Team Captain Tool Kit & Fundraising Guide
Bermuda Cancer and Health Centre, Charity #070
Welcome

Thank you for participating in Relay For Life Bermuda. You are now part of the world’s largest fundraising event for cancer, a community of thousands who come together each year to honour the lives of people touched by cancer in Bermuda and around the world.

Whilst fundraising is an important goal, Relay For Life is more than just that: it’s an opportunity to come together as a community to celebrate those who have survived cancer, and to honour those we have lost to this terrible disease.

Each day we are working hard to prevent and detect cancer and reduce its impact on those we love. Today, thanks to advances in cancer research, more than 60% of cancer patients will survive more than five years after diagnosis.

But there is still a long way to go, and that’s where you come in. On behalf of Bermuda Cancer and Health Centre, I sincerely thank you for your commitment and wish you well in your Relay.

Together, we can beat this disease.

Sincerely,

Tara E. Soares
Executive Director

What is Relay For Life?

Relay For Life is a unique 24hr, overnight fundraising event that brings communities together in the fight against cancer. Whether you are a cancer survivor, a caregiver, supporting friends or loved ones, or simply wanting to make a difference, Relay For Life empowers everyone who participates.

Relay is not a race, instead participants take turns to walk or run around the track. Whether you stay for the whole event, camp overnight or just visit and walk a few laps, your commitment and support will make a meaningful contribution to the cancer fight.

Highlights – Opening Ceremony

With all tents pitched and all participants standing by, the opening ceremony sets the tone for the event ahead. As the Relay For Life Oath is read, the faces of the participants tell personal stories of challenge, strength and hope that will drive them through the hours and laps that lie ahead. A countdown signals the start and the Relay begins with the first lap – the Survivors and Caregivers Walk.

Celebrate – Survivors and Caregivers

The first lap honours cancer survivors and caregivers who take to the track proudly wearing coloured shirts and sashes. All participants gather around the track to applaud the courage and strength shown by those completing the lap. With motivation levels high, all are eager to hit the track as Relay For Life begins with all participants walking the second lap together.

All cancer survivors and caregivers are welcome to take part in the walk, whether they are part of a team or not. People who choose to walk as survivors are those who are now cancer-free, or those who are currently undergoing treatment. Caregivers include those walking with the person they cared for and those walking in honour of a loved one lost.

Please register as a survivor or caregiver at the registration desk before the Relay begins.

Remember – Luminaria Ceremony

A time to remember, a time for hope. This is the defining element of Relay For Life. It is a time to remember those lost to cancer and to show support for those living with cancer. Candle tribute bags line the track inscribed with personal messages of love and support. As they burn throughout the night, they guide and inspire tired bodies to keep on going.

Fight Back!

The final lap at each Relay For Life captures the sense of camaraderie by enabling all team members to walk together and reflect on their achievement. Fond memories and new friendships have been forged under a united hope and belief.

Prizes are awarded and the final fundraising total is announced. Participants celebrate in the knowledge that it is the spirit of an entire community that has the power to make a difference. Many participants will choose to make a pledge to Fight Back against cancer.

Then it is home for some well-earned rest ...until next year!
Thank you for taking on the role of Relay For Life Team Captain, you are the heart and soul of Relay! Serving as a Team Captain is fun and inspirational.

By participating in Relay For Life of Bermuda, you are helping Bermuda Cancer and Health Centre to raise awareness and funds to support cancer prevention and detection and to improve access to treatment with the local establishment of radiation therapy. Your dedication, hard work and passion shine through all of your fundraising and awareness building efforts, and we thank you!

Please review the following sections which outline pre-Relay activities, information and ideas to help you be successful in your role. We hope that you enjoy your Relay experience – and if there’s anything we can do to help you in your role, please don’t hesitate to ask. Once again, thank you for your commitment!

Team Captain Meetings
In the lead up to Relay, you’ll be invited to attend Team Captain Meetings, where you can network with other Team Captains for ideas, inspiration, fundraising tips and more! Please refer to the Team Captain Timeline for important dates.

How to Recruit a Terrific Team!

