

RELAY FOR LIFE OF POTTSTOWN



F
U
N
D
R
A
I
S
I
N
G

Encyclopedia of Fundraising Ideas

**American Cancer Society
Relay For Life of Pottstown**

**www.pottstownrelayforlife.com
Relay Hotline 610-327-6900**

**American Cancer Society
1-800-ACS-2345
www.cancer.org**



Relay For Life® Mission Statement

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.

Raising donations for participation in Relay For Life is fun as well as challenging. There are so many people and organizations in your community that want to contribute. It is simply a matter of a creative approach.

Participants seek donations rather than pledges from friends, family and associates. Most fundraising is done prior to and at the Relay For Life event, although many teams choose to fundraise year-round.

Remember

Everyone is a potential donor!

Dedicate your personal effort to someone who has had cancer; tell about it in a letter or email.

If sending a letter, include a self addressed, stamped envelope and send to:

- * Friends
- * Relatives
- * Hairdresser
- * Business Associates
- * Doctors
- * Dentists
- * Bankers
- * Club/Association Members
- * Teachers
- * Christmas/Holiday Card List
- * Church Members

EVERYONE!

Be very positive when you ask for money. Do not be apologetic, this is a worthy cause. Most people have been touched by cancer in some way. When fundraising, never use the words sell, purchase, or buy per ACS regulations. Always use the words "for a donation".

Start Early! Don't Procrastinate! Think Positive!

More Helpful Hints....

Whatever your fundraising effort, remember to promote it as a:
Benefit for the American Cancer Society Relay For Life

- Utilize the Pottstown Relay for Life website, team web page and on-line fundraising calendar of events.
- Use your company's internal communications creatively.
- Put up posters. Write memos and announcements.
Include a write-up in your company, church, or and the Relay newsletters.
- Utilize local newspapers, radio stations, community bulletin boards and flyers to publicize your fundraisers.
- Be enthusiastic about the event when talking about it. Your enthusiasm will be catching among your team members.
- Aim high - Gear the amount you're requesting to your audience.
- Let them know what you're contributing - dollars plus 24 hours of your life.
- If you belong to a service club or church group, ask if you can have 2 minutes to ask for support.
- Arm yourself with a few facts about the American Cancer Society's programs and services so you can answer the question "Where does the money go?"

Motivating Team Members is Key

The following are simple tips for getting team members excited about raising money for Relay:

- Attend The Annual Kick-off meeting in November to get excited about the upcoming Relay year.
- Set high goals and work as a team to get there.
- Host a team meeting or dinner to formalize a game plan for the upcoming year and recap the team's prior year success.
- Borrow a Relay DVD to show at your scheduled team meetings.
- Ask for a speaker from the Relay Steering Committee to your meeting.
- Spread good news whenever something exciting happens for your team!
- Be sure to acknowledge each team member's contributions.
- Initiate friendly competition among team members, other teams and departments.
- Have your team nominate someone to walk for.
- See if your company has "matching gift" program or will sponsor your team.
- Share amounts collected by team members.
- Distribute Corporate Brochures to all businesses with whom you have dealings.
- Attend monthly Team Captain meetings and report the information to your team.
- Bring a different team member to each Team Captain meeting
- Send welcoming emails announcing new Team Members
- Keep your team informed of both Relay and team happenings on a regular basis.

Get Your Company Involved

- Hold a contest to determine your team theme.
- Ask your company to become a corporate sponsor.
- Have a 'casual day' where everyone who dresses casually makes a donation.
- Relieve office stress! Hold a pie-throwing contest.
- Provide newsletter highlights for team members.
- Display bulletin board notes - "Why I'm walking..."
- Give an afternoon off for team members
- Let people know how you're doing – design a “goal” thermometer poster for your team and hang it up showing how much you've raised and how much more you need to reach your goal.
- Talk to your personnel department to find out if your company offers a Matching Gifts Program for charitable donations. You could double your pledges!

