






Columbia University Relay for Life
Saturday April 12th, Noon-3am
Low Plaza & South Lawns
events.cancer.org/RFLcolumbiauniversityNY

Bringing a Team to Relay for Life
A Step-By-Step guide

1. **Recruit Team Members** – Each team should consist of 10-20 people. Build up your team by having each of your current team members invite one or two of their friends to join. The more people you have on your team the more you can divide the walking. Plus, Relay is a great opportunity to make friends! If you are trying to get people to join your team, bring a laptop (if you have one) with you to your club meetings, sign onto wireless, and have people sign up right there.
2. **Motivate Your Team** – Pass on the ideas in this packet and from your team captain meetings to the rest of your team. Make sure to acknowledge your team members when they reach their individual goals and encourage everyone to fundraise until the very end! Start an e-mail chain with your team, telling “Why You Relay” so you can all get to know each other a bit better and have more respect for each person who is participating. For ideas you may consult the Relay for Life website for e-mail templates.
3. **Raise Money for the Cure** – Everyone has his/her favorite way to raise funds. Whatever you decide, make sure it’s fun and that you let every donor know that their donation supports the lifesaving research and the patient and family programs of the American Cancer Society. The sky’s the limit with fundraising ideas. The more creative you are, the better! These fundraisers also apply during the event, so make sure to continue fundraising on site. You can even continue to collect donations until August 2008! Please refer to the “Fundraising Tips” sheet.
4. **Get Ready to Relay** – When your team has paid their registration fee you are guaranteed a team site at Relay. This is a special spot set aside at the event for your team to gather. Get creative with the integration of this year’s theme, Monopoly, into your team’s site. You may want to design your own boardwalk site and go with it. Create a banner with your team name, decorate your campsite, and even design t-shirts for your team. We will have competitions for best banner, themed campsite, team spirit, and much more... so go crazy!
5. **Relay for Life** – Relay is a time to celebrate your team’s hard work. Come to Relay early to set up your team site, organize who is walking when, and purchase Luminarias. If you are a cancer survivor, patient, or caregiver, line up at the starting line for the opening Victory Lap at NOON. Everyone else will gather around the track to cheer the patients, survivors, and caregivers on to victory. Then the party begins with entertainment, food, and a chance to honor and remember those touched by cancer at the Luminaria Ceremony. At Bank Night, you will be given a list of things to bring to Relay, as well as in e-mail the week of the event to share with your teammates.

Did you know? Since its inception in 1985, Relay For Life has become a worldwide movement to end cancer. As the world’s largest not-for-profit fundraising event, Relay has been held in 19 countries outside the United States, with more countries joining the effort each year.

Walk the Purple Boardwalk with Relay For Life!

RELAY FOR LIFE	RELAY FOR LIFE	RELAY FOR LIFE	RELAY FOR LIFE
	Raise \$1,000 and be a Pacesetter 	<i>Miss Relay</i> 2008 	 Live Music

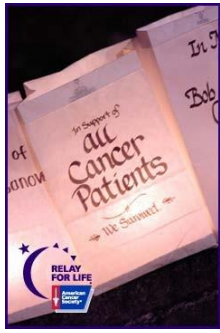
GET YOUR TEAM INVOLVED IN THE MONOPOLY THEME!

Decorate your campsite, choose a team name after a property, dress-up as Mr. Monopoly or the thimble and WIN AMAZING PRIZES!!!!



Here's an idea to
get you started.





Spirit of Relay



The Luminaria Ceremony honors those who have been affected by cancer. We celebrate their lives by lighting a Luminaria in honor or in memory of them. These Luminarias spell out the word HOPE on Low steps, providing light and hope to all of the participants. It is a powerful visual reminder of why we raise funds to support the American Cancer society.

Each team is being asked to sell 15 Luminarias at a suggested donation price of \$5 each. The Luminarias will be labeled “in honor of” or “in memory of,” along with the name of the person being celebrated.



*Every candle has a name...
There's a name of the ones who still are here.
There's a name of those gone we still hold dear.
There's a name, each one shining in the flames.
And we know, that every candle has a name.
-John Storey-*

Lighting a Luminaria gives us an opportunity to remember those we love. Every team captain should distribute Luminaria forms to his/her team. Each team that reaches the goal of 15 Luminaria sales will receive a special *Spirit of Relay* sign for their site at relay.

Together we will light up the night with the *Spirit of Relay*!

What is RELAY FOR LIFE at COLUMBIA?