- Get excited! Your enthusiasm is contagious.
- Relay is for everyone. You don’t have to be athletic to participate in Relay For Life. People will be walking, running, strolling, dancing, and wheeling around the track. Anyone and everyone can be part of this great community event.
- Arrange a presentation at work. Host a lunch or evening meeting to encourage people to get involved. Explain why their participation is so important and let them know how much fun they will have. Try to set up a challenge between departments. Ask your company to sponsor your team (by paying the registration fee). If you wish for a speaker from Bermuda Cancer and Health Centre to facilitate an information session, please let us know.
- Relay For Life has a wonderful family atmosphere. Expand your team roster by inviting family members and friends. Consider holding a family reunion at the Relay For Life in honour or memory of a family member that has battled cancer. Other potential members can be found at your fitness class, your place of worship, your community group meeting, neighbourhood, etc.
- Dedicate your team to a cancer survivor. If you know someone who is dealing with cancer, why not pay tribute by dedicating your team’s efforts to them? Also, invite cancer survivors to participate. The Survivors’ Lap is for them.
- Create a team theme. Tap into your creativity. Come up with a unique name and plan to decorate your tent with props that match your theme and promote team spirit!
- Get the word out. Put up Relay For Life posters and display the brochure to invite others to participate. Become a Relay For Life champion.
- Share a Relay For Life video with everyone on your team. It will help connect them with the importance of Relay For Life and how much fun the event will be.
- Set a team goal for fundraising. Have each participant set a personal goal, and then set a team goal. Encourage team members to meet goals by keeping in touch.
As a team captain, your role is to **recruit, motivate** and **inform** your Relay team. A team captain’s six key tasks are to:

1. **Build a team**
   - Aim to recruit 10-15 people to join your team – it will be easier to reach your fundraising goal with a larger team, you’ll have plenty of volunteers for walking shifts, and it will make your campsite livelier and more fun! Consider inviting friends, family members and co-workers.
   - Be sure to include anyone in your life who has been touched by cancer. Nothing is more motivational than fundraising in honour or in memory of a friend, family member or co-worker.
   - Be sure to emphasize Relay as an opportunity to make a difference in the fight against cancer.
   - Seek people with different connections to expand the network of donors and supporters.
   - Promote cohesiveness among the team.
2. **Help your team develop a vision, plan and goals**
   - Explain what they need to do (raise funds, attend team meetings and participate in the event).
   - Set challenging but realistic fundraising goals. Raising money as a team promotes team building and camaraderie.
   - Think of ways to demonstrate your team spirit and raise cancer awareness.
3. **Motivate your team and help them achieve their goals**
   - Share information about Relay For Life and Bermuda Cancer and Health Centre. Explain how the team’s efforts support local patients, families and the community.
   - Provide tips on how to raise funds – get creative with FUN-raisers that the whole team can help with and enjoy.
4. **Communicate regularly**
   - Keep track of your team’s progress – celebrate successes!
   - Forward important information from the Relay For Life of Bermuda Planning Committee
5. **Resource and pace yourself**
   - Attend team captain meetings to receive important information and great ideas to help you succeed.
   - Be sure to delegate tasks to your team members and consider appointing a co-captain to assist with these responsibilities.
   - Designate a team member to take photographs, ask two team members to organise the food/refreshments, another two to coordinate the tent theme, another two more to organise the onsite fundraising activities, then two more to ensure the team tent area is set up, assign two team members to lead the pre-event fundraising events and a final two to lead luminaria sales.
6. **Appreciate and recognize efforts**
   - Be sure to give each team member a warm welcome when they arrive.
   - Consider the ways in which you might recognize each person for their contributions at the end of Relay.
   - Help the team share in the celebration of any prizes awarded at Relay.
   - Remember to recognize your own contributions and keep in mind that each dollar raised brings us that much closer to winning the battle against cancer.
Pre-Relay Checklist

- Register your team ($10 fee per member) at www.bermudarelay.com
- Review your team captain packet and distribute relevant materials to your team.
- Help your team develop a name, camp site theme and fundraising goal. Be sure to include individual, team, and on-site fundraising activities in your goal.
- Ensure your team members understand that they must pay their registration fee and raise at least $100 to receive an event t-shirt.
- Give purpose to your team – dedicate your efforts to someone who has been touched by cancer, for example.
- Appoint a co-captain and delegate tasks within the team. Delegating is a great way to make sure your team members feel involved!
- Invite others to join your team.
- Forward Relay For Life of Bermuda information to team members.
- Attend team captain meetings (or delegate a team member to attend in your absence) to receive important event details, learn fundraising tips, turn in collected donations, and find inspiration.
- Host team meetings to plan fundraising activities, present ideas and information from team captain meetings.
- Communicate, Communicate, Communicate! Stay in touch with your team. Let them know what to expect when they participate in Relay For Life.
- Complete the team roster form as soon as possible and turn in team registration fee (combined team members’ fees).
- Work with your team members to set a goal for how much money they can raise. Remember, to receive a t-shirt each team member must raise $100 individually.
- Check on team members’ fundraising and awareness-raising progress and celebrate their efforts and achievements. Be sure to provide tips and encouragement.
- Be a leader and help your team reach its fundraising goal. Challenge other teams!
- Attend the Kickoff Celebration and the Team Captain Wrap-Up Party.
- Create a team roster for the event – aim to have someone on the track at all times.
- Make sure all team members know when to arrive, where to park, what to bring and time of Relay ceremonies.
- Turn in the money your team has raised – early and often. Record all donation details and return team donation sheets to the Bermuda Cancer and Health Centre.
- Attend the Relay For Life Bank Night to submit cash or cheque donations collected to date and to pick up important information and supplies.
- Recognize and thank team members and supporters for their time, commitment and accomplishments.
- Be prepared for an inspiring and memorable 24 hour experience!
By utilizing the team delegation wheel your team will be able to delegate tasks, engage all participants and encourage leadership among the entire team. Thus prevent captain burnout and ensure fundraising success year around.

