



## RELAY SUCCESS: Increase Membership Size of Relay For Life Teams

**Less is more? Not in this case.**

Think about this - two basketball teams are slated to play each other. The Red Team has been playing for a few years and started out with 13 players but has dwindled the last couple of years to only 6. They have always worked hard, been rather successful in winning games, have kept up the pace and have not seen the need or urgency to recruit other people to join the team. They now face a small dilemma in the upcoming game. One of their teammates twisted an ankle and is not 100%. However, he has been staying off of it for a few days and thinks he will be ready to play. Another teammate will be moving out of town soon, which will take their team to just 5 players, the minimum number of course, to constitute a basketball team.

The Blue Team has 15 players and is currently recruiting three more to replace one and possibly two who might be dropping out this year. The Blue Team started out with ten players but has been recruiting one or two a year to replace sick, injured or absent players. Their team is strong, feeds off each other's strengths and versatility in playing the game.

Which basketball team sounds like your Relay For Life team? Are you like the Red Team keeping the status quo with the same individuals year after year, comfortable and assume the team will continue on just as they have always done? Or do you renew and refresh your team's success by continually recruiting and inviting people to join like the Blue Team?

### → Speaking Points - WHY?

#### **Why increase the number of team members?**

- Broadens the base of volunteer relationships, outreach in the community, more connections to:
  - family, friends and businesses
  - Donors, sponsors, survivors, caregivers, youth, civic groups
- They share the responsibility for conducting fundraising activities
  - More people on your team, the more minds to create and initiate ideas
  - Members take ownership of their role or task – everyone does their part, examples:
    - Bob is the contact for fundraising site/location
    - Joe handles acquiring supplies onsite (cash box, table, RFL banner, etc)
    - Susie coordinates scheduling shift times for each person onsite
- Increases the range of fundraising ideas and community involvement
- Continually brings fresh enthusiasm, motivation and a positive Relay Spirit to the group and to the event

- Engages more people in the Relay experience
  - Brings in one more family, their extended family, their co-workers, their friends and so on
- Larger, successful teams can gain attention in the community – increases Relay awareness
- **RAISES MORE MONEY IN THE FIGHT AGAINST CANCER!!**

## → Speaking Points - HOW?

### **As a team captain or team member, how do I recruit members to join my team?**

Look at the people you know, see every day and work beside. Talk to them. They're your friends and family – you know them. Tell them your story, how you got involved with Relay and what a difference it has made in your life – and more importantly, the difference **YOU** have made in raising money for cancer research, services and advocacy efforts for the rights of cancer patients.

### **Begin by making a list of people:**

1. You see every day – co-workers, daycare parents & staff, neighbors, mail services
2. You see once a week – grocery store clerks, church friends, bowling / golf league
3. You see on a monthly basis – personal services, civic group or club
4. You see at social gatherings – community leaders, school officials, friends
5. Interact with your children – coaches, school faculty, music teachers, club advisors
6. Work with you husband, wife or family member - office staff, vendors
7. You interact on a business level – clients, office staff, boards, civic organizations

### **Sample of Success:**

Your current team size – 7 members @ \$350 average =		\$ 2,450		- Raised
Add 3 members each raising average \$300 =		\$ 900		- Increase
	Total	\$ 3,350		
Current number of teams at your Relay – 30				
Each team raises average \$1,800 –	30 @ \$1,800 =			\$ 54,000
Each team adds 3 NEW members, raises average \$ 200	3 @ \$200 = \$600			
	\$600 x 30 teams =			\$ 18,000
				<b>\$ 72,000!!!</b>

## How do I encourage or help my teammates to invite others to join?

**Organize a team meeting** – doesn't have to be an in-person meeting. Conduct one through email and give the examples above on whom to talk to and share Relay. Create a simple plan with a list for team members with names or businesses they will contact. Develop a follow up plan as well to ensure each contact has been made.

### Letter Writing

Look at the tremendous success in the simple act of writing letters, which is one of the most effective and least energy spent activities for fundraising. Why not write one for inviting people to join a team? After team members have had a simple conversation with someone, have them follow up with a handwritten letter or note card. See examples below:

*Dear Joe,*

*It was great seeing you last week. I appreciate you spending a few minutes talking with me about Relay For Life. I have enjoyed a wonderful experience with Relay, met the nicest people and feel good about making a difference. I hope you will join me in this effort of winning the battle against cancer. I'll give you a call in a couple of days and see if you have any more questions.*

*Thanks again and we'll talk soon!*

*- Bob*

OR

*Dear Joe,*

*I appreciate the opportunity to chat with you last week. It was great seeing you! As you know, my connection with cancer is personal as I lost my mom last spring. I hope you will join me on my Relay team as we can work together in the fight against cancer.*

*I'll give you a call in a couple of days – thanks again and I look forward to speaking with you further! Here is my number if you have any questions – 123-4567.*

*- Bob*

**If you continually recruit by inviting others to join your team, you will meet your goals celebrate success and enjoy awesome team camaraderie. Your team won't miss a beat! Work together and never give up!!**

**Stay Well. Get Well. Find Cures. Fight Back!**

**Save Lives. Celebrate more birthdays!**  
**The American Cancer Society is the official sponsor of birthdays.**