Benefits of Company Participation

- Cancer strikes your business, productivity lowers, future earnings are restricted, health insurance and disability costs rise and absenteeism increases. On average, a cancer detected early can save your business more than \$60,000 per worker.
- Relay For Life fosters team building and boosts morale. It gives your company an opportunity for friendly competition while coming together for a cause that touches everyone.
- The Relay makes a great company picnic or get together.
- Relay For Life offers your company the opportunity to make a positive statement about cancer survivorship, perhaps by participating in honor of an employee currently battling the disease.
- Relay For Life opens the door to educate your company about programs of early detection and prevention of cancer. The American Cancer Society offers a number of low or no-cost high quality programs to enhance your employee wellness effort.
- Relay For Life gets your name out! It demonstrates to your market that you care about the quality of life in your community. It improves your public image.
- Relay For Life forms an association between your company and the ACS, the world's largest and oldest voluntary health organization dedicated to eliminating cancer.
- It increases product sales and customer traffic.

How to raise \$200 in 10 days!

Day	Description	Total
1	Put in your own \$20 donation	\$20
2	Ask your spouse for \$20	\$40
3	Place a canister at your cleaners or favorite store - you will probably get more than \$20	\$60
4	Ask two co-workers for \$20	\$80
5	Ask two friends for \$10	\$100
6	Ask two relatives for \$10	\$120
7	Ask a neighbor for \$20	\$140
8	Ask two people from church/temple to donate \$10	\$160
9	Ask your supervisor for \$20	\$180
10	Ask another neighbor for \$20	\$200

How to raise \$500 in 10 days!

Day	Description	Total
1	Put in your own \$25 donation	\$25
2	Ask two doctors, dentists to donate \$50 each	\$125
3	Ask four family members to donate \$25 each	\$225
4	Ask three friends to donate \$25 each	\$300
5	Ask your supervisor to donate \$25	\$325
6	Ask two local merchants to donate \$25 each	\$375
7	Ask three neighbors to donate \$15 each	\$420
8	Ask two co-workers to donate \$10 each	\$440
9	Ask three people from church/temple to donate \$10 each	\$470
10	Ask three friends of your parents to donate \$10 each	\$500

A

Advertising Time - Some teams have sold space on their backs to sponsors who pay \$25 for a half-hour of advertising time. Walkers on the team pin cards on their backs displaying the sponsor's ads while they walk the track. Teams could also sell advertising space around their campsite.

Anti-Complaint Day – Charge co-workers \$1 for each time they complain about anything.

Assembly - "Some Assembly Required Service" during the holidays, a service for those folks who don't know how to put all the parts together.

Art Sales - Have pre-school and elementary students produce great art and have a show. Parents and friends buy back their budding artist's masterpieces. **Ask everyone you meet.**

Even if you have sent out letters, be sure to carry a sponsor/donation envelope with you so that when you talk to people about Relay, you can ask them to donate right then. Take the envelope with you to meetings. When you carry a sponsor/donation envelope with you, indicate your own contribution at the top. Make sure the top few donations on the envelope are more significant. Other people are apt to follow suit; conversely, if you start with a \$2 contribution, others may follow with \$2. Don't prejudge whether people will give. Let them say no or ignore your letter rather than not ask.

Auction off a prime parking space at work.

Auction off a half or whole day off from work.

Auction off other team members to work a day for someone.

Auction off a picnic — Assemble everyone together in your cafeteria, or some other general meeting area, and auction off a picnic lunch your team has prepared.

Auction off the boss -- Have the boss or department heads as your assistant for a day at work.

Auctions, Live or Silent, with donated items. Pure Profit!!

B

Babysitter Service - Babysitters are always a commodity! A great idea for the holidays to allow mom to shop in peace.

Bagel Sales - Talk to a local vendor and ask them for a discount on bagels if you buy a few dozen each Friday. Take them to work and sell them. Also good for soft pretzels and donuts.

Balloon Day - This is great for students. Sell a Relay balloon with a message attached for \$2 each. The students take orders in advance and then deliver the balloons and messages.

Great for Valentine's Day! You could also use flowers with messages attached.

A "NO-Bake Sale" - Co-workers pay so they don't have to bake goodies.

Barbecue Lunches — Prepare and sell barbecue lunches! Charge extra for delivery.

