

Relay For Life

Youth Fundraising Tips

2008

American Cancer Society



For use in connection with California Relay for Life events.

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Relay for Life Fundraising Chairs 2008

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Group Fundraisers

Bake Sales

Potential Profit: \$50-150

Number of People: 5+

Location: On campus in an open and popular area, at any large event

Time: Lunch, during car washes, after school

Duration: About 1-2 hours, multiple days

Materials:

- Tables
- Chairs
- Cashbox (or similar container)
- Change for cash (i.e. quarters)
- Paper plates
- Cups
- Utensils
- Napkins
- Small signs denoting prices of goods
- Large banner explaining fundraising and where profits will go

Process:

1. Contact the event coordinator if you are not holding it at school and explain that all proceeds go to Relay for Life. They will probably let you set up a booth for free!
2. Have members bake or buy goods to donate to the fundraiser.
Examples: Pastries (cookies, pie, brownies, cakes, cupcakes, Danishes, donuts)
Drinks (hot chocolate, apple cider)
3. Set prices for goods at a reasonable profit-earning price
Examples: \$.50 per brownie, \$1 per pie slice
4. Start advertising event a week before the fundraiser through daily announcements, emails, posters, and flyers

Recommendations:

- Have people who can't make goods help out at the bake sale. If people do not want to buy goods, inform them that they can also donate to help out the cause.
- Have sellers walk around campus to sell goods to teachers, administrators, and other student gatherings.

Cautions:

- Be careful not to overprice goods.

Bowl-a-Thon

Potential Profit: \$250-\$500

Number of People: 10+

Location: Popular Bowling Alleys

Time: mid afternoon-evening

Duration: around 3 hours

Materials:

- Bowling shoes (optional)

Process:

1. Call up potential bowling alleys and receive a quote for group fundraisers (Factor in shoes, number of games, number of lanes, and/or food).
2. Advertise! Make flyers to pass out to participants. Add a sponsor sheet on the back for people to put down their name and how much they are willing to donate.
3. Ask for donations per pin (Ex. Five cents per pin), or flat donations.
4. Money raised pays for the cost to bowl; all extra money goes toward RFL fundraiser.
5. Designate someone to collect the money. Allow about a week for participants to collect money from those who sponsored them.

Recommendations:

- Ask family members, neighbors, parents' co-workers, or Kiwanians for donations.
- Organize at least a month in advance.
- Record everyone's donations during the Bowl-a-thon to verify and ensure that they will turn in their money.

Caution:

- Keep members in sight and in the bowling area.
- Make sure that members turn in the exact amount written on their sponsor sheet.

Candy Sales

Potential Profit: \$500-1000

Number of People: At least 12 +

Location: On campus

Time: Anytime

Duration: Two weeks

Materials:

- A variety of candy
- Plastic bags
- Quarters (for change)

Process:

1. Decide which types of candy would be most popular on your campus
2. Buy candy from wholesale locations such as Costco or possibly Smart and Final (normally the cost of the candy bought on a given run will be anywhere from \$500-\$1,000+)
3. Package different varieties of candy in each bag, with \$1 in quarters for change (the bag should have \$10 worth of candy)
4. Price candy at 50 cents a piece.
5. Number each bag before handing out to members
6. Make a list with the bag numbers to assign people a bag each
7. Store extra candy bags in an easily accessible area (teacher/advisor's room) for people to get new bags
8. Designate someone to be in charge of exchanging bags , checking for correct amount of money, and recording new numbers
9. Set goals or requirements that each member sell at least 2+ bags, with incentives/prizes for top sellers
10. Reimburse candy buyers

Recommendations:

- Bring candy bags to off campus events such as swimming events, Chinese school, work place, and church.
- Typical popular candies include: Twix, Starburst varieties, Skittles varieties, M & M varieties, Rolos, Crunch, and gummy fruit snacks.
- Less popular candies (buy less of these!) include: gum, Snickers, Milky Way, Butterfinger, and Three Musketeers.
- Do not buy foods such as corn nuts, fruit roll ups, rice krispy treats, and similar snacks.
- Make sure you have a constant supply of candy, and to restock before you run out. Expect to make a few restock trips over the 2 weeks that you're selling candy.

