

CANSA Relay For Life

Team Captain's Handbook



Purpose

To lead the fight against cancer in South Africa.

Mission

To be the preferred non-profit leader that enables research, educates the public and provides support to all people affected by cancer

We offer and provide ...

To all communities - A message of hope and an opportunity to get involved in the fight against cancer by providing access to information and education.

To all Survivors and those affected by cancer - Solidarity, support and care as well as a sense of belonging by honouring, empowering and giving them a platform to spread their message of hope as champions in CANSA's programmes and projects

To all Volunteers - Education with regards to the cancer challenge and enable them to get involved and take ownership in the fight against cancer by sharing their resources and their talents in their own communities

To Partners - An opportunity to achieve their goals in respect of their social responsibility thereby enhancing their image and credibility in the market through sponsorships, partnerships and publicity as partners of CANSA

To Staff - An opportunity for learning and growth, thereby using their talents, passions and competencies to make a difference in communities in the fight against cancer



Research • Educate • Support

Welcome

Congratulations! You have volunteered for Relay For Life - one of the most exciting events globally. The Cancer Association of South Africa (CANSA) is proud to be one of many international countries participating in this wonderful international initiative to fight cancer.

Relay For Life is a unique event offering everyone in a community the opportunity to participate in the fight against cancer. It represents the hope that those lost to cancer will never be forgotten, that those facing cancer will be supported and that one day cancer will be overcome.

At Relay For Life, team members take turns to walk or run around a track for 12 to 24 hours. Participants enjoy camping-out, entertainment, good food, games and community camaraderie. People who join, all share a common purpose - their desire to fight cancer and to support CANSA in its work. Relay For Life is:

- a celebration of life for cancer survivors
- an opportunity to remember the precious moments of loved ones lost to cancer
- a community joining forces to fight cancer
- an excuse to stay up all night and celebrate life with family and friends
- PRICELESS.

This handbook is designed to make your Relay For Life experience enjoyable. In it, is information to help you understand how Relay For Life helps CANSA deliver its crucial unique integrated cancer-control service as well as tips on recruiting your very own Relay For Life team.

Thank you for becoming a Relay For Life Team Captain!

What you can expect at Relay

The Survivors' Lap - the first lap around the track is taken by cancer survivors in your community. It's an inspiring part of every Relay celebration demonstrating that we're winning the battle against cancer. If you know any survivors, please invite them to participate in the Survivors' Lap.

The Luminaria Ceremony - after dark, an inspirational Luminaria Ceremony takes place. Candles placed in bags line the track in memory of those who lost the fight and in honour of survivors. Throughout the night, these candle bags remind us why we continue to fight. For a donation, you and your team members can purchase a glowing tribute for friends or loved ones who have experienced cancer.

On-site fundraising - come to the event with a pocket full of change and an appetite to try great food! Though team members will raise money prior to the Relay event, on-site fundraising is a fun, interactive way for team members to raise money together. Encourage your team to participate in an on-site fundraising project.

Campsites - it's more than pitching a tent and laying out sleeping bags. Your campsite is the chance for your team members' creativity to shine through. It should portray your team's theme. The sky is the limit for any ideas that you and your team members can imagine.

On-site activities / entertainment - these are being planned just for you. Throughout the night, you and your team members are encouraged to participate in on-site activities such as: Jail & Bail, Shavathon, raffles, Relay Idols and many other entertaining activities and entertainers.

Your role as Team Captain

Recruit a Team - gather 10 to 15 of your friends, family and/or co-workers to join. Ask them to support you by being a member of your Relay For Life team and to help you spread cancer education messages and raise money for CANSA.

Attend Team Captain Meetings - Team Captain Meetings give you more information about cancer, CANSA and Relay For Life. You will receive specific information pertaining to the activities of the Relay. At these meetings you'll learn about successful fundraising methods that your team can use. Each meeting offers new information. If you are unable to attend a meeting, delegate a team member to attend on your team's behalf. Please pass information on to your team.

Submit a commitment/registration form - once you have recruited your team members, complete and return all registration forms and fees, indicating that your team is on board and to help the planning committee prepare for your arrival. The easiest way to collect your commitment fee is to ask each team member to donate their share of the fee.