Best Legs Contest - Take anonymous pictures of several men's legs and attach each photo to a jar. Employees vote for the best legs by dropping money into the jars. The "winner" gets a special prize!

B-I-N-G-O - Bingo games. Don't forget to ask participants to donate their winnings!

Block Party - Have a neighborhood block party. Sell food & charge admission!!

Book Sale - Dust those bookshelves and have a book sale!

Boss For the Day - Allow people to bid on being boss for the day. Highest bid wins!

Bake Sale - Host a bake sale

Bounce-A-Thon - At a local elementary school each student was given a collection envelope to take home in order to collect pledges for bouncing a basketball for one hour. Each class in the school takes turns gathering in the school's front hall throughout the day to bounce their basketballs.

Bouquet of Flowers - Ask a local florist to donate one bouquet of flowers for January, February, & March, then have the employees take a chance to win some springtime for their desk.

Bowling Chance - \$1 gives you the chance to throw 2 balls (toy bowling set). If you strike, your name is entered into a drawing two times. If you spare with your second ball, your name is entered into the drawing once. Team is to solicit a nice prize for the drawing.

Bowl Away Cancer - Go bowling with friends and collect donations for Relay For Life.

Bridge Luncheon - Charge \$15 a person (checks made to ACS) and mail a luminaria envelope with the invitation. Attendees also bring in additional donations. Encourage people to bring friends, make sure you have enough tables set up. The food is simple, mostly finger food (sandwiches, fruit, veggies and sweets). You can also provide door prizes for the winners. Doing something that people enjoy is what counts most; you can have fun for a cause!

Brown Bag Lunch Day -Everyone brings in their own lunch and donates the money they would have spent to your Relay For Life fund.

Business Raffles - Coworkers can earn money by raffling a member of management to mow, shovel, wash cars, etc. Trade jobs with a CEO for a day, dinner at boss's home, free lunch with boss, company logo apparel, parking places, a day off, etc.

Bus Tours - Arrange for a bus trip to New York City, Atlantic City or a destination of your choice. Your team sells the tickets and gets a portion of the ticket price. The tour company handles the rest.

C

Carpool for fun and profit! Ride together and donate your gas/toll money. Good for the environment, too!

Cancer Control - Have a brown bag lunch seminar and invite someone from the American Cancer Society to speak on cancer prevention. Ask employees to donate what they would normally spend on lunch as the admission.

Clean up with a neighborhood car wash!

Car Window Washes - Team can wash car windows at fast food restaurant or bank drive thru windows and then ask for a donation.

Car Wash - During the business day for customers and employees alike.

Car Bash - Secure an old car, write in large bold letters CANCER across the car, and for a donation to "smash cancer" three times with a sledge hammer.

Cigarette Vending Machine Demolition – Ask for a donation to take a few swings at the cigarette machine. Be sure to take out the glass first!

Casino Day - Hold a casino day where the players gamble for play money which they can use to buy items donated by local businesses.

Casual Day - "Dress Down for Cancer" - employees pay to dress casually.

Celebrity Servers - Restaurants team up with local celebrities to serve up the food. The restaurant donates a percentage of the evening in support of RFL.

Change - "A Little Change Makes a Lot of Cents" — Bank and credit union teams post this message at the teller line, "Donate the 'cents' from your deposit to the (name of team) Relay For Life Team and support the fight against cancer. If your check total is for \$185.67, your donation is just .67 cents. We might just find the cure for cancer right in your pocket."

Challenge another team to raise more than you. Some radio stations may gladly put your challenge on the radio.

Challenge by the Boss - Get the boss to agree that if every team member raises their minimum \$100 that he/she will dress up like a pig, shave his beard/head, sit in the dunking booth, get a pie in the face, etc.

Change jar - Keep a change jar in high traffic areas.

Chili Cook-off- HOT-HOT-HOT !

Cajun Style Red Beans and Rice Party.

Christmas Trees/Wreath - Ask a local retailer to donate \$1 for every tree and wreath sold or to donate trees/wreaths for your team to sell. Another idea: volunteer to work the local tree lot for a night if the retailer will donate a percentage of that night's sales.

