



JOIN THE FIGHT TODAY

RELAY FOR LIFE OF CENTRAL BUCKS MIDDLE SCHOOLS

05.18.19

main.acsevents.org/cbms

Dear Team Captain,

THANK YOU for volunteering to be a leader in your school to help support the American Cancer Society. With this job comes great responsibility: many students (and lots of adults) are depending on you to be an important communication link, a relentless motivator, and a good spokesperson in the fight against cancer.

Some of the qualities of a great team captain is someone who:

- Can explain in 30 seconds or less why he/she is raising money for the American Cancer Society
- Pays careful attention to the announcements about Relay deadlines
- Plans unique and exciting fundraisers well in advance to help meet that goal
- Encourages all of his/her teammates to turn in their paperwork and donations on time
- Organizes all of the paperwork and donations in a safe place until it is time to turn them in
- Writes thank you notes to everyone who donated or helped the team to fundraise
- Sets and meets a team fundraising goal that averages *at least* \$50 per person – hopefully more: the average per-student donation last year was \$101.

In this folder are most of the supplies that you need to begin planning a successful Relay season. Why are there not enough copies for your whole team? You don't need them. Student sign up, chaperone sign up, luminaria sales, and donations can all be done entirely online this year. Please take advantage of these online tools to help save lots of time and lots of trees.

The final piece of advice that we will offer you as a team captain is to get your parents involved in your efforts, and get them involved early. After all, they will be the ones who will need to buy the supplies for, and drive you to, all of your fundraisers. They will likely have some great ideas on how you can raise money. The more information you give your parents about what you are doing, the easier it is going to be for everyone to raise a whole lot of money for the American Cancer Society.

Your efforts in this Relay season are absolutely making a difference in the fight against cancer, and for that you should be very proud of yourself. Make it a great Relay season!

-The Relay for Life Committee

Team Incentives 2019



The top three fundraising teams in each school will be determined at the end of the day on Monday, May 13th. This figure will include all donations made in-person at the school and those credited to the team online. As determined by a per-person average (so it's fair for teams both big and small) our top three teams from each school will receive the following:

- Special recognition at the opening ceremony
- A voucher for a free dinner from one of our food vendors at the event
- Recognition from the American Cancer Society
- One parking pass to drive directly to Tohickon on the day of Relay (no shuttles for you!)

Good luck!



Each lap gets us
closer to a world with more
birthdays.

The world with less cancer and more birthdays gets closer at every Relay For Life event. There, arm-in-arm, volunteers and survivors inspire the crowd. Join Relay for Life in our community. Together we'll stay well, get well, find cures, and fight back.

What is Relay For Life?

Relay for Life is the American Cancer Society's signature activity. It offers everyone in a community an opportunity to participate in the fight against cancer. Teams of people gather at a local school, park, or fairground and take turns walking around a track or path. Each team is asked to have a representative on the track at all times during the event.

Relay for Life is a life-changing event that brings together more than 3.5 million people across the world to:

- Celebrate the lives of those who have battled cancer. The strength of survivors inspires others to continue to fight.
- Remember loved ones lost to the disease. At Relay, people who have walked alongside people battling cancer can grieve and find healing.
- Fight Back. We Relay because we have been touched by cancer and desperately want to put an end to the disease.

What is Relay For Life of Central Bucks Middle Schools?

Our Relay began in 2004 as a customized alternative to local overnight events to get young people involved in the fight against cancer. The only eligible participants are current 8th and 9th grade CB Middle School students, adult chaperones, survivors, and caregivers. Our students and community are proud to celebrate the following accomplishments:

- The highest fundraising middle school event for the American Cancer Society in the nation
- Nationally ranked in the top 5 Youth Relays in the nation for 6 of our last 14 years
- Winner of the national Gordy Klatt award for having the most number of survivors at our event, 2012
- 2,008 student participants
- A donation average of \$101 per student participant
- 581 participating cancer survivors and caregivers
- 2,281 attending adult chaperones
- 3,008 luminaria circling both sides of the track

Please join us this year as we celebrate sixteen-year fundraising total of over 3.7 million dollars!