Educate Team Members - to get the most out of team members, you will want to educate them about cancer, CANSA and Relay For Life. Share the information you gather at Team Captain Meetings with the group. Invite a cancer survivor to speak about their experience to your team. This will personalise the purpose behind the fight against cancer.

Set a Team Goal - help your team to set fundraising goals. Let them talk about their plans for raising money and give guidance from what you have learned at Team Captain Meetings. Write down each team member's goal and share the overall team goal with the whole group. You raise money as a team, but focus your energy on individual fundraising first.

Determine a theme - Several teams enjoy having a theme - it helps them determine how their campsite is going to be decorated, their dress code and what they may promote as an on-site fundraiser. Sometimes your theme may depend on the connection you have with your team members, whether you are a family or church or a team of co-workers.

Delegate responsibilities to Team Members - the best way to get your team mates to actively participate is to delegate responsibilities to them. Some of the areas of delegations are: Campsite decorations; Team fundraisers; On-site fundraising; Track walking times; Preparation of team activities; Food preparation during the event.

Collect team donations - to help keep your team focussed, it's best to collect team money regularly and prevent your team members from holding onto cheques and large amounts of cash that might get lost. Your team recruitment committee will provide you with the dates for "bank nights".

Follow-up with Team Members - To ensure that your team meets your overall team goal, you need to follow-up with your team members regularly to confirm that they are working towards their personal goals.

Encourage Team Members to collect contributions for Luminaria - it's an important part of the fundraising efforts, not to mention a vital part of the Relay event. Collecting luminaria contributions encourages stronger community participation in Relay For Life. Luminaria envelopes and order forms are provided for you and your team members.

What to bring

- Family and friends
- Tents, gazebo, sleeping bags, blankets, torches
- Decorations for your campsite
- Sunscreen, insect repellent
- Camping chairs
- Umbrellas
- Cooler boxes
- Sunglasses and hats
- Extra clothing, including socks and shoes
- Food and drink (check to see if there will be food or drinks available at the Relay)
- Supplies for on-site fundraising
- Positive attitude.

What not to bring

- Pets (for the safety of others)
- Tobacco or tobacco products
- Weapons - traditional or conventional.

Raising support is easy!

There are many ways to raise support and money for Relay For Life. Here are just a few:

The Mighty Pen

Send a letter or e-mail to friends, family or colleagues asking for their support. Tell them why you are participating and invite them to join your team. Explain why Relay For Life is important to you. Be creative. The more honest and touching the letter, the more people will be moved to join you or give you a donation.

One a Day

Aim to talk to at least one new person every day about Relay For Life. Ask colleagues, friends and family to join your team or to support your fundraising efforts. Most people are willing to help - they simply need to be asked! Also, don't be afraid to aim high when asking.

"Hello, I am volunteering for CANSA by participating in the (name of your community)

Relay For Life. I have set a goal of (R) and I am asking my closest friends to support my efforts by matching my (R) donation. Can I depend on your support?"

If you know the person has the potential to give you more, don't give them an amount, just ask them to support you.

Take it Along

Take your Relay For Life envelope wherever you go. When you talk to someone during the course of the day about your Relay For Life plans, have your envelope ready for them to sign up as a team member or donor.

Send a message

Change the message on your phone to include your plans for Relay For Life. When people call back, ask them to join your team or to support your team's fundraising efforts. When e-mailing friends, add a "PS" asking for their support. Alternatively, send a SMS text message.

Photo Contest

Hold a "guess who?" photo contest. Ask colleagues, church members or community members to bring a baby or childhood photo of theirs for others to identify. Charge a fee to make a guess.

A Car Wash with a Difference

Hold a Dolly Parton or Patricia Lewis Car Wash - team members dress like the singer while washing cars. Either play the appropriate music or charge extra for singing. Ask the local car wash to match your fundraising efforts.

Arrange or plan a "civvies" day at work

Ask your boss to let staff dress down or wear jeans to work for a donation towards your Relay For Life team.

Matching Gifts

Double your fundraising efforts by getting your company to match your donation cent-for-cent. Speak to your Human Resources Department to find out whether this is an option.

Hold a silent or live auction

Ask for unique contributions such as homemade bread, hand-crafted toys, hand-knitted jerseys, dinner at somebody's house or a ride on a sailboat. Auction these at work, your place of worship or in your community. Hold the auction over lunch or another convenient time.