Christmas Party - Play carols, serve cookies, decorate a tree, have pictures with Santa, and charge admission.

Cleaning Service — Provide a housecleaning, attic, basement or garage cleaning service.

Coin Cans at Sporting Events - Use Relay coin cans during sporting events to collect donations. Have the event announcer tell the crowd what you are doing and why.

Coin Rolling - Save all your extra change and then roll it once a month. You'd be surprised how much money you'll have.

Coin Toss - Ask the local mall if you can collect all the coins tossed in the fountain for a designated time period. Be sure to have signs up stating that the coins will be donated to the American Cancer Society's Relay For Life.

Comedy Club - Ask a local comedy club to host an evening in support of Relay For Life. Invite all teams to sell tickets. For instance, if a team sells 10 tickets at \$10 each they just raised \$100 for the American Cancer Society.

Craft Fairs - Many teams take advantage by having a craft table/drawings at these festivals.

Crafts - In a holiday mood? Craft tree ornaments & sell them! Sell those homemade treasures!

Cookbooks - Collect recipes from employees and have them published They can be produced for approximately \$2 each and request a donation for \$7 – 10 each.

Computer messages – Ask your company computer expert to have a message "pop up" on employees screens asking for a donation. It won't go away until they do!

D

Dance for a Cure - Students can hold a school dance with the admission fee donated to the American Cancer Society.

Day Spa - Provide hair cuts, manicures, massages and charge a fee.

Decorating Service - No time to decorate? Provide a Holiday Decorating Service - for a donation, of course!

Dime-A-Dance (at event) - Provide music at your campsite and other people can pay to dance with your team members. You could also get a local dance instructor to provide lessons at Relay!

Dinners, Dinners, Dinners - Spaghetti dinners, gourmet feasts, etc.

Drawings for a donated item from a local business (dinner for 2, movie tickets, etc.) Host a theme dance or party - Sock hop, beach party, square dance, dance for senior citizens, etc.

Deliver meals - Have a meal day where your team will cook and deliver breakfast, lunch or dinner to other businesses in town. Fax them a few days ahead of time to inform them of the menu, cost and how to order.

Dedicate your personal effort to someone who has won a battle with cancer, or to someone who is battling cancer, or to someone who has lost their battle - or all three. Include that in a letter along with a self-addressed stamped envelope. Consider mailing to: friends, relatives, co-workers, business associates, doctor, dentist, hairdresser, barber, church members, service club members, Christmas or Hanukkah card list, personal phone directory, recipients of your checks.

Deliver Flyers - See what businesses distribute flyers in the weekly paper or through the mail. Offer to have your team deliver inserts at each house in town for one or 2 weeks. This will save them money. In Washington State, the phone company paid a high school team \$2500 to distribute the new phone books in their community.

"Diamond Pins" Get a safety pin, a 3-4 inch piece of ribbon (pink or purple!) and a dime. With the safety pin closed, slip one end of the ribbon through the pin and bring it through to make the ends meet. Spread the ends of the ribbon out a little and cut them on the diagonal, making a badge of sorts. Place a drop of hot glue on the ribbon, gluing it together near the safety pin and then glue the dime (heads up!) to the ribbon. You now have a "Diamond Pin" - actually a "dime and pin." These can be sold and make great gag gifts. Attach them to cards that say: "All proceeds from the Dime & Pins are donated to the American Cancer Society."

Die Cut Cards - you can get Relay sun and moon cuts-outs from your ACS office. These can be acquired for a donation anywhere that people frequent such as banks, grocery stores, pharmacy, dry cleaners. People can either write their own name or the name of a survivor or someone they have lost to cancer on the cards which are then displayed.

Dress Down Day - Ask every employee to contribute to your Relay team fund and in return they will be allowed to dress casually on a specified day at work.

Dunking Booth - Set up a dunking booth at a local community event and at Relay and recruit local celebrities to sit in the booth. You can also charge a "dunking fee" that people will pay to have someone else sit in the booth!

E

Easter Egg Sale - Take orders for an assortment of chocolate Easter eggs.