Columbia's 5th Annual Relay for Life begins at noon on Saturday, April 12th and will run until 3:00am Sunday, April 13th on Columbia University's Low Plaza. It is open to the public – not just Columbia affiliates. This year's theme is Monopoly so look out for your favorite boardwalk squares! To get an idea of what Relay For Life is like at Columbia, visit www.columbia.edu/cu/cac and watch a video from the past four Relays!

What is the goal of Relay For Life at Columbia?

To bring together the Columbia community and beyond in a fun-filled celebration of hope and progress in the fight against cancer. Special attention is devoted to honoring cancer survivors, remembering loved ones lost, spreading cancer control messages, and raising money towards a cure.

On average, how many people attend Columbia's Relay?

Relay for Life at Columbia has seen 500+ people at each of its previous events, with over 900 participants at last year's Relay alone.

Who will be at the event?

- Survivors and Caregivers.* We invite cancer survivors and caregivers of all ages to join us at Relay. They are honored in a special lap, and are provided with gift bags and their own Survivors' and Caregivers' booth.
- Teams.* Groups of people join together to fundraise and take turns doing laps around the track throughout the night.
- Volunteers.* Volunteers help with setup/break-down, handle registration, operate food/beverage tables, and assist where needed. There are a lot of fun-filled volunteer opportunities! If interested contact Wei-Jen Hsieh at wah2104@columbia.edu.
- Entertainers.* All-night entertainment and on-site activities provide nonstop fun for all who attend Relay.

Who can join a team?

Anyone can join a team! You'll find an assortment of communities at Relay – from fraternities and sororities, scholars groups, and athletic teams, to teams of staff, faculty, and non-Columbia affiliated businesses. A team can be comprised of friends, family, floormates – anyone – and members don't even have to be from Columbia schools! Teams that have the nicest team banner, raise the most money, and have the best Relay spirit will be awarded prizes.

What is this year's monetary goal?

With each team aiming to raise \$1,000, we hope to raise \$100,000 in total. Last year we raised over \$92,000. This year, we know that with Columbia's enthusiasm and dedication to the fight against cancer, we're sure to reach our fundraising goal and more!

Questions? Contact Columbia's Relay for Life Co-Chairs:
Gaby (gv2118@columbia.edu) or Emily (ers2111@columbia.edu).



What Do Your Relay Monopoly Dollars Support?



Cancer Research

Since 1946 the Society has invested \$2.5 billion in cancer research and has played a role in almost all the scientific milestones in cancer research including the bone marrow transplant, the Pap test, and drugs like Gleevec and Tamoxifen.

Cancer Education

ACS provides materials and educational programs on early detection and prevention of cancer to the community, schools, and cancer patients.

Programs include:

Tell A Friend: volunteers reach out to the women in their lives to spread the lifesaving message of receiving regular mammograms.

I Can Cope: a free educational program providing information about cancer diagnosis and treatment to help participants cope with physical and emotional challenges.

Cancer Advocacy

The American Cancer Society works to make cancer a top priority for lawmakers at the federal, state, and local levels. Smoke-free communities, insurance coverage, protecting cancer survivors from discrimination, and access to healthcare are some of our most important concerns.

Cancer Services

Reach to Recovery matches women who have survived breast cancer with those who have been recently diagnosed to offer information and support.

Look Good...Feel Better workshops offer tips to make the most of one's personal appearance during cancer treatment.

Road to Recovery provides transportation to and from outpatient cancer treatment appointments.

Man to Man provides information and support for men affected by prostate cancer.

Cancer Survivors Network was created by and for cancer survivors and their families to help others who have been touched by cancer. Survivors can share experiences and offer support through internet bulletin boards, webcasts, and personal stories. Taped messages and personal stories are also available over the phone by calling toll free 1.877.333.HOPE.

Hope Lodges provide temporary homes for cancer patients traveling far from home for treatment, free of charge. In 2007 a Hope Lodge opened up in New York City, making it the first of its kind in such a big city!

Relay For Life contributors like you fuel these programs and services. By 2015, the American Cancer Society aims to prevent almost five million additional deaths from cancer, avoid six million new cancer diagnoses, and measurably improve the quality of life for those with the disease. Your support brings us closer to realizing these goals.