THANK YOU for your support of the American Cancer Society

1.800.227.2345 www.cancer.org

Relay For Life of Central Bucks Middle Schools

has gone digital!

1. To register for Relay For Life 2019
visit this link:

main.acsevents.org/cbms

2. Once you have registered on the website,
you must fill out this form in order
to complete your registration:

bit.ly/RFLCBMS19

After you register, get started!

CUSTOMIZE YOUR WEBPAGE

On your Dashboard, click 'Personalize your page' to share your story, and the reason you are participating in Relay. You can also upload a photo!

SHARE ON SOCIAL MEDIA

Share why you are participating in Relay along with a link to your fundraising Dashboard on Facebook, Instagram, and Twitter

SEND EMAILS TO FRIENDS AND FAMILY!

Click "Compose an email" on your Dashboard. Create your own, or choose from a variety of templates, where you can customize with the reason you are involved.

TRACK YOUR PROGRESS

At the top of your dashboard, check on the 'My Progress' section and view or edit your personal goal. Click 'My Donation' and view any donations or messages you receive from donors.

Click [here](#) to visit the download library and
learn how to navigate your fundraising dashboard

CONTACT ALYSSA SPIOTTA WITH ADDITIONAL QUESTIONS:
EMAIL: ALYSSA.SPIOTTA@CANCER.ORG PHONE: 215.985.5356

COMMUNITY EVENT ONLINE GUIDE

Sign Up. Set Up. Start Fundraising.

Welcome! Let's get started!

Follow the step-by-step directions below to set up your Bike event webpage and get going.

Step 1: Find Your Event.

Go to: <http://www.cancer.org/involved/index> to locate your event, or type in your events URL and then click 'Sign Up'.

The screenshot shows a search form titled "Search for Events in Your Area". It includes a brief introduction and two main sections: "1. Choose the programs you wish to find" and "2. Enter Your Location".

1. Choose the programs you wish to find

- All Events
- Coaches vs. Cancer
- Cancer Prevention Study - 3
- Determination
- Galas
- Golf
- Making Strides Against Breast Cancer
- Relay For Life
- Other Fundraising Events
- Event Related Meetings

2. Enter Your Location

Zip Code: or
City: State:

Step 2: Register for an Event.

If you are a Returning Participant

- If you registered online for an American Cancer Society event in the past, you can log in as a Returning User by typing in your username and password. If you haven't done so already, you may be prompted to update your credentials for your new Society Account. This will ensure your saved contacts and donor history from your previous efforts is carried over to your fundraising Dashboard!

If you are a New Participant

- Click to "Create an Account" to establish the username and password you'll be using to manage your fundraising Dashboard.

If you have any trouble logging in, or creating your account, please call 877-957-7848

The screenshot shows the "Log In" form. It has a "Log In" title and a "Are you a new participant? CREATE AN ACCOUNT" link. Below the title, there are two options for logging in: "Log in with your social account" (with Facebook, Google, and Yahoo buttons) and "Or, log in with your email or username:". The email/username and password fields are present, along with a "LOG IN" button and a "Forgot password?" link. At the bottom, there is a "Need help? Please visit our FAQ." link.

Participants may choose to start a team, join an existing team, or ride as an individual.

The screenshot shows the "Sign Up" page. It has a "Sign Up" title and a "Text Size" selector. Below the title, there is a paragraph: "If you are looking to get involved in your community and make a difference for a meaningful cause, then the American Cancer Society National Bike-a-thon event is a perfect fit." Below this paragraph, there are three options: "Start a Team", "Join a Team", and "Ride as an Individual". Each option has a corresponding image and a brief description.

Step 3: Continue registration.

Continue registering by selecting your payment method, kicking off your personal fundraising, and entering your contact information.

The screenshot shows the "Kick Off Your Fundraising" form. It has a "Kick Off Your Fundraising" title and a "Please select your participation type." instruction. Below this, there is a "Sign Up" option with a "Sign up today and kick off your fundraising efforts by making a personal donation." description. There is a "How much would you like to raise?" section with a "\$100.00" input field and a "(Suggested Goal) \$100.00" label. Below this, there is a "You can kick-off your fundraising by making a donation now:" section with several radio button options: "\$25.00", "\$50.00", "\$75.00", and "\$100.00", each with a brief description of the impact. There is also an "Additional Gift:" input field.