Breakfast with the Easter Bunny – Children eat breakfast with the Easter bunny followed by an egg hunt.

E-mail - Email all your friends and associates for donations.

Envelopes at Restaurant Tables - Generate donations by placing a RFL envelope at every table stating "Please Support Our Relay For Life Team and the American Cancer Society."

Waitresses check envelopes after each seating.

Errand Service - Never have time for all those errands? Run an errand service!

F

Face Painting - Set up a booth at a local community event and at Relay. Kids love it!

Fishing for a Cure - Set up a booth that looks like a pond with poles, etc. with prizes floating in it. Ask for a \$1 donation to fish for a prize.

Flowers & Plants – Have corsages available for a donation and your donations will blossom. Use the same idea for your extra houseplants or bouquets from your garden!

Flying Pig Project - Place a pig in someone's yard (when they're not looking) and to make the pig "fly away" they will need to give the pig a donation.

FOOD - Potluck, BBQ, Pancake Breakfast - at business, neighborhood, church, anywhere!

Fruit Baskets -Ask local stores to donate the fruit, baskets and cellophane. Your team receives a \$20 donation per baskets in advance. Then you have a "Basket Making Party" where you make the baskets. Team members deliver the baskets. You can include a brochure about Relay in each basket as well as a card thanking the stores for donating the items.

Fry Day Friday - Ask a local fast food restaurant to donate a dime from every order of fries sold every Friday for a specified amount of time.

Furniture Sale - Auction off furniture at Relay. But first, offer Relayers to take a rest from walking by resting on your couch, bed, chair, etc for a donation.

G

Game Nights - Get your team together once a week/month for Game Night, A different team member hosts with each team member bringing a good dish. Everyone pays \$5 to play with all the money going to your team.

Gift Shopping Service - Your team does the shopping for those people who have no time to do it themselves.

Gift Wrap - During the holidays, teams can set up at the local mall or in a particular store. Get the paper, ribbon and other supplies donated. Mothers Day Gift Wrap is an ideal time for teams to offer a gift wrap booth.

Host a Garage sale - Set a particular day as the "Relay Garage Sale Day" for all the Relay teams to have garage sales. Then you can send customers from one sale to another!

Golf Tournament – Organize a golf tournament benefiting the American Cancer Society.

Girls Night Out – Schedule an evening with various home party representatives who will donate a % of their profits to your team. Invite everyone you know!

Gas Station Oil Changes – Have you local gas station donate a % of each oil change he does to the Relay For Life.

H

Hats for Cancer - When a middle school student asked his dad if he could be on his Relay team, his dad agreed with the stipulation that he had to raise his own \$100 and he could. So, the student asked his principal for permission for all the students in the school to be allowed to wear hats for a donation of 50 cents a day for one month. This young man, at the end of only one month, raised **\$1,100!**

Haunted House - Organize a haunted house and charge admission. Don't forget the hayride and apple cider.

Hole-in-One - Set up a portable putting green. For a donation, people try to get a hole in one. Anyone who does receives a prize!

Hot Dog for Cancer - A principal at an elementary school agreed that if ALL the teachers would raise \$100 each, he would dress up like a hot dog and let the students squirt ketchup, mayonnaise, mustard and relish on him.

I

Ice Cream Social - plan one at your place of business or for some friends.

J

Jail & Bail - Another old American Cancer Society fundraiser. For a donation employees can be arrested and for an additional donation can post their own bail OR employees have a bounty placed on their head, are arrested, and are not set free until the entire bounty is raised (\$100+ per inmate).

Jewelry Sale - Work with a wholesale company to sell jewelry with your team receiving a percentage of the sales. Or have an estate sale - have your team members donate jewelry they don't wear anymore, have a jeweler clean it up for you, then have a sale.

K

Kinder Tent (at the event)— offer to baby-sit and entertain the tots for a fee.

Kiss The Pig - Select three to five well-known & well-liked employees or community leaders. Have the employees/community choose the individual they would like to see kiss the pig by dropping donations in jars. Each contestant has their own jar and the one with the most money in their jar has to kiss the pig!