Make a memory quilt

Ask a group of quilt-makers to help you with a memory quilt. Make quilt squares in honour or in memory of people with cancer. Sell each square for R100. Display the quilt in a public location like your municipal offices and then again at your Relay For Life. Donate the quilt to your local CANSA office or interim home for permanent display after Relay For Life.

To get more ideas, be sure to attend Team Captain's meetings.

On-Site Fundraising

- Food - pancakes, koeksisters and samoosas
- Games - Video & TV Games, putt-putt, midnight cricket, treasure hunts, various board games and many others.

Sample Fundraising Letter

Dear _____,

I am writing to ask for your support of an amazing Cancer Association of South Africa (CANSA) event called Relay For Life. It's a community event supporting the fight against cancer. I became involved in Relay For Life because (fill in reason).

My fundraising goal is (R). I've made a personal contribution of (R) and I'm asking my closest friends and family to match or better this amount. CANSA's unique integrated service is made possible through donations and you taking part in a Relay For Life event in your community. One in four people will be affected by cancer in their lifetime in South Africa.

I'm doing my part to overcome cancer by participating at a CANSA Relay For Life event, and

I hope you will support me by making a donation.

Thank you for your contribution to help raise cancer awareness in your community.

Sincerely

Your name.

About CANSA

CANSA's purpose is to lead the fight against cancer in South Africa by offering a unique and integrated service to the public and all people affected by cancer. As a leading role-player in cancer research (more than R4,5 million spent annually), the scientific findings and knowledge gained from our research are used to realign our health programmes as well as strengthen our watchdog role to the greater benefit of the public.

Our wide-reaching service includes prevention and awareness campaigns, patient care and support in the form of CANSA Interim Homes in the main metropolitan areas including one

hospitium (based in Polokwane) for out-of-town cancer patients, support centres that offer stoma and lymphoedema clinics, medical equipment hire, toll-free line and support to children and their families affected by cancer through our CANSA TLC programme.

Help is at hand

CANSA is available to supply information and support via its toll-free Information Service 0800 22 66 22, or on its website www.cansa.org.za

Minimum Standards for a CANSA Relay For Life event

To be considered a Relay For Life event, the event you and your fellow volunteers create must include all of the following:

1. Overnight event - Relay For Life was created as an overnight event to represent the fact that cancer never sleeps. A cancer patient endures months and sometimes years of treatment and life changing issues. Staying overnight at the Relay is one small way that we symbolise and support the struggles of cancer patients and their families.

A Relay that lasts less than 24 hours (usually 12 to 18 hours) must still be overnight. Overnight is defined from sunset to sunrise. The longer the event, the greater the opportunity to promote cancer education, build relationships, and recruit volunteers. All CANSA Relay events must be a minimum of 12 to maximum 24 hours.

2. Tobacco free - This doesn't mean banning smokers – in fact encourage them to attend. Encourage them not to smoke throughout the event. If they absolutely must then ensure they are always out of sight.

3. Opening, Closing and 'Fight Back' Ceremony - Relay must always begin with an Opening Ceremony that clearly identifies the event with Cancer Association of South Africa (CANSA). The Opening Ceremony includes a lap of cancer survivors and caregivers. The Closing Ceremony is a great opportunity to congratulate everyone involved in the event and reward those teams that have excelled in a certain area. The 'Fight Back' ceremony is the visible symbol or activity of those attending and participating of what they can do to help.

4. Luminaria Ceremony - Often called the Ceremony of Hope, it is a time for participants to remember those lost to cancer, to support those still fighting the disease and to honour those who have fought in the past. Luminaria bags must be laid out spelling the word HOPE and ideally the track will be lined with luminaria bags that participants have written messages in memory of or to honour those still living. This is a powerful ceremony providing an opportunity for people to work through grief and to find hope.

5. Survivorship activities - All CANSA Relay events must honour cancer survivors, as this is the foundation of the event. Survivors launch your event by taking the first lap with caregivers. It is imperative that all survivors are recorded so we can contact them throughout the year on the service and support we offer to them. Survivorship activities can include a

reception area for survivors and a special recognition memento such as a sash, pin, or special T-shirt. Additional survivorship activities are encouraged, (eg: a special seating area for survivors and caregivers where free refreshments are often served). All Relays should aim to have a cancer survivor on their committee who is responsible for survivorship activities.