Cautions:

- Make sure the members know they are responsible for their individual candy bags. If they lose their bag, they must pay for it.

Car Wash

Potential Profit: \$250-500

Number of People: 10+

Location: Anyplace where there's a large activity going on

Examples: School parking lot, farmer's market, flea market, rotary art show

Time: Early morning – mid afternoon

Duration: About 5 hours

Materials:

- Buckets
- Sponges
- Window wiper tool
- Car cleaning soap
- Several Hoses (and water key, if applicable)
- Lots of towels
- Signs/posters denoting cause
 - Special note: You can price a car wash in one of two ways
 - Set price per car wash (\$10-15 per car; use judgment for area that you live in)
 - Offer a free car wash, where donations are welcome

Process:

1. Divide up tasks and materials
2. Make posters/signs for the event and place them along the roads to attract customers
3. Set up location of car wash in parking lot near access to hose lines
4. Create an assembly line to make car wash run more smoothly

Recommendations:

- The second way of pricing the car wash has potential to earn more money. By offering a free car wash, explaining what cause you're fundraising for, and then asking for donations for your cause, you are more likely to get donations in greater amounts (i.e. \$50-100+).
- If the customer expresses interest in your cause, inform him of possible ways he could get involved (i.e. help chaperone the event, start own team).

Cautions:

- Be careful not to damage cars when washing.

* Bake sales work well alongside car washes.

Drive-Thru Takeover

Potential Profit: \$100-\$500

Number of People: 5+

Location: Restaurant drive-thru

Time: Mealtimes

Duration: 2-3 hours, multiple days if desired

Materials:

- Buckets
- Car cleaning soap
- Window wiper tool
- Several Hoses (and water key, if applicable)
- Lots of towels
- Signs/posters denoting cause

Process:

5. Contact the fast food restaurant owner – remember to mention that all proceeds will go to Relay for Life!
6. Start advertising the event a week before the fundraiser through emails, posters, and flyers.
7. Divide up tasks and materials
8. Make posters/signs for the event and place them along the roads to attract customers
9. Create an assembly line to make car wash run more smoothly

Recommendations:

- Don't set a price for the window wash – ask for donations! Once people hear about your cause, they will usually be happy to help out.
- If the customer expresses interest in your cause, inform him of possible ways he could get involved (i.e. help chaperone the event, start own team).

Cautions:

- Be careful not to damage cars while washing.

Flamingo Flocking

Potential Profit: \$500+

Number of People: 4+

Location: Front lawns of people's houses

Time: Any time of day

Duration: A few weeks to a few months

Materials:

- Flamingos
- Banner
- String
- Donation Forms
- Donation letters

Process:

1. Ask the American Cancer Society to supply you with the flamingos, banner, donation letters, and donation forms.
2. Start off flocking a friend's house or of someone who you know will be willing to support Relay For Life.
3. Call the person's house to ask for permission to flock their house.
4. Once you arrive, ring the doorbell to inform them that you will start flocking their lawn.
5. Stick the flamingos all around the front lawn, so that neighbors can see what is happening.
6. Hang the banner in a highly visible location, so that both the homeowners and the neighbors on the street can see it clearly.
7. While several people are flocking the lawn and hanging up the banner, have the person who rang the doorbell talk to the homeowner about how the fundraiser for Relay For Life works.
8. Explain that the flamingos will remain with them for a day.
9. Give them the donation letter and donation form to fill out.
10. Ask if the person knows of someone that they would like to flock, so that you have another place to go.
11. Thank the person for his time and support.

Recommendations:

- This fundraiser has the potential to raise a great deal of money when done for several weeks or months.
- For example, we only managed to flock two houses before Relay for Life, but we were able to raise \$150.
- This fundraiser is based on people's suggestions of whom else to flock – usually a friend or acquaintance.

- If the person doesn't suggest anyone, then choose another person who will let you flock her lawn.
- Have fun with your friends as you flock houses together!

