



Relay University

Bright Ideas

November 3, 2007

1. On the Relay Registration form put sandwich preference so all the veggies aren't gone first.
2. Use team captains year round for awareness: Example – Christmas Parades, Selling at Bazaars, Pumpkin Pies for Thanksgiving.
3. Use hush angels to clear the track before beginning the Luminaria Ceremony.
4. Have schools learn the Fight Back Song and pick a winner to perform at Relay.
5. Select one business per month to be honored and spotlight why they Relay.
6. Ask local radio stations to share a PSA Moment each week leading up to Relay.
7. Create a scrolling slideshow of survivors, caregivers and fellow relayers to be played on projection screen during Relay.
8. Celebrate survivorship at each fundraiser your team hosts by handing out badges to those survivors attending.
9. Make homemade thunder sticks with 2 liter bottles.
10. Hold prize patrol drawings every hour on the hour after midnight and give door prizes to Relayers who fight back and spend the night.
11. Put reminders about Relay, cancer screening, etc. in your work/club newsletter.
12. Recognize Caregivers at Relay.
13. Lighted signs – Celebrate in purple, Remember in blue, Fight Back in red.
14. Feature a survivor story in your local newspaper before your Relay.
15. Hold kickoff outside in a high traffic area to catch the attention of passer bys.
16. Sell street light banners for Relay, sell space for pictures and names.
17. Adopt a survivor – each team adopts a survivor to “look out for” during the year.
18. Hold a Relay Lucky Duck Race as a fundraiser.
19. Encourage team members by awarding small prizes at each meeting for the highest amount of money turned in.
20. Have survivors tie a note on balloons for release – share Relay message with finder of balloon.
21. Instead of teams earning spirit bucks for all they have done, create punch card designed to match your theme. Teams get punches on card – team wins Spirit Award.
22. Send out invitation to ask for new faces to show up at Kickoff Rally.
23. Have CEO/Boss wear Relay themed hat until team makes money goal.
24. Have Celebrate / Remember / Fight Back banner for people to sign at Relay.
25. Keep participants pumped during the night by dedicating special laps, early morning activities like Jazzercise.
26. Have contest for teams to win prizes that sign up the most survivors – have this count towards traveling team trophy.
27. During Relay, put photographs of those you are walking for in ornamental frames and wear them on ribbons around your neck.
28. Month prior to Relay have local paper highlight a survivor each week.
29. Make quilt out of old Relay shirts.
30. Relay For Life credit card, have percentage of sales go to your Relay.
31. Have Relay Bucks store with donated items. Give Relay Bucks to participants to shop night of Relay.
32. To get more youth involved, approach school clubs in Aug-Sept so they have plenty of time to fundraise.

33. Have someone dress up as cancer and have participants take turns throwing pies or drowning cancer in a dunking booth.
34. Have luminaria committee walk the track selling luminarias before the ceremony.
35. Ask banks to donate savings bonds to be used as prizes for those who stay the whole Relay.
36. Visit local support groups and talk up Relay.
37. Involve caregivers more with survivors in ceremonies.
38. Get survivors to be greeters at kick-off, team captain meetings. Special shirts and name tags for survivors. Show that survivors can function.
39. E-mail survivors – ask for input – what do they want? A Survey.
40. Highlight ACS programs for survivors.
41. Take candy pails to Dr. Offices more than once a year.
42. Have survivors write stories during Relay about Celebrate, Remember, Fight Back.
43. Have people write stories during Relay about Celebrate, Remember, Fight Back.
44. Introduce Celebrate, Remember, Fight Back in your town's local Christmas parade.
45. Celebrate by changing the HOPE to CURE in the stands.
46. Banner signed throughout the night by survivors (purple), caregivers (blue), participants (red) and keep for the next year.
47. To follow the Fight Back theme, have teams pick individual fighting themes such as Ninjas, Rocky, military, etc.
48. Ask local folks & businesses for donations of not only material items, but services too.
49. Encourage interaction – have Team Captains share their reason to relay at meetings.
50. Have teams make and carry flag to symbolize the new fight back and walk that flag during a lap ceremony.
51. Talk about the services of the ACS – maybe someone who hears it knows someone who needs them.
52. Put change jars in the elementary class rooms – class with most money gets a pizza party.
53. Make online giving a priority.
54. Spirit Stick – winners of activities pass a spirit stick around all night. Team spirit award winner keeps the spirit stick to display at their business until next Relay.
55. Have survivor / honor luminaria bags a different color.
56. Line track area with Celebrate, Remember, Fight Back – give survivors bubbles to blow as they take their lap.
57. Adult and student honorary chair at Relay.
58. Slide show of survivors and those who have passed on.
59. Randomly ask people at Relays why they are personally involved.
60. Pay to wear blue jean day – donate money to Relay.
61. For publicity have your posters covered in super hero & warriors to fight back
62. Style show with humor rather than “real style”.
63. Celebrate – Drinking pop. Remember – turn your Relay Green. Fight Back – recycle cans turn cash back to Relay.
64. Skit at kick-off introducing the new concept to the people there.
65. County web page.
66. Recognize the longest survivor as they offer hope and encouragement to others.
67. At our Relay the luminaria ceremony begins with HOPE and ends with CURE.
68. Make a “We Remember” board with pictures / names of those who lost their live to cancer. Keep the board each year.
69. Write a song or cheer.
70. The purple potty fundraiser – put toilet in friends yard with sign that says for a donation to R4L the toilet will be removed.
71. Trick or treat for Relay Donations.