L

Lawn Service - While you are mowing your lawn, mow someone else's!

Write one letter for friends and another for **business associates**. If you use a computer to personalize your letters (or if you hand write them), thank them for the specific amount they gave you last year. Send letters around the middle of March for a late-April event. Consider the last pay date for before the event for many people - a time when lots of people write checks. Ask to have the checks returned to you by the middle of April - it's harder for people to ignore when there is a due date other than the event date. Don't forget to include a self-addressed, stamped envelope for a better reply rate.

Line Dancing - Work with a local club or hall to offer a night of line dancing lessons. Get a DJ to donate their services and get someone to teach the lessons.

Lunch with the CEO - Auction off a lunch or maybe a round of golf with the CEO or president of your company.

M

Massages—Offer massages for a donation at Relay.

Movies - Rent short videos (old, classic films are great or cartoons) and have a movie week during lunch hour. Charge admission and invite employees to eat their lunch while they watch. You can also do this on-site at Relay - but don't forget some comfy chairs for your guests to sit in!

Matching Funds - Ask your CEO/President to match the total raised by your team or to be the leading donor for your team.

N

NASCAR Raffle - Get together a variety of NASCAR promotional items, especially if you can get an autographed item from a driver and hold a raffle.

Non-alcoholic Cocktail Party - Have a nonalcoholic cocktail party at Relay and ask for donations. You could also have a moving party where each team has a different appetizer or drink available. People go from tent to tent sampling all the different goodies.

O

Odd Jobs - Call on neighbors and ask to do some odd jobs, such as cleaning out rain gutters, shoveling snow, raking leaves, etc.

Open House— A fitness center team held an open house with a variety of toning and aerobic classes offered throughout the day.

P

Pancake breakfasts

Parking— Offer prime parking spaces or valet parking during major community events such as fairs, carnivals, etc. for a donation.

Patch Quilt - A car dealership sold patches for \$5. These patches were made from scraps of sticky peel-off material donated from a sign company and placed on a vinyl sheet that had the car dealership's name on it! They cut the scraps into 4 x 4 inch squares and as customers came in, they were asked to purchase a patch and write a message or the name of a cancer survivor on the patch. They were then placed on the vinyl until the car dealership's name was filled in.

Payroll deduction - Employees can make their own contribution by having it deducted directly from their paycheck.

Penny Harvest - Send a notice around your office or neighborhood asking for just their loose pennies. Tell them you will be by to pick up their pennies on a specific date

Penny Jar - Popular with school teams. A clever twist on this old favorite is to have the award go to the team who raises the least amount. The teams will "sabotage" each other by putting more pennies in the other team's jars!

Percentage of Sales - Great for retail/restaurant teams. Designate a percentage of one day's sales or proceeds and let the public know so they will buy more. Other teams can ask local stores/restaurants to do this for them if the store doesn't have their own team.

Pet Fashion Show - Have a pet fashion show for pets to flaunt their favorite outfits. Charge an entry fee and vote for the best outfits, most creative outfits, etc.

Pet Service - Love pets? Start a pet walking or sitting service. How about a dog wash service?

Photo Contest - Hold a "stump others" photo contest. Ask employees to bring a baby or childhood photo of themselves that they believe no one can identify. Charge a fee to make a guess. Give winners a donated prize.

Pies - Find which fruit is in season and sell your delicious pies!

Pie Toss - One school takes orders for pies for \$5 which are then delivered to the recipient. They have the option of getting hit with the pie, buying the pie for \$5 or sending back to the person who sent it to them for \$10.

Place a Picture of the person your team is walking in honor or memory of in a highly visible place to remind team members of the importance of their participation.

Plant Sales - Sell potted plants to symbolize survivors.

Poker Game Night – Have a poker game with your friends. The winner of each game has to donate the ante or half the pot back to your team.

Pot Luck Lunches at the Workplace – Designate every Wednesday "Relay For Life Pot Luck Day". Team members take turns preparing foods, salads, desserts, etc. and offer to employees at the workplace for a set donation.

