at this time? What do you want to ultimately accomplish?  
**HOW** are you going to do it? (By...)
- Ensure the goals you set is very specific, clear and easy. Instead of setting a goal to lose weight or be healthier, set a specific goal to lose 2cm off your waistline or to walk 5 miles at an aerobically challenging pace.

## MEASURABLE

- **If you can't measure it, you can't manage it.** In the broadest sense, the whole goal statement is a measure for the project; if the goal is accomplished, the is a success. However, there are usually several short-term or small measurements that can be built into the goal.
- Choose a goal with measurable progress, so you can see the change occur. How will you see when you reach your goal? Be specific! "I want to read 3 chapter books of 100 pages on my own before my birthday" shows the specific target to be measure. "I want to be a good reader" is not as measurable.
- **Establish concrete criteria for measuring progress toward the attainment of each goal you set.** When you measure your progress, you stay on track, reach your target dates, and experience the exhilaration of achievement that spurs you on to continued effort required to reach your goals.

## ACTION-ORIENTED

- Goals must require a course of action.
- With your goal, map out the course of action you will take over the allotted time to achieve the goals.
- Think of smaller, specific tasks that you know you can perform and see how they integrate into the larger goal as a whole.

## REALISTIC

- **This is not a synonym for "easy."** Realistic, in this case, means "**do-able.**" It means that the learning curve is not a vertical slope; that the skills needed to do the work are available; that the project fits with the overall strategy and goals of the organization. A realistic project may push the skills and knowledge of the people working on it but it shouldn't break them.
- **Devise a plan** or a way of getting there which makes the goal realistic. The goal needs to be realistic for you and where you are at the moment. A goal of never again eating sweets, cakes, crisps and chocolate may not be realistic for someone who really enjoys these foods.
- For instance, it may be more realistic to set a goal of eating a piece of fruit each day instead of one sweet item. You can then choose to work towards reducing the amount of sweet products gradually as and when this feels realistic for you.
- Be sure to set goals that you can attain with some effort! Too difficult and you set the stage for failure, but too low sends the message that you aren't very capable. **Set the bar high enough for a satisfying achievement!**

## TIMELY

- Set a timeframe for the goal: for next week, in three months, by fifth grade. Putting an end point on your goal gives you a **clear target** to work towards.
- If you don't set a time, the commitment is too vague. It tends not to happen because you feel you can start at any time. Without a time limit, there's no urgency to start taking action now.
- **Time must be measurable, attainable and realistic.**

*Everyone will benefit from goals and objectives if they are SMART. SMART, is the instrument to apply in setting your goals and objectives.*



## Relay Planning Committee Goal Setting Worksheet

This worksheet will help you understand where you are, where you'd like to be, and what's needed to reach that point.

### Committee Goals

Review your organizational chart. Are there vacancies within our Committee?

Current Number of Committee Members	Total Number of Committee Members	Number to be Recruited

List 2 or 3 actions steps to take in order to reach your committee goal:

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### Team Goals

Evaluate your most recent event. What is the potential of your Relay event?

Number of Teams in your last Relay	Goal Number of Teams in your next Relay	Number of Teams to be Recruited

**National Average for a community your size: \_\_\_\_\_**

List 2 or 3 action steps to take in order to reach your goal for number of teams:

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**Survivor Goals**

Evaluate your survivor participation. What is the potential growth of survivors? What is the potential growth for engaging those survivors on teams or volunteering day of the event?

Number of Survivors in your last Relay	Goal Number of Survivors in your next Relay	New survivors to be recruited

**National Average for a community your size:** \_\_\_\_\_

List 2 or 3 action steps to take to reach your goal for number of survivors:

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**Fundraising Goals**

How are you equipping your teams to raise money? What Online activities can you offer them? How many meetings are specifically designed to build fundraising skills?