6. Mission Delivery - Relay For Life is more than a fundraising event. With over 90% of cancers preventable by lifestyle choices, it is essential we take steps to utilise Relay as a vehicle to promote cancer smart lifestyles. It is therefore essential to give this area focus by having dedicated committee members who are responsible for mission integration at your event.

7. Fundraising goals / Team - Every Relay as a minimum should strive to see each participant raise a minimum of R200. Teams must pay a registration/commitment fee. Those that do are more likely to follow through on their participation and fundraising. If nothing else, the commitment fee covers the costs of printing the registration materials and other event overhead costs. Every Relay should allow participants to sell luminaria bags in advance of the event, this is a great fundraising tool as well helping to create a great luminaria ceremony. Fundraising should always be promoted at Team Captain meetings, while the Relay For Life website should also be promoted as a great fundraising tool.

8. Annual Event - Relay For Life is an annual event right across the world. Communities should always be offered the right to fight back against cancer every year. Each year one in four people in South Africa are affected by cancer. This is a large section of our community affected and Relay is an important opportunity allowing people to fight back. In addition with Relay being utilised as an opportunity to educate the community about ways they can change their lifestyle to reduce their risk of cancer, it is important this message is taken out annually.

9. Committee Expenses - No committee should spend more than 10% of their total income on expenses. The monies raised at Relay are intended to fund the fight against cancer in your local community. Therefore everyone should seek to minimise costs wherever possible.

10. Follow CANSA Relay For Life Graphic standards - Relay For Life printed materials, signs, and other materials should follow national graphic standards so the appearance of each local Relay co-ordinates with the efforts of other Relay For Life events worldwide. Please ask your CANSA Staff Partner or Zone Co-ordinator to assist with guidelines.

Text Standards

The text standards for Relay For Life are critical:

Name of the event: The Cancer Association of South Africa (CANSA) Relay For Life

Short name: CANSA Relay For Life

Plural name: Relays

Rules: Always capitalise the “F” in Relay For Life. Stylistic manuals support the capitalisation of brand or trade names. It is not uncommon in advertising and journalistic writing to capitalise certain key words for emphasis. The marketing benefit of capitalising the “F” is a stronger presentation of the event name.

Use Cancer Association of South Africa (CANSA) as often as possible when referring to Relay For Life.

Corporate Sponsorship/Local Identification Standards

- 1) A corporate sponsor's name should appear after the event name:
“The CANSA Relay For Life presented by XYZ Company.”
“The CANSA Relay For Life sponsored by XYZ Company.”
- 2) A community's name should appear after the event name:
“The CANSA Relay For Life of Bethlehem or CANSA Relay For Life, Bethlehem.”
- 3) A corporate sponsor's name should never appear before CANSA Relay For Life:
Do not use “XYZ Company's Relay For Life.”
Do not use “XYZ Company's CANSA Relay For Life.”
Do not use “XYZ Company presents the Cancer Association of South Africa (CANSA) Relay For Life.”
- 4) A community's name should never appear before CANSA Relay For Life:
Do not use “Welkom's Relay For Life.”
Do not use “Welkom presents the Cancer Association of South Africa (CANSA) Relay For Life.”



Important dates, names and phone numbers

CANSA - Cancer Association of South Africa

Date: _____ **Time:** _____

Event Venue: _____

Event Launch Date: _____ **Time:** _____

Launch Venue: _____

Team Captain Meeting 1: _____ **Time:** _____

Location: _____

Team Captain Meeting 2: _____ **Time:** _____

Location: _____

Team Captain Meeting 3: _____ **Time:** _____

Location: _____

Bank Night: _____ **Time:** _____ **Location:** _____

Event Chair: _____ **Phone No.:** _____

Team Recruiter: _____ **Phone No.:** _____

Staff Partner: _____ **Phone No.:** _____



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Toll-free on: 0800 22 66 22
www.cansa.org.za



*For additional info, please contact your local
Relay For Life Planning Committee,
or contact CANSA toll-free on: 0800 22 66 22
or visit www.cansa.org.za*