Step 4: Complete registration.

Complete the registration process by following the instructions on each page.

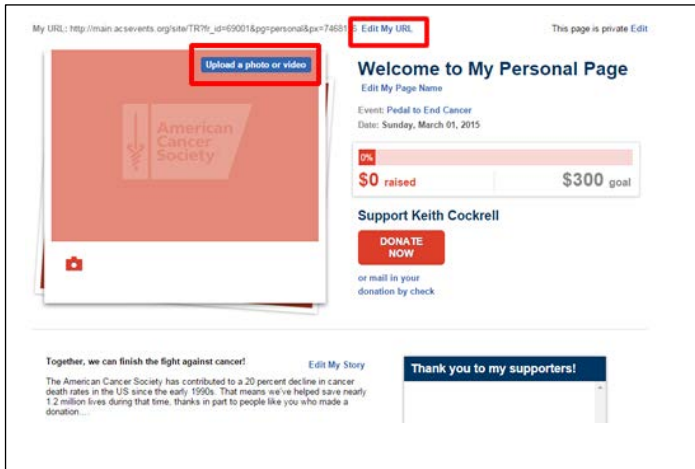
The screenshot shows the "Review & Confirm Your Information" form. It has a "Review & Confirm Your Information" title and a "Registration Details - 1 registration." header. Below this, there is a table with the following information:

Keith Cockrell	Participation Type:	\$0.00
kcockrell18@google.com	Sign Up	
790 Marvella Ln Green Bay, WI 54304-4602	Extra Gift:	\$0.00
[Edit]		
		Participant Total: \$0.00

Below the table, there is a "Donation Amount" input field with a "\$0.00" value. At the bottom, there are "Cancel" and "Complete Registration" buttons.

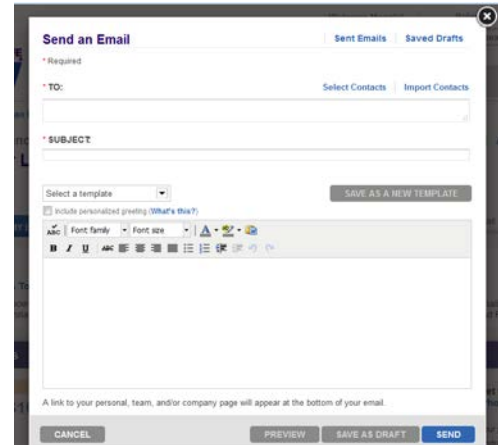
Step 5: Personalize your Web page.

- Click 'Personalize Your Page' within the View/Edit section of your dashboard.
- Click on 'Edit my Story' to personalize your title and share the reason you are participating. Make it personal!
- Click the 'Upload Photo or Video' button to upload a personal Photo (must be .jpg and smaller than 200 kb), or add a YouTube video.
- Click on 'Edit My URL' to create a short URL for your personal page.



Step 7: Send emails to friends and family.

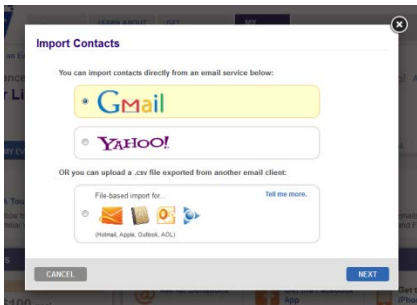
- Click 'Compose an Email' in your Dashboard.
- If you need some help, you can choose a type of email to start with from 'Select a Template' dropdown.
- If you set up an address book, click 'Select Contact(s)' and check the names you would like to appear in the "TO" field of the screen.
- If you did not set up an address book, you may type address in the address block (these addresses will be added to your address book for future use).
- Customize the message with the reason you are involved, or create your own message.
- You can review previous messages in the 'Sent Emails' section.



Step 6: Set up your address book.