Pretty Baby Contest - of employee's baby pictures! Have donation jars set up for votes. The jar with the most donations wins!!! Get prizes donated for the winner. People will love seeing baby pictures of their co-workers and bosses. Have a sheet for people to guess who is in the pictures.

Program Ad Sales - Sell ads for the Relay For Life event program. Full-page ads for \$250, 1/3 page ads for \$125, business card size ads for \$50, and 1/8 page memorial ads for \$25.

Publicize your team's participation in the company newsletter.

Q

Quarters for a Cure - This is a great fundraiser for schools. Collect empty film canisters and distribute them to students, who collect \$7 worth of quarters in the canisters.

Questions for a Cure - One team raised money by having their boss, who was constantly being asked questions, charge \$1 for each question. Word spread throughout the company about what he was doing and everyone started asking questions and paying up.

Quilts - Quilt made by the employees themselves. Sell quilt squares in honor & in memory of people with cancer; squares of 4x4 for \$5, 8x8 for \$15, and 12x12 for \$25. Raffle off the quilt.

R

Rec. Room Bingo - Make your living room a bingo hall & invite the neighbors. \$10 donation to play. Get prizes donated for the winners.

Recycle for a Cure - Collect aluminum cans and take them to a recycler. Or if you are near a bordering state that gives refunds on returnables, turn them in for cash.

Relay Prom - Hold a prom for adults! Don't forget a photographer!

Restaurants Raise Dollars - Ask a local restaurant or cafe to donate a portion of the proceeds for a day. It could be for a certain menu item - the daily special, desserts, etc.

Rock-N-Roll Party -The neighborhood teens can get together for an evening of fun & music in your family room and the other parents can pay not to have the noise at their house.

Romance - Cater a romantic dinner for two!

S

School Carnivals

Shoe Shines -The enlisted men would love it.

Shirt Signing - People write the name of a loved one who has fought cancer on a shirt which is then worn at Relay.

Show Me the Money - Set out a jar of pennies (or anything else) and have a \$1 a guess for how many are in the jar.

Shutter bug Mania - Into photography? Take candid shots around community, schools, etc. & sell to the subjects! Or take photos at a friend's wedding!

Skate Away Cancer - Get a group together for roller-skating or skate boarding with each person making a donation.

Skunk Them - One hospital group put a stuffed skunk on co-worker's desks. They needed to give a donation to be "de-skunked" and make the skunk disappear.

Splash Hop - Hold a splash hop swim party at your local community pool or YMCA. Have it in the winter at an indoor pool, complete with tropical snacks and drinks. It will be a little taste of paradise in the winter.

Sponsors - Ask your neighborhood to sponsor a team. Ask businesses you regularly support to be \$100 contributor.

Sports Tournaments -Teams organize bowling, hockey, basketball and soccer tournaments.

Sports Challenges - Set up challenge matches between individuals or departments for bowling, tennis, racquetball, softball, or other sports. Charge an entry fee and admission fee.

Stay At Home Tea - On Valentine's Day charge \$1 donation for the pleasure of having your cup of tea at home.

Story-time Reading - Charge for story-time at Relay. Really get creative with costumes and characters acting out the stories. Parents will love it!

Super Bowl Party - Organize a Super Bowl Party and ask everyone for a donation when they arrive. You can also do this for basketball playoffs, the Indy 500, Masters final round, etc.

This is an especially good idea for any team member with a large screen TV.

T

Table Tents - Ask a restaurant if you can put table tents on their tables asking patrons to contribute to the ACS by adding a donation to their check.

Tailgating Party - Hold a tailgate party (at the game or in your house) before the game and ask for donations.

"The Taste of the Relay" - This is an opportunity for area restaurants to join the American Cancer Society. Ask places to donate a sampling of one or two of their specialty dishes and a person to help serve. At the Relay, in the cafeteria or in a tent, the restaurants set up. Participants, and the public pay \$5.

Taste of the Town - Ask several local restaurants to donate food. Sell tickets and have all the restaurants set up their dishes in one local location, such as a community center. Your guests pay one price and get to sample many different foods!

Tupperware Party - How about the profits from a Tupperware party?

Turkey Drawing - Offer a dollar to win your Thanksgiving/Christmas turkey.