Last Year's Fundraising Total	Fundraising Goal for your next Relay	How much additional to be raised

**National Average for a community your size:** \_\_\_\_\_

**National Average \$\$ raised per team for a community your size:** \_\_\_\_\_

**How much does each team need to raise to reach your goal (divide the Fundraising Goal by the Goal Number of Teams)?** \_\_\_\_\_

List 2 or 3 action steps to take to reach your Fundraising Goal:

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## What Happens When General Relay For Life Time Line

1. Formation of the planning committee
  - Chair/Co-Chair
  - Team Development Chair
    - Team Recruitment Chair
    - Team Retention Chair
  - Survivorship Chair
  - Logistics Chair
  - Luminaria Chair
  - Mission Delivery Chair
  - Advocacy Chair
  - Online Chair
  - Activities/Entertainment Chair
  - Registration, Accounting, Data Capture Chair
  - Sponsorship Chair
  - Publicity
  - Food Chair
2. Train committee members – Relay Committee Retreat
3. Committee meetings focus on team recruitment
4. Begin recruiting teams
5. Kick Off
6. Team Captain University – shortly after Kick Off
7. 3 – 4 Team Captains meetings, including Bank Night
8. Committee continue focus on team recruitment, gradually shift to logistics, etc.
9. RELAY!
10. Wrap up
  - Committee (what went well, what could be improved)
  - Team Captains (celebrate and give out awards)

## Setting Those Important Dates

- Complete formation of the Relay Planning Committee by

\_\_\_\_\_

- Committee meetings focus on team recruitment  
Committee meeting dates

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- Kick Off date: \_\_\_\_\_

- Team Captain University date: \_\_\_\_\_

- Team Captains meetings

\_\_\_\_\_

\_\_\_\_\_

- Bank Night date: \_\_\_\_\_

- RELAY date: \_\_\_\_\_

- Relay Wrap up Dates

Committee wrap up: \_\_\_\_\_

Team Captains' wrap up: \_\_\_\_\_

**Enter these important dates on your Relay Calendar!**

# Great West Relay For Life 2007-2008 Pacesetter Program

The Great West Pacesetter Program is a recognition program for those events that meet established criteria in helping them to achieve their event goals and to grow their local Relay For Life events. The Pacesetter Program is designed to recognize those events which are leading the way in this challenge but who may not always get the deserved recognition through other awards. The Pacesetter standards are formatted to show Relay committees what they should be striving for, and help the Great West Division recognize events that exhibit exemplary progress and commitment throughout the Relay planning process. Based on current data, we anticipate that approximately 5-10% of Great West Relay events will qualify for Pacesetter status in 2007. Moving forward into 2008, here is the Pacesetter criteria:

## Pacesetter Criteria for Community Events

*The following standards must be met for a community event to qualify for Pacesetter status:*

- Follow the Pacesetter Timeline below and meet all benchmarks regarding recruiting Event Chairs, committee chairs, signing partnership agreements, holding your Kickoff and recruiting teams according to the % benchmarks.
- Volunteers participate in either the Leadership Summit or the local Relay University.
- Have a minimum of three volunteers on the Team Development committee.
- Have an Advocacy Chair recruited according to timeline.
- Be on target with team recruitment benchmarks (% of goal teams recruited according to timeline).
- Have a minimum team commitment fee of \$100 achieved (early bird discounts count)
- Have an Event Chair succession plan in place for the following year.
- Meet all National and Division Standards.
- Show an increase in net income from the previous year.

## Pacesetter Timeline for Community Events

*Each community Relay event must meet all benchmarks according to the following timeline:*

- **Ten** months prior to event – Event Chairs recruited
- **Nine** months prior to event – Event Chair Partnership Agreements signed
- **Eight** months prior to event – All Key Committee Chairs recruited\*
- **Five** months prior to event – Kickoff held
- **Five** months prior to event – 50% of past teams registered
- **Four** months prior to event – 50% of goal teams registered
- **Two** months prior to event – 75% of goal teams registered
- **One** month prior to event – 100% of goal teams registered

## Pacesetter Recognition for Community Events

*Successful completion of the Pacesetter program will designate community events eligible for the following:*

- One of a kind Pacesetter t-shirt to all Planning Committee members of qualifying events.
- Pacesetter banner to be awarded to each event that reaches Pacesetter status.
- Attendance at the Invitation only Pacesetter Recognition event on Thursday evening prior to 2008-2009 Leadership Summit for all chairs, team development chairs and staff partners who are recipients of Pacesetter award.
- Gift certificate from a National RFL vendor to each event that reaches Pacesetter status.
- Certificate of Achievement to be awarded at 2007 Leadership Summit.
- Personal recognition and thank you by phone call/letter from GW Division Leadership personnel.
- Recognition in electronic newsletter.