Tips so you don't have to leave Fundraising to CHANCE

Everyone knows someone who has heard the words, "you have cancer." That is why so many people are joining together to fight the disease. One way people are fighting is by raising money for the cause. Ways to do this are:

- **Making Your Own Contribution** - Show that you are donating your money and time to get the ball rolling.
- **Knowing Your Audience** - Gear the amount you're asking for to your audience. Generally, aim high and ask for \$100, even though you expect \$50. You may also consider sending an e-mail to 20 of your friends, saying "If you each donate \$5, I will have \$100" and ask for a lot of little donations.
- **Setting Deadlines** - Send e-mails as soon as possible and put a deadline on the donation. If there's a due date, it is harder for people to ignore. Bank night (4/8) is a great date to set as a deadline for donations, even though it is a few days before the event.
- **Personalizing** - Personalize any e-mails or letters you send out by explaining why you Relay or who you Relay for. Also, if you have received a donation from someone in the past, make sure to acknowledge that in this year's letter by thanking them for their ongoing support.

Sample Fundraising Letter/Email

Dear _____,

I will be walking in Columbia University's 5th Annual Relay for Life. As the American Cancer Society's signature event Relay unifies the Columbia community in remembering those we have lost to cancer, celebrating survivors, and fighting back against cancer on all levels. I relay for ____ as well as all the mothers, grandfathers, and friends that have been affected by cancer.

For 15 hours on April 12th, at least one member of my team will be walking around the track – because cancer never sleeps. This year our team is planning to raise \$_____ for the fight against cancer. I would like to invite you to make a donation at [your homepage](#), and help bring us one step closer to a cure.

Thank you so much for your support, and remember there's no finish line until there's a cure.

Sincerely,

Who Can Sponsor You?

- your parents • your aunts, uncles, siblings, cousins, etc. • friends from your old job • friends from your present job • the families you babysit for
- friends from high school • friends at Columbia that can't participate • your professors or advisors
- the people you stalk in Butler • the people that stalk you in Butler • members of your sports team
- members of your church or synagogue • family, friends, or neighbors from home • your landlord • the person you sit next to on the subway • the cashier at Starbucks that you see twice a day • ex-boyfriends/girlfriends (that you are still on good terms with of course) • your RA • people on your floor • your classmates • yourself! •

Did you know? 1 in 3 people will be diagnosed with cancer during their lifetime. Since its inception, Relay has raised more than \$2 billion in the fight against cancer – so that one day no one will have to hear the words, "you have cancer."

Pass Go, Collect \$200

ONLINE

- 📧 Tired of sending out the same e-mail to people? Start with a WHY I RELAY story or send a picture of yourself at last year's Relay!
- 📧 Thank your major donors from past years by buying a Luminaria in honor of someone they know (from the Honor Roll scroll on your website) and let them know!
- 📧 Double your money! Check out the list of companies that are willing to match donations on the fundraising website or on Columbia's Relay website in the Participant Center (www.columbia.edu/cu/cac)

INDIVIDUAL

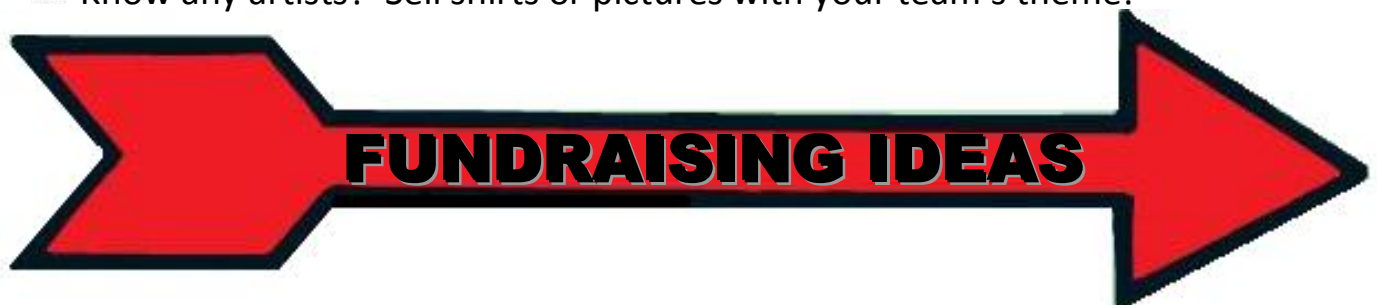
- 🏃 Challenge your donors and say "For every \$50 I get, I will RUN a lap"
- 🏃 ASK. ASK. ASK. The number one reason people do not donate is because they were not asked – so be sure to ask everyone you know!
- 🏃 Have an empty bottle? Ask you friends to donate spare change.
- 🏃 Go Green: Recycle bottles and put those 5 cents to use!

TEAM

- 📧 Want to table on College Walk before Relay? Ask us and we'll set up a table for you! Email Kat Lam at kl2220@columbia.edu
- 📧 Host a party, performance, poetry slam, anything and charge admission!
- 📧 Host a game night and get in the Relay Monopoly spirit!