Turkey Subs - Encourage sub/pizza shops to donate a set amount (.50 cents) from each cold turkey sub sold to benefit your Relay For Life team or to donate the subs for your team to sell. This is great to tie into the American Cancer Society's Great American Smokeout held in November to encourage people to quit "cold turkey."

U

Ugly Bartender Contest - Get all the bartenders in town to agree to be in your contest. For \$1 a vote, a lot of money can be raised, with the winner getting some sort of prize

V

Vending Machines - Coordinate with your vendor to add .05 cents to the cost of a snack or soft drink prior to Relay, with the extra nickel going to your team total.

Video SALE - How many times can you watch "Forrest Gump"? Sell those old videos at Relay.

Votes - Select three to five well-known & well-liked employees (must be men) and have the employees cast their vote (\$1 donation) for the individual they would like to see dress as a woman. Individuals with the most votes will spend an entire workday dressed like a woman.

W

Wild Game Supper - Great for areas with lots of hunters! All food is donated and you can also have donations of hunting trips, hunting stands and other paraphernalia that goes along with hunting. Sell tickets to the dinner for \$25.00 each and auction off the other donated items.

Windshield Washing - Fast food restaurant teams can collect donations for washing windshields as cars pass through the drive-in window.

Wine Tasting - Ask a local restaurant/winery to host an evening wine tasting. Charge \$100 per couple. The restaurant provides the wine and glasses and your team provides the cheese and crackers and other munchies.

Y

Yard Displays - Place plastic pink flamingoes, wooden cows, or even a purple & pink port-a-potties in the front yard of unsuspecting donors and request a donation for them to be removed, an additional donation for the homeowner to pick whose yard they are placed in next, and another donation as insurance that they don't wind up back in their yard again. Don't forget to include an envelope for their donation.

Yard Sale - Hold the ultimate Yard Sale! Coordinate with other teams and designate a day as "Relay Yard Sale Day" to increase business by sending buyers from sale to sale. Have maps printed up showing where all the sales are.

Z

Zoot Suit Party - Hold a swing dance party and give an award for best Zoot Suit.

Sample Fundraising Letter

Dear (name):

No one should ever have to hear the words “You have cancer”. There are not many people who can say there is no one in their life that hasn’t heard these life-altering words. But, the fight against this terrible disease is making progress. In 2006, for the first time in history, the actual number of cancer deaths decreased. There are over 10 million cancer survivors alive today in the U.S.! This statistic brings HOPE to all of those who have, or will ever, hear those words.

I have found a way we can make in difference in this fight—through the American Cancer Society’s Relay For Life of Pottstown. I am dedicating my walk this year to two people very special to me who have heard the words “You have cancer”:

(name)

(name)

In 2007, the Relay For Life of Pottstown proudly raised \$1,005,894 making us one of the few Relays to join Million Dollar Club. We’re now ranked as the 5th largest Relay in the World out of over 5,000 Relays! It was the 2nd most successful in Pennsylvania out of 214 events! Our community has directly seen the benefits of our hard work in our local Cancer Center through new infusion chairs, an information kiosk, involvement in clinical trials and new programs offered to cancer patients for improved quality of life.

On May 31 – June 1, 2008, over 3,000 participants will celebrate the Pottstown Relay’s 11th anniversary by spending 24 hours at the Pottsgrove High School track. In 2007, our team raised _____, and we have increased our 2008 goal to ____ (your goal) _____ to be used towards research, education, advocacy and patient services.

I am asking for your support to help us reach our goal. Your tax-deductible contribution will help our community step up the fight against cancer. Please send a check, payable to the American Cancer Society, to my address today:

(your address, city, state, zip)

Or visit www.pottstownrelayforlife.com to make a secure donation with your credit card.

Through your donation we can further our mission 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. Thanks in advance for your thoughtfulness and generosity!

Sincerely,

(name)

Your Favorite Relayer!

This letter is a proven fundraiser and has helped raise lots of dollars for this event. Please customize this letter to add your own personal touches. Enclose a stamped self addressed envelope to make it easier for people to just slip in a check and mail it back.