# Relay Resources

## [www.cancer.org](http://www.cancer.org)

The American Cancer Society's official homepage, cancer.org contains over 5,000 pages of cancer related information and resources. At cancer.org, patients and their families can learn about different types of cancer, what to expect, treatment options for various forms of the disease and the availability of clinical trials.

## [www.acscan.org](http://www.acscan.org)

This is the home of the American Cancer Society's Cancer Action Network, our partner political organization that lobbies on behalf of cancer patients and their families. ACS CAN consists of individuals like you who want to see a cure for cancer in their lifetime. By demanding that fighting cancer be a top national priority of your legislators, you can make a difference.

## [www.acscsn.org](http://www.acscsn.org)

Created by and for cancer survivors, the Cancer Survivors Network (CSN) is a first-of-its-kind, Web-based support service. The CSN is an online area for cancer survivors, where they can meet other survivors and share stories, advice and concerns about their cancer experience.

## [www.managemyrelay.org](http://www.managemyrelay.org)

This site is a great resource for you and your committee to use, as it contains resources like the committee handbooks and sample agendas online. You may also post local information on this site to be viewed by your committee.

## [www.relayforlife.org](http://www.relayforlife.org)

Relayforlife.org is an interactive site containing videos, training resources and more! Chat with other RFL volunteers across the nation, learn about Team Development, or post your question to a bulletin board...it's all here!

## Online Fundraising Sites

Our online fundraising sites (available for most Relay events) allow teams and participants to personalize a webpage, email friends and family for donations, and chart their fundraising progress. These sites may also contain valuable links, sponsorship information, event schedules, and other local RFL information.

## Event Chair Tool Kit

Containing all the tools the event chair needs to run a great meeting, motivate their committee, speak with the press, spread the American Cancer Society mission. Kit also offer DVDs on research, survivor stories, recruitment and much more.

## Relay Kickoff Kit and Planning Guide

Everything you need to make your Kickoff great, including sample flyers and invitations, suggestions for who to invite, a scripted sample agenda, music suggestions, and a complete set of Relay promotional giveaways!

## Mini Relay Kit

The Mini Relay Kit is fully packaged in a fun, flexible and easy to understand kit. It has everything a school will need to help raise money, including: sample letters, fundraising ideas, exciting activities, theme ideas and so much more!

## Team Captain University Kit – I, II, & III

TCU is a motivating training session designed to develop your team captains into stronger leaders and more effective fundraisers. The TCU Kit contains everything you will need, from sample scripts to DVD's and handouts.

## Relay Committee Retreat

This Retreat is an opportunity for the entire committee to plan, strategize and set goals for their Relay event. The focus is also on team building, bonding together as a team and finding time together to get refreshed, renewed, relax and have fun!

## Relay Committee Guidebooks

Guidebooks are available, specific for each committee position to use as a reference guide in planning the Relay Event. The guidebooks contain tasks, timelines, role descriptions, and information for the subcommittee chair to organize their committee.