Cautions:

- Make sure to call beforehand to ask permission to flock a person's house. You don't want to look like you're trespassing on private property when you're flocking their house.
- If there is no front lawn, you can stick the flamingos in bushes, trees, or side and back lawns.

Garage Sale

Potential Profit: \$200-800+

Number of People: 3-5 per shift

Location: At a house whose garage is easily visible and accessible, or a frequented location such as a farmer's market or a flea market.

Time: Morning - afternoon

Duration: Multiple days

Materials:

- Table
- Chairs
- Posters
- Cash box

Process:

1. Ask members to donate relatively good quality items to sell at the garage/yard sale
2. Make announcements/posters at school asking for donations to the sale, as well as for advertising the upcoming garage/yard sale
3. Post up signs around the area where you will be having the garage/yard sale
4. Organize items by price range or by similar qualities(clothing, stuffed animals)

Recommendations:

- Place the posters at locations easily visible to many people, such as at traffic lights.
- Have the posters direct people to the location of your garage sale.

Cautions:

- If you plan on holding the sale at a flea market, be aware that some flea markets require a space rental fee.

Gas Station Attendant

Potential Profit: \$100-\$300

Number of People: 5+

Location: Local gas station

Time: throughout the day

Duration: 5 hours, multiple days if desired

Materials:

- None!

Process:

1. Contact the gas station owner – remember to mention that all proceeds will go to Relay for Life!
2. Start advertising the event a week before the fundraiser through emails, posters, and flyers.
3. Make posters/signs for the event and place them along the roads to attract customers

Recommendations:

- Don't set a price – ask for donations! Once people hear about your cause, they will usually be happy to help out.
- If the customer expresses interest in your cause, inform him of possible ways he could get involved (i.e. help chaperone the event, start own team).
- Make sure that all team members are polite and friendly, and that they smile!

Cautions:

- Make sure you double check which kind of gas each customer wants!
- Have all participants practice filling gas and washing windshields – especially those who haven't done so before!

Karaoke Night

Potential Profit: \$50-\$100

Number of People: 10+

Location: team member's home

Time: evening

Duration: 4-5 hours

Materials:

- Karaoke Machine
- TV (the bigger, the better!)
- 4-5 Microphones (just in case one breaks!)
- House: have a team member host it!
- Dinner – make it a potluck for team members!
- Tickets
- 2 Cash Boxes

Process:

1. Gather materials and assign dishes.
2. Start advertising the event a few weeks before the fundraiser through emails, posters, and flyers.
3. Allow community members to pre-order the tickets for a cheaper price, but also allow people to purchase tickets at the door.
4. At the event, designate one or two people as “bouncers” to stand by the door and make sure that everyone has a ticket.

Recommendations:

- Set a reasonable entry fee, and also remember that you will be making money from selling meal tickets – once they're in, they'll definitely want something to eat!
- Have the dinner sales near to the karaoke machine – this will encourage people to purchase dinner as well, even if they weren't planning to!
- If someone expresses interest in your cause, inform him of possible ways he could get involved (i.e. help chaperone the event, start own team).

Cautions:

- Set a maximum number of attendees – don't let it get too crowded!
- If people get too rowdy, don't be afraid to kick them out!

RFL Grams

Potential Profit: \$100-\$300

Number of People: 8+

Location: around the neighborhood

Time: anytime during the day

Duration: around 3 hours

Materials:

- Any profitable bulk item material (Balloons, ribbons, candles, etc.)
- Construction paper
- Colored markers

Process:

1. Make a bunch of grams out of construction paper with room for the sender to put his or her name, the recipients name or address, and a small message.
2. Go door-to-door advertising these grams and include the cause you are promoting. Prices can be anywhere from 50 cents to two dollars.
3. After receiving all possible donations, construct the actual gram by attaching the slip of paper to your balloon, ribbon, candle, etc.
4. Split into multiple teams or split multiple days of delivery to ensure the person receives the gram.

Recommendations:

- Make sure the recipient lives within the city before agreeing to deliver the gram.
- Ask the sender as to when the recipient will be home so that he or she can receive the gram.
- Have at least two drivers and/or a GPS system.
- Have envelopes ready to slide grams through the door if necessary.