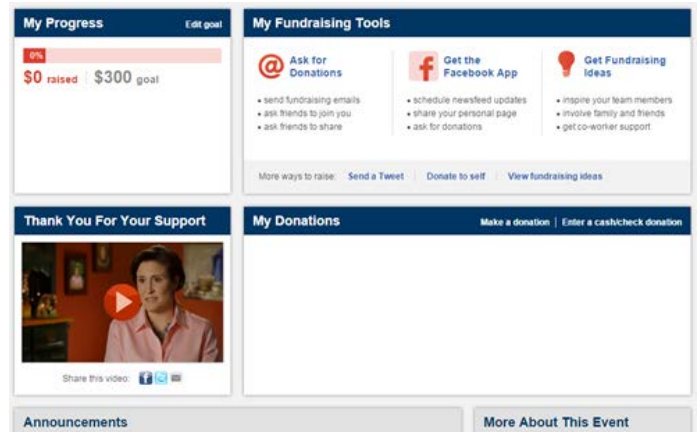
To add names & emails into your address book:

- Click "@My Contacts" in your Dashboard and then on 'Add a Contact' to add a single contact to your address book
- Click on 'Compose an Email and then choose to 'Import Contacts' from a file, or from an external email client by clicking on your preferred provider and following the online steps for uploading



Step 8: Keep track of your Progress.

- Check out the 'My Progress' section at the top of the page to see (or edit) your personal goal
- View your progress any time, by downloading the iPhone or Android app
- In 'My Donations', you can view the donations you have received, messages from your donors, and send / track thank you emails
- Click on 'Make a Donation' to donate towards your personal fundraising goal
- Ramp up your fundraising efforts by fundraising on Facebook



If you have any questions or concerns, please contact your local staff partner or call the American Cancer Society at 1.800.227.2345.

RELAY FOR LIFE OF CENTRAL BUCKS MIDDLE SCHOOLS



Dear Community Member,

The American Cancer Society Relay For Life of Central Bucks Middle Schools has grown to be one of the most successful youth fundraisers for the American Cancer Society in our nation. Since 2004, our five middle schools have raised over 3.7 million dollars in the fight against cancer. Our fundraising efforts earned us top-five rankings in the country among Youth Relay events for 7 of the last 15 years. These are amazing numbers, especially when you take into account that nearly all of this money was raised by individuals who are not yet old enough to drive.

As we begin preparations to host our 16th Relay and celebrate the accomplishments of the American Cancer Society, I am thankful for the generous support that our event receives from the business community. The ways that your business can help our students in the fight against cancer vary greatly, and every one of them is important to the success of our event.

The next page of this document provides for you the details of many different tax-deductible opportunities that are available for our sponsors. Last year's event attendance was over 5,100 individuals; we can be certain that a large portion of our community will recognize and appreciate your help with this important cause. If you are looking for a bigger Relay to be a part of, there is none: we are the highest-attended one in Pennsylvania for eight years running.

The help that you provide can take the form of a monetary donation or an in-kind donation of products or services. Monetary donations help us to finance the cost of hosting so many dedicated people at the event: shuttle bus services, bathroom facilities, tent rentals, entertainment, food, and security. The more support we receive from our sponsors, the more able we are to direct all of our student's donations directly to the fight against cancer.

Thank you for your consideration in helping our students, and thank you for all that you do for the American Cancer Society and Central Bucks students.

Sincerely,

Michelle Ball MICBALL@CBSD.ORG

& Zach Sibel ZSIBEL@CBSD.ORG



RELAY FOR LIFE OF CENTRAL BUCKS MIDDLE SCHOOLS



Sponsorship Levels (monetary and in-kind values)

Partner (\$1,000 and up)

- ✓ Option to set up 10' by 10' canopy display at Relay from 9am–7 pm*
- ✓ Large text business name on all 3,200 event t-shirts
- ✓ 4' by 10' banner displayed at event*
- ✓ Hourly announcements throughout the event
- ✓ Relay fundraising website recognition
- ✓ Ability to provide business information or coupons to all 500 survivors/caregivers
- ✓ Recognition at chaperone meetings attended by over 3,000 parents

Premium (\$750—\$999)