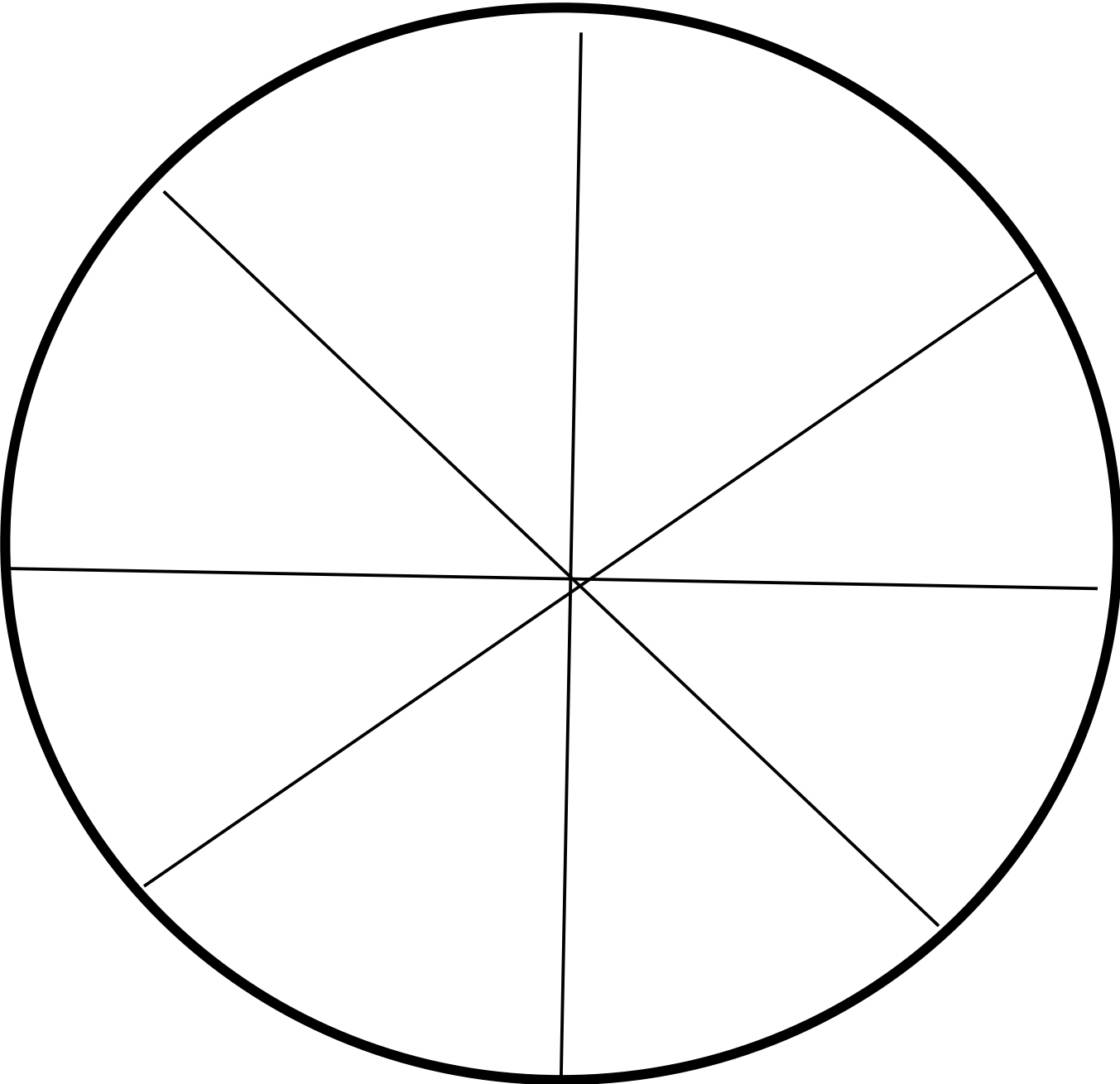
## Community Engagement Action Planning Grid

Follow these action planning steps to engage your community and broaden your Relay For Life outreach. Be specific and clear.

### Example - goal and strategy planning process:

Goal for Community Engagement:	Who in your community needs to be engaged in order to reach this goal?	What is their connection – what specific strategies will you use to engage them?	What resources and materials are needed?	Who on the committee is responsible?	What is the timeline?
Add 8 new teams	ABC General Hospital Health care community	A nurse is on the Relay Planning committee She will contact her department staff and talk to the hospital administrator	ACS RFL brochures DVD or RFL videos Promote ACS to the hospital not just RFL info, ie –LGFB, Reach to Recovery	Bobbie – nurse, also Katie another hosp employee can help	Make initial contact within one week and follow up the next. Offer presentation to staff meeting next month
Goal for Community Engagement:	Who in your community needs to be engaged in order to reach this goal?	What is their connection – what specific strategies will you use to engage them?	What resources and materials are needed?	Who on the committee is responsible?	What is the timeline?