ONSITE

- 🏃 INCORPORATE YOUR TEAM'S THEME!
- 🏃 Sell food, not just snacks
- 🏃 Know any artists? Sell shirts or pictures with your team's theme!





Relay Monopoly FAQ's

Q: What if I cannot attend Relay the entire time or at all?

A: We encourage you to still participate because it is ultimately a fundraiser for the American Cancer Society and the more people involved, the more money raised for cancer research. If someone cannot stay the entire time, for any number of reasons, that is completely fine – they are allowed to participate – but as a team you will have to ensure you have at least one person walking the track at all times.

Q: What if it rains?

A: Relay will take place, rain or shine. We will notify you with a rain location if necessary.

Q: What if my family members or friends that do not go to Columbia want to come?

A: This is an event for the entire Columbia community, which includes your family and friends. Many students want their family members to come for the Survivor's Lap or Luminaria Ceremony. Please see the "Spirit of Relay" handout for more information.

Q: What if someone wants to donate, but does not want to use a credit card?

A: You can collect cash and checks and then turn them in at Bank Night on 4/8 (8-9:30pm). If they prefer, they can mail the donation to Marissa Reibstein Carty, Columbia's ACS Staff Partner, and should specify your name and that you are part of Columbia's Relay for Life.

Q: What if I am having trouble with the website?

A: Contact Eric at qw2102@columbia.edu and he will either walk you through your problem or contact ACS on your behalf.

Q: What if I know someone who has cancer right now? Are they considered a survivor?

A: Definitely! From the moment you are diagnosed with cancer, you are considered a survivor. You have survived cancer yesterday, and you are surviving today. Please feel free to invite them to Relay for Life. If they are important people in your life, and you would like them to, they are definitely welcomed and encouraged, to participate in the Survivor's Lap.

Q: What if I, or someone on my team keeps kosher or observes Shabbat?

A: Shabbat observers are invited to join Relay on Saturday once Shabbat is over and can fundraise online before-hand like normal. If you keep kosher or have any questions regarding Shabbat policies and accommodations, e-mail Emily at ers2111@columbia.edu



Q: What if someone wants to write a check? Who do they make it out to?

A: Make checks out to the American Cancer Society and bring them with you to a Team Captain's meeting, Bank Night, or Relay For Life OR you can mail it to our ACS Staff Partner, Marissa Reibstein Carty. Have them designate *Columbia Relay For Life* in the memo section.

Did you know? After nightfall, one of the main highlights of Relay For Life is the Ceremony of Hope (Relay's luminaria ceremony). Hundreds of luminaria candles dedicated to loved ones are left burning throughout the night to remind participants of the incredible importance of their contributions.

Important Information

Calendar Boardwalk

TEAM CAPTAIN MEETINGS	BANK NIGHT	RELAY MONOPOLY
<p>Tuesday, 2/12/08 Monday, 3/03/08 Wednesday, 3/26/08 Tuesday, 4/08/08</p> <p>All Meetings will be in Hamilton 503 8:00 pm</p>	<p> Tuesday 4/8/08 Hamilton 503 8:00 – 9:30 pm</p> <p>Come and drop off all cash and check donations you received offline so you don't have to worry about them on the big day!</p>	<p>It's Go! Time</p> <p>4/12/08 from 12pm – 3am</p> <p> (Registration starts at 11am!)</p>

Contacts

If you have any questions regarding Relay for Life please contact the overall chairs:

Emily Sikora
412.491.1190
ers2111@columbia.edu

Gabriela Vargas
516.225.5040
gv2118@columbia.edu

If you have questions regarding team captains meetings, your team, or anything regarding your responsibilities as team captain, contact any of the members of the recruitment committee:

Chelsea Maeda (csm2114) **Lisa Lewis** (ll2418) **Heather Duckworth** (had2106) **Shefali Kumar** (sk2576) **Rachel Eisenberg** (rle2106)

To get more information about the American Cancer Society, or to send checks directly to ACS (before or after the event), contact:

Marissa Reibstein Carty
American Cancer Society
Columbia University Staff Partner
212-237-3898
marissa.carty@cancer.org
132 West 32nd Street
New York, NY 10001

For cancer information 24 hours a day, 7 days a week, call 1.800.ACS.2345 or visit www.cancer.org

Send your team to www.columbia.edu/cu/cac to the Participant Center for an **online version** of all of this information and remember the event website!

events.cancer.org/RFLcolumbiauniversityNY

Did you know? In 2006, there were approximately 1,399,790 new cancer cases in the US. With the 2015 goals, ACS hopes to decrease these numbers by 25%.