- ✓ Medium text business name on all 3,200 event t-shirts
- ✓ 4' by 10' banner displayed at event*
- ✓ Bi-hourly announcements throughout the event
- ✓ Relay fundraising website recognition
- ✓ Ability to provide business information or coupons to all 500 survivors/caregivers
- ✓ Recognition at chaperone meetings attended by over 3,000 parents

Star (\$500—\$749)

- ✓ Medium text business name on all 3,200 event t-shirts
- ✓ 4' by 4' banner displayed at event*
- ✓ 4 announcements throughout the event
- ✓ Relay fundraising website recognition

Friend (\$250-\$499)

- ✓ Small text business name on all 3,200 event t-shirts
- ✓ 2 announcements throughout the event
- ✓ Relay fundraising website recognition

For inclusion on the event shirt, donations must be received by April 12, 2019.

To inquire about sponsorship opportunities, please contact Michelle Ball at MICBALL@CBSD.ORG or 267-893-3300.

** No political or religious displays. No selling of products. Informational display only, please. Banners must be supplied by donor and dropped off at Tohickon the Monday before Relay. All businesses represented at Relay For Life must be consistent with the mission of the American Cancer Society and the Central Bucks School District.*

RELAY FOR LIFE OF CENTRAL BUCKS MIDDLE SCHOOLS



Name of sponsor as it should appear on t-shirts and website:

Contact person: _____ Telephone # _____

E-mail address: _____

Please indicate the dollar amount of your support or the value of your in-kind donation:

Partner (\$1,000 and up)

- ✓ Option to set up 10' by 10' canopy display at Relay from 9am–7 pm
- ✓ Premium large text business name on all 3,200 event t-shirts
- ✓ 4' by 10' banner displayed at event
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- ✓ 2 announcements throughout the event
- ✓ Relay fundraising website recognition

*** Please attach the text of your 30 second advertisement to be announced at Relay at the increments listed above

For inclusion on the event shirt, donations must be received by April 12, 2019. Completed forms can be faxed to Tohickon Middle School (267.893.5819) or sent via the postal service: 5051 Old Easton Road Doylestown, PA 18902

The donor agrees to refrain from political and religious displays. The donor will not sell products at the event and provide, if part of their sponsorship level, an informational display only. Banners must be supplied by donor and dropped off at Tohickon by the Monday prior to the event. The donor represented at Relay for Life and their display must be consistent with the mission of the American Cancer Society and the Central Bucks School District.

Donor Signature

Date



Matching Gift Tracking Form Double Your Donations

American Cancer Society
Relay For Life of Central Bucks Middle Schools
main.acsevents.org/cbms

Do you know anyone who works for, or has retired from, a large corporation such as: Johnson & Johnson, Prudential, Merck, Advanta, or GlaxcoSmithKline? Many large businesses have programs for Matching Gifts that you can use as part of your donation to Relay for Life. For example, if you have a relative or friend who works for one of these places and he or she makes a \$50 donation, their company will also make a \$50 donation – that’s \$100 towards your team total!

Every employer is different, and this does not happen automatically – there is paperwork that must be filled out that is specific to each company. **It is easiest for us to track matching gifts turned in at school with a check. If your matching gift is made online, please print a record of it and send it to school.**

Follow these instructions when submitting a matching gift for the American Cancer Society:

- Check with your employer to see if they participate in a matching gift program (or go to www.cancer.org)
- Use the American Cancer Society Tax ID Number as needed: 13-1788491
- Submit the check, your employer’s matching gift form, and this completed tracking credit form to your school
- Repeat the process for each individual donation
- Team or participant will be credited when the matching gift check is received by the American Cancer Society

**If you have questions regarding matching gifts, please contact Meg Rossi at Meg.Rossi@cancer.org or 215-985-5345*

Name of Team or Participant who should receive credit	Our event is run through this office: American Cancer Society, Inc. 1818 Market Street, Suite 2820 Philadelphia, PA 19103 Phone: 215.985.5401 Fax: 215.985.5343
Employee Name	
Company Name	

Amount of the Donation

Donation Date

For ACS Office Use Only:	
Date Request Submitted:	_____
Date Matching Gift Submitted to Company:	_____
Amount of Match donation received \$	_____
Date Matched Donation Received	_____
Date entered into Convio:	_____