**Relay For Life Recruitment Wheel  
Potentials in your Community**





## Your Hopeville Relay has just finished its 4<sup>th</sup> year.

- The first two years the event reached its goal and even had a 12% increase the second year in income. The number of teams and Survivors grew, too.
- In the third year, the income leveled off even while Teams continued to grow by 10%.
- This past year the event was just shy of making its goal and did not make its Team or Survivor goals.
- The Team Retention rate is 50%
- One of the returning teams raises more than 20% of the event's \$100,000 in income.
- The event is held in a geographic area ("community") of a large metropolitan city where many of this community's citizens work in the city (30-40 minutes from home).
- The committee meetings are held at noon at a local business in community. Team Captain meetings are held at 6 p.m.
- HOPEVILLE:
  - Being a larger area, Hopeville has 7 other Relays held at various other times.
  - Hopeville has a fair number (17) of National Corporate Team Program participants with locations or even headquarters in Hopeville.
  - There are many large corporations, companies, small businesses -- and too many churches, schools, civic organizations to count.
  - Hopeville also serves as a Regional Medical Center with numerous hospitals and clinics.
  - Hopeville has several Universities and Colleges.
- The ACS in Hopeville is active in the local Chambers and the committee members are active in local civic groups. There is a local ACS office.
- The majority of their 47 teams come from friends, neighbors, co-workers of the Event Committee. Three of the teams are from a large oil company. Three of the teams are from churches.
- The Committee has 13 people on it:
  - Event Chair (3 years) & Co-Chair (2 years)
  - Team Development Chair (Event chair and co-chair help out)
  - Survivor Chair
  - Luminaria Chair & Co-Chair
  - Accounting Chair
  - Sponsorship Chair
  - On-Line Chair
  - Food Chair
  - Logistics Chair
  - Entertainment & Activities Chair
  - Mission/Advocacy Chair

**HOPEVILLE EXERCISE 1:**

Assume that you have all the data that you need to develop a Community Engagement Strategy. (For sake of the exercise, you may make up any missing data). Using resources you've received in this session and other ACS knowledge begin to outline the first two steps of the Community Engagement Action Planning Grid below:

Goal For Community Engagement:	Who in the community needs to be engaged in order to reach this goal?	What are your specific strategies to engage them/what is the connection?	What resources/ materials are needed?	Who is on the committee is responsible?	What is the timeline?
Next Goal or Next Step:	Who in the community needs to be engaged in order to reach this goal?	What are your specific strategies to engage them/what is the connection?	What resources/ materials are needed?	Who is on the committee is responsible?	What is the timeline?

**HOPEVILLE EXERCISE 2:**

Once you have outlined two basic steps in your Community Engagement Strategy, role play one of the two steps.

Assume that you have previously met and that the “company contact” or “prospective volunteer” is the door-opener/community champion for the specific company, group, or organization that you are seeking to engage.

- One of you will be the Committee Chair responsible; One of you will be the Staff Partner
- One of you will be the Company Contact or prospective volunteer
  - Be sure to voice any concerns or questions as they relate to your company or organization in order to prompt the ACS volunteer and staff to build their case.
- Others at the table will watch and note feedback to share with the “actors” at the end.

**Questions to consider for feedback:**

- Did they seem to know their event?
- Did they seem to know the American Cancer Society?
- Did they seem to have a plan for engaging this individual?
- Did they seem to be prepared and confident?
- Did they listen to the needs of the Contact/prospect and respond appropriately?
- Did they make the ask?
- Was it an ask that could have been effective in the real world?
- How could it have been done differently/more effectively?
- What would you recommend they do exactly the same way next time?



## OVERALL ACTION PLAN FOR THE RELAY FOR LIFE OF \_\_\_\_\_

### Leadership Development

Committee action steps	Person responsible	Completed by Date:	My responsibilities

### Team Development

Committee action steps	Person responsible	Completed by Date:	My responsibilities

### Survivorship Development

Committee action steps	Person responsible	Completed by Date:	My responsibilities

**Fundraising Development**

<b>Committee action steps</b>	<b>Person responsible</b>	<b>Completed by Date:</b>	<b>My responsibilities</b>

**Event Development**

<b>Committee action steps</b>	<b>Person responsible</b>	<b>Completed by Date:</b>	<b>My responsibilities</b>

**Community Engagement (if not already covered above)**

<b>Committee action steps</b>	<b>Person responsible</b>	<b>Completed by Date:</b>	<b>My responsibilities</b>

## My Vision for My Relay For Life Committee

My vision for the future as a member of the Relay For Life planning committee is –

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I can communicate my vision by -

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Vision empowers people. How can I empower my Relay For Life event Committee? Teams? Volunteers?

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What steps must I take to make my vision a reality?

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Who can I ask to help me?

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The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service.

No matter who you are, we can help. Contact us anytime, day or night, for information and support.



1.800.ACS.2345  
[www.cancer.org](http://www.cancer.org)

**Hope.Progress.Answers.®**