Caution:

- Avoid selling and delivering in "shady" neighborhoods.
- Have an adult with you in case any problems arise.

Restaurant

Potential Profit: \$100-400

Number of People: 1+

Location: Chevy's, Fresh Choice, Baja Fresh, Chipotle, or other popular places

Time: In the evening

Duration: Anywhere from 1 day to multiple days or weeks

Materials:

- Flyers

Process:

- Go online to the restaurant website and look for information about doing a restaurant fundraiser. If no information is listed talk with the manager to find out their policies for fundraising.
- Ask a local restaurant or café to contribute a portion of their sales proceeds (i.e. 15-20%) to your cause.
- Advertise the date(s) that the fundraiser will take place via daily announcements and flyers.
- Pass out flyers for people to bring to the restaurant so that a percentage of the sales proceeds go toward the fundraiser.

Recommendations:

- Pass out flyers to as many people as possible. Also pass out flyers near the area that the restaurant is located.

Cautions:

- Some restaurants may not allow distribution of flyers in front of their restaurant

Spare Change

Potential Profit: \$100-3,000

Number of People: 1 per store

Location: Supermarkets such as Safeway and Albertsons, or other frequented locations

Time: During store open hours

Duration: A few weeks

Materials:

- Jars labeled attractively with the cause (“Donate to Relay For Life and help find a cure for cancer!”)
- Donation boxes (for larger cash amounts & for checks paid to “American Cancer Society”)

Process:

1. Have one person ask the manager of each store to allow you to put one jar and donation box at each register, showing him an example of what will be displayed.
2. Have the manager inform his employees as to the cause, and have them ask customers donate to the cause
3. Check back weekly, to see if any registers need replacement jars
4. Thank the manager for his time and help

Recommendations:

- Make posters to put up at the entrances of the stores (with the manager’s permission)
- Place spare change jars and donation boxes in your school office near the entrance with posters/flyers publicizing the cause, so the people who walk through the office can also donate money

Tabling

Potential Profit: \$100+

Number of People: 2 per table

Location: in front of supermarkets, Starbucks, movie theaters, libraries, plazas, and other high-traffic locations

Time: Morning - afternoon

Duration: Multiple days

Materials:

- Table
- Chairs
- Posters describing cause
- Money container

Process:

2. Prepare signs/posters that describe what you are fundraising for
3. Ask the store managers for permission to set up tables in front of their stores (you must pre-schedule dates to table), unless you are tabling in an open area
4. Have members approach and ask people if they'd be interested in donating to your cause (Why you are doing this, or explaining where the money will go)
5. Always thank each passerby for their time, whether or not they donate

Recommendations:

- Pass out flyers to as many people as possible. Also pass out flyers near the area that the restaurant is located.
- For people who are willing to donate money, you can ask them if they'd like to help out more with Relay For Life.
- An alternative approach is to ask them if they'd be willing to get involved with Relay For Life, and if they say no, you can ask them to at least donate to your cause (it's a good psychological strategy that has been proven to work successfully).

Cautions:

- Know when to back off. If people give you a firm "no" or other similar response, do not keep pursuing them, because that may result in negative feelings toward your team and the organization as a whole.

Individual Fundraisers

Door-to-Door

Go house to house in your neighborhood asking for donations. Be sure to describe the reason for your efforts and where their money will go. Have checks be payable to the “American Cancer Society.” Also make sure to mention to people that they buy ribbons and commemorate Luminarias to people, as described in the ribbon/Luminaria section below. Whether or not they decide to donate, feel free to invite them to the event and get involved in Relay For Life. Feel free to work with another person if that will make you feel more comfortable asking people to make a donation. One good method for increasing the likelihood of receiving a donation is to first ask them to become involved/help out at the actual event on July 14-15th. If they say they are unable to make it, you can ask them to make a donation to Relay For Life instead. As mentioned in the Tabling Fundraiser, this is a proven psychological method that works, because it seems like you’re giving ground and compromising by “only” asking them to make a donation, while that is really what you wanted them to do in the first place.