A team is essentially a mini-committee:
- 10-15 suggested number of members
- Conduct monthly meetings
- Delegate duties among team participants based upon the team wheel listed below
- Have a team succession plan – who will take over which role in the coming year?
## Team Goal Setting
May 12th – 13th, 2017

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**TOTAL FUNDRAISING GOAL**

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### Fundraiser Title:

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| Fundraiser Goal: | Expected Attendance: |

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| Publicity | | |
|► Design ad/flyer/poster/memo | | |
|► Make copies (determine # needed) | | |
|► Set date and assign volunteers to distribute | | |

| Event Management | | |
|► Generate list of needed volunteers | | |
|► Recruit volunteers | | |
|► Create detailed volunteer schedule - task, person responsible, time, location **Include setup and cleanup duties** | | |

| Integration of Bermuda Cancer and Health Centre’s mission and/or cancer education | | |
|► Establish focus & implementation strategy | | |
|► Make list of supplies & obtain necessary materials from the Bermuda Cancer and Health Centre | | |
Instructions for the team captain:
Please use this form for your team fundraisers to allocate donations to credit properly. Proper donation allocation affects t-shirt distribution to your team members.

Relay For Life Event Name:__________________________________________________________
Team Name:_____________________________________________________________________
Team Captain Name: ______________________________________________________________
Amount Raised: $ ________________________________________
Donations being submitted to Bermuda Cancer and Health Centre by:

- cash/cheque
- online transfer HSBC – SA#006-048482-011 OR 006048482511 (US)
- online transfer BNTB – SA#2006060372314-200 OR 2006-840-011607-100 (US)

Type of Fundraiser: _________________________________________
Date of Fundraiser: _________________________________________
Credit Fundraiser by (please check one to apply):

- Split equally to each team member
- Participants listed below ONLY
- Team Money Record ONLY

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Please send this form along with payment to:
Bermuda Cancer and Health Centre
Attn: Relay for Life
46 Point Finger Road, Paget DV 04
or email accounts@relayforlife-bermuda.org

For more information (official event logos, sample text) please visit www.Bermudarelay.com and check out our Team Captain Toolkit
Tips for successful fundraisers:

- Understand your community/target audience and try to identify something that might be of value/interest to them.
- Publicize the fundraiser heavily - the more people who are aware, the greater the likelihood of success.
- Undertake the fundraiser with great enthusiasm (it’s contagious).
- Pursue fundraising activities on a year-round ongoing basis.

Just a Few Examples of Team Fundraisers:

- **Company Contribution**: solicit a specific donation from your organization above and beyond that raised by your team and apply the credit for incentives for all team members.
- **Cancer Control**: Have a brown bag lunch seminar and invite a representative from Bermuda Cancer and Health Centre to speak on cancer prevention. Ask employees to donate what they would spend on going out to lunch or charge a set fee.
- **Photo Contest**: Hold a “Guess Who” photo contest! Ask employees to bring a baby or childhood photo of themselves that they think no one will identify. Ask for a donation to make a guess and give winners a contributed prize.
- **Sports Tournaments**: Set up challenge matches between individuals or departments for cricket, netball, basketball, softball, football or any sport! Ask for a donation as an entry fee and admission fee. Ask for contributions in exchange for refreshments at the event.
- **Electronic Message**: Ask your IT Department to have a message "pop up" on employees' screens asking for a donation.
- **Auction (Silent or Live)**: hold the event at your business, in your neighborhood, or at church. Ask for contributions of unique items. Display the items (or descriptions) prior to the event. Hold the auction over lunch or at a convenient time.
- **Bake Sale**: Hold a Friday bake sale at work so employees will have treats for the weekend. Encourage breakfast items, as well as sweets like bars and cookies.
- **Car Wash**: An oldie, but a goodie. This works great for high school teams.
- **Matching Gifts**: if your company has a matching gift program, that’s an effective way to double your fundraising efforts. Check with your Human Resources department to obtain forms.
- **Poker Plays Pay**: Invite ten people over for a round of charity poker. Send invitations explaining that your Relay for Life participation and request everyone brings $25-50 mad money! If you can recruit a few friends to help you, try this on a larger scale and hold in your church hall or local school! Be sure to provide refreshments.
- **Quilt Making**: do you have a team that makes quilts? Make quilt squares in honor and in memory of people with cancer. Ask for a contribution for different sizes: a 4" square for $5, an 8" square for $15, and a 12" square for $25. Display the quilt at a public location.
- **Photo Contest**: hold a "stumper" photo contest. Ask employees to bring a baby or childhood photo of themselves that they believe no one can identify. Ask for a donation to make a guess. Give winners a contributed prize.
- **Fetch & Favor Fee**: place a sign-up sheet outside your office, the teacher’s lounge, or even your own kitchen. Approach business owners with this offer to run errands like fetching coffee or lunches, prescriptions, supplies, etc. Create a price list to match the errand and let them know their dollars go toward a CURE.
- **Wishing You Well**: set up a "wishing well" at your local school, business, church, or store with a sign explaining that all proceeds go toward Relay For Life and a cure for cancer. Put an ad in your local paper announcing specific days for change drop-offs. Maybe the store will match the gifts. You could even have this at your tent site at the Relay.
- **Top Tent**: Fundraising at the relay. Decorate ballot boxes for voting and donation collection. People enter a vote for their favourite tent site with a donation. Each site collects the vote and donation toward the total vote!
- **Other examples include**: Battle of the Bands, Golf Tournament, Pub Crawl, Trivia Night, Wine Tasting, Fondue Night, Potluck...

For more information email relayforlife@rch.bm or visit BermudaRelay.com
This form will help you schedule how your team members will continuously walk the track for the duration of the 24hr Relay For Life event. (Half-hour or one-hour slots are recommended.)

**Team Track Schedule**

**May 12th – 13th, 2017**

<table>
<thead>
<tr>
<th>Time (Insert: 00 or: 30 time slots to match event schedule.)</th>
<th>Team Member Name</th>
<th>Notes: Mark off times for ceremonies, scheduled activities, meals, etc. *Remember at least one member of your team must be on the track at all times!</th>
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Team Captain Timeline
May 12th – 13th, 2017

*All team captain meetings will be held at XL Catlin on Bermudiana Rd*

**FEBRUARY 21ST: Items to accomplish by 1st Team Captain Meeting**
- Hold a team meeting to get organized
- Establish a team name
- Identify your Co-Captain(s)
- Go online to bermudarelay.com and complete team registration including paying registration fees
- Create your team’s fundraising page – with this link, you will be able to direct friends and family to this location so they can support
- Set a fundraising goal
- Brainstorm fundraising ideas for your team and delegate tasks
- Hand out luminaria forms / bags to team members
- Secure your tent (rental or buy)

**MARCH 21ST: Items to accomplish by 2nd Team Captain Meeting and Bank Night**
- Hold a team meeting to focus on fundraising
- Complete registration and collect registration fees for any new team members since last meeting
- Establish a team theme (take a look at tent themes page)
- Review team fundraising goal – how much have you raised so far?
- Discuss team fundraisers pre-event and on-site
- Ensure that your onsite fundraising registration and Electricity request form has been completed

**APRIL 25TH: Items to accomplish by 3rd Team Captain Meeting and Bank Night**
- Hold a team meeting to check fundraising status and begin event preparation
- Review your team fundraising goal
- Prepare a list of survivors on your team or that your team members know and invite them to participate in the Survivor’s lap
- Brainstorm your campsite ideas and assign team members to make preparations
- Prepare your walker schedule for your team and make sure you have someone on the track at all times during the 24 hours
- Collect funds raised to date and start finalizing event preparations

**APRIL 30TH: Deadline for all team registration – this will ensure trackside campsite allocation**

**Items to accomplish before Relay Day:**
- Review your team fundraising goal and complete preparations to achieve your goal
- Finalize campsite and onsite fundraising plans
- Pickup t-shirts for your team members who raised $100
- Review event logistics / guidelines

**MAY 10TH: Volunteer Meeting and Team Pack Collection (shirt & wrist bands)**