72. Needs to be a challenge of some kind to get people to stay all night.
73. To raise money on-site, play an annoying song till you reach your goal then turn it off.
74. For Fight Back – stage a boxing match between “cancer” and “cure/hope”
75. Use patriotic themes for Relay during 08 election year.
76. Due to the importance and involvement in Relay, I feel we need media coverage at Relay.
77. Light a luminaria bag for each survivor at your event.
78. To get more guys involved – “just for him” tent.
79. Love the thunder sticks – line track with people who have them for survivor lap – sell them as fundraiser.
80. Have a team setup an outside Café and sell food with waiters and having it going all night long.
81. Join ACS CAN today and encourage others at Relay.
82. Have your staff partner agree to shoving her face in a cake/pie if you break your goal for on site fundraising – then do it.
83. Have a community blitz by going door to door at community businesses to recruit new teams and/or sponsors.
84. Put relay website on Christmas cards.
85. On survivor shirts have the years survived – make the milestone stand out.
86. Use live entertainment instead of recorded as much as possible.
87. Always wear your Relay gear when running errands in the community to keep Relay on peoples minds.
88. Give away gift certificates for people who stay all night – reward them!
89. Encourage all teenage walkers to walk and talk on their cell phones – earn a lot of “extra” laps.
90. Sell souvenir luminarias – donor decorates it and the survivors vote for best decorated – great team fundraiser.
91. Have video tape of what your Relay is all about.
92. Collect – Sell – Clean copper/aluminum and brass.
93. Oversize sumo wrestling event.
94. Sell balloons for \$1 – write name of survivor or victim – make an arch throughout the night with balloons and release in the morning.
95. Have all the bright ideas that are submitted sent out in an e-mail.
96. Register for CPS-3 at Republic RFL.
97. Relay mission into all games.
98. Spread the word that Relay is a community event and not just for team participation.
99. Give a “Rookie of the Year” award to the top fundraising / outstanding NEW team.
100. During day of Relay – have a greeter at entrance to invite drive by traffic to come and visit.
101. At your fundraising event, have an online computer so people without cash can make a donation to your team online.
102. Have a celebrate, remember, fight back section in your newsletter. Ask team members to contribute stories.
103. Have survivors “adopt” caregivers who have lost their loved ones. Walk with them at the survivor lap.
104. Get your local Wal-Mart to submit a matching grant. For info call lee at 573-317-9279.
105. Have a punch card that relayers get validated each hour. Drawing at end of Relay for prize.
106. Wear your Relay shirts all year long.
107. Recognize survivors all year long – Christmas cards, birthdays, makes them feel great that the committee thinks of them at other times than just Relay.
108. Sell quilt squares for people to design/decorate themselves and then have it quilted and on display at community sites.
109. Make a billboard/sign in local town to better make people aware of local cancer survivors and those who lost their battle.

110. Place cancer patient name on Relay flag for each person with cancer, place around the track.
111. Do a high school Relay dance to promote youth teams.
112. Emphasize why Relay is an overnight event.
113. Work with PTO and leader at elementary schools to get youth involved.
114. Have testimonials from local people highlighted at Relays.
115. Create a "light of hope club" – anyone who sells 10 luminarias gets a ribbon, top seller receives a plaque.
116. Recognize each team and their efforts by picture of each team posted for all to see.
117. Host a benefit concert, include testimonials by survivors, take a free-will offering.
118. Go to Chamber of Commerce to get businesses involved.
119. Do a Relay Scrapbook on shutterfly.com.
120. Personal greeting by Angels of Hope at entrance gate.
121. Add the ACS website and telephone number to your e-mail signature block so everyone you e-mail gets them.
122. Have business cards at medical clinics, hospitals to be given to cancer survivors and newly diagnosed with information on how to contact survivor chair of relay.
123. Have pre-printed registration cards for survivors to check and update their information at survivor dinners and walks, then use cards for drawings later.
124. Create scrapbook pages incorporating Celebrate, Remember, Fight Back and sell them to raise money and create a memory of the Relay.
125. Have every team make up a song using the words Celebrate, Remember, Fight Back.
126. As a way to get youth involved, give them a shirt (purple, blue, red) and have them spell out Celebrate, Remember, Fight Back.