Lap Sponsorship

Lap sponsorship is probably the easiest way to raise money while attending RFL. You may ask people at Relay to sponsor you by lap, or you can ask from friends, family, and neighbors to sponsor you. It might be more profitable to ask around at night and promise to walk a certain amount of laps at an early hour of the day in order to raise the money per lap.

Luminaria Bags & Purple Ribbons

No matter what type of individual/group fundraiser you do, always mention to people that they can purchase purple ribbons to display their support for Relay For Life, or that they can commemorate Luminaria bags to someone they know who has had cancer, has died from cancer, or is currently fighting cancer. Inform them that these Luminaria bags will be displayed at the actual Relay For Life event, where a candle will be lit inside the bags and will burn all night so that other people can see them. Also let them know that they can design the bags themselves, and buy as many of them as they would like.

Online Donations

Relay Online allows teams and participants to set up personal web pages and send emails to raise funds via credit card. Relay Online only takes five minutes to fill out the application. It is useful to see how much your team and you have contributed toward Relay For Life, and how close you are to raising what you initially set as a fundraising goal. People who want to donate to Relay For Life online can easily do so via PayPal or MasterCard/Visa. If you or your team is not yet registered as a participant in Relay Online, create one as soon as possible, or ask your team leader to do so. Sending emails to people and asking them for donations has a great potential to raise a great deal of money. If you send an email similar to the sample fundraising letter below to all of the contacts on your list, you will manage to raise quite a sum of money, even if only one-third of them end up donating to Relay For Life. If they need help figuring out how to make a donation online, offer to have them call you so that you can explain to them step-by-step how it works. (Research how to do it yourself beforehand.)

Parental Connections

Have your parents ask their co-workers to donate money to the Relay For Life effort. Have checks be payable to the "American Cancer Society." Involving co-workers is a great way to raise funds and build team spirit. In addition, fundraising at the workplace helps get your parents' companies involved. If you happen to work yourself, you can ask your co-workers to contribute. On top of that, you can ask your manager if he/she would be willing to let you set up a spare change/donation box, or even involve the store employees in the effort. You can mention that doing so would also help the store's community involvement image, making it a win-win situation for both parties involved.

Teacher and Administrator Requests

Ask teachers or administrators you know if they would like to donate to the Relay For Life effort. This is usually effective, because the school faculty usually consist of people who are willing and able to donate money to Relay For Life. It is also easier to get the teachers and administrators to contribute than it is to get fellow students to contribute, because teachers and administrators usually have more money. You can also ask them to sponsor you for each lap you walk, suggesting a range of \$1-5/lap (or what you think is a reasonable amount).

Letters

Dedicate your personal effort to someone who has won a battle with cancer, someone who is battling cancer, or someone who has lost their battle with cancer. Include their stories in a letter along with a self-addressed, stamped envelope. Consider mailing it to your friends, relatives, acquaintances, doctor, dentist, and even hairdresser.

*Send letters or emails to everyone who has ever sent you something. For emails, blind copy (bcc) people so they don't know who else is receiving your note.

Sample Fundraising Letter:

Dear _____,

On July 14-15, I will be joining hundreds of people participating in the American Cancer Society Relay For Life of Campbell taking place at [location].

Relay For Life is the American Cancer Society's signature event whose teams honor cancer survivors and remember those who died from the disease. Team members take turns walking/running around a track in the hope that cancer will one day be eliminated.

The goal of Relay is the raise awareness about cancer-related issues while raising money to help fight the disease through research, education, advocacy and services.

If it hasn't already, cancer will affect you or someone you know. Will you help me take up the fight by making a tax-deductible donation to the American Cancer Society?

In addition, I would like to invite you to attend the Luminaria Ceremony, which will take place at [time] on [date]. Luminaria will be lit to honor cancer survivors and to remember those who have lost the battle with cancer.

Thanks you in advance for your support! Please make your check payable to the "American Cancer Society" and deliver it to me within ten days. If you have questions, or would like to be a part of this exciting event, call me at [phone number].

Sincerely,

American Cancer Society

1.800.ACS.2345

www.cancer.org