



PARTICIPANT INFO PACK



Celebrate, Remember, Fight Back!

RELAYFORLIFE
.ORG.NZ



CONGRATULATIONS

Thank you for being part of **Relay For Life!** You will be taking part in an amazing overnight camp to **celebrate**; with those living with and who have survived cancer, **remember**; and pay tribute to those we have lost to cancer and join together as a community to **fight back**; against cancer.

1

BUILD A TEAM OR BE PART OF A TEAM

The average Relay For Life team has 10+ members. Think about approaching work colleagues, friends and family to join your team. Ask people with different connections or networks to widen the circle of donations and supporters.

2

DEVELOP A VISION, PLAN & GOALS

Support your team by raising funds, possibly attend team catch-ups and take part in any team coordinated fundraisers. Encourage team members to also use their personal supporter pages to fundraise individually. Think of ways to demonstrate your team spirit and raise cancer awareness.

3

MOTIVATE YOUR TEAM

To achieve your goals, share information about Relay For Life and Cancer Society. Explain how the team's support will help Kiwi's and their families in the community who are undergoing a cancer journey.

4

COMMUNICATE REGULARLY

Keep track of your progress and celebrate your successes. Share Cancer Society information. Spread the word with friends and family, social media is a great place to start.

5

RESOURCE & PACE YOURSELF

Attend meetings – keep an eye out for the dates and times as these will be advised via social media and email.

FUNDRAISING TIPS

After you have setup your supporter page on relay.org.nz you are ready to start fundraising! Make sure you personalise your page by updating your profile picture and story. Fundraisers who personalise their page receive on average 20% more donations! By planning your fundraising efforts, you will achieve your fundraising goal with ease. We encourage each team member to raise \$200 per person – this is then added to the team total. So let's get started with your personal plan:

FUNDRAISERS WHO PERSONALISE THEIR PAGE RECEIVE ON AVERAGE

20%

MORE DONATIONS

1 DONATE YOURSELF

Get the ball rolling and show your commitment by **donating to yourself!** Set the bar to encourage your donors to match your contribution. On average, fundraisers who make their own donation raise more than those who don't and receive larger donations from their friends and family. Make as generous a donation as you can to demonstrate your commitment to the cause. If you are not in a position to donate to yourself, think of someone who you can ask to get you started.

2 DON'T DELAY

Ask for your first donation today. Asking people for donations may seem difficult or uncomfortable but just remember that you are giving them an opportunity to make a positive difference in the community.

3 MAKE A LIST

List all the **people in your life who are potential donors** and organise them by the amount that you think they might be able to give. Don't leave anybody out as unfortunately, cancer affects everybody in some way. You may be surprised by who donates and how much they give – remember it never hurts to ask.

4 CHOOSE YOUR APPROACH

Decide what will be the best way to **contact each potential donor.** The table attached gives suggestions about the best ways to communicate with different donor groups but always go with what you think would be most successful. When in doubt always lean towards the most personal method.

5 MAKE TIME

Make a plan for **when you are going to contact** each donor/group of donors and keep track of who has responded. Remember that people are busy. Just because they might not donate straight away does not mean they do not want or plan to. Set a date for when you are going to follow up with those who have not responded.

6 KEEP TRACK

Monitor your fundraising progress and let people know how much more you need to raise to reach your goal. Tracking and communicating is made easy via your fundraising page at relayforlife.org.nz. Once you have reached your fundraising goal, increase it. People are much more likely to keep donating if there is still a goal to be reached.



USEFUL INFO

DON'T RUSH... IT'S NOT A RACE

Relay For Life is not a race, nor do you collect pledges based on the number of laps you walk. All fundraising is done before the event.

THEME YOUR TEAM

Make it a super event to remember. Be bold, bright and fun.

PACE YOURSELF AND PASS THE BATON!

Share the load with your team mates, don't forget that at least one person from your team should be on the track for the duration of the relay. Most people will walk, with each team member choosing

how often, how long and at what pace. It is common to walk in 30 to 60 minute shifts. Many find it more enjoyable to walk in pairs, it is totally flexible do what suites your team.

GET SUPERVISED

For high schools, please feel free to contact us with regards consent information and supervision expectations.

WE'RE HERE TO HELP

The Relay For Life support team are here to assist you and your team so please feel free to contact us if you have any questions!



PLANNING TIPS

\$	WHO SHOULD I ASK?	HOW SHOULD I ASK?
\$500+	<ul style="list-style-type: none"> • Business owners • Companies who have a donation matching scheme • Businesses who are able to offset donations through their taxes 	<ol style="list-style-type: none"> 1. Meet in person 2. Phone call
\$100 TO \$500	<ul style="list-style-type: none"> • Friends/ family who can possibly make a larger donation • Small business owners Doctor/ dentist/ professionals who you have a relationship with • Manager/ owner of restaurant, cafe or other establishment that you are a regular customer of 	<ol style="list-style-type: none"> 1. Meet in person 2. Phone call 3. Email 4. Social Media
\$100 OR LESS	<ul style="list-style-type: none"> • Friends • Family • Coworkers and former coworkers • Your parents/ friends parents • Hair stylist, bartender, mechanic, etc. • Friends of friends/ friends of family • Absolutely EVERYONE! 	<ol style="list-style-type: none"> 1. Meet in person 2. Phone call 3. Email 4. Social Media

MY FUNDRAISING PLAN



\$	WHO WILL I ASK?	BEST WAY TO ASK	DATE TO ASK BY	RESPONSE YES OR NO	FOLLOW UP DATE	AMOUNT RECEIVED
\$500+						
\$100 TO \$500						
\$100 OR LESS						

TOTAL NUMBER OF DONORS **TOTAL \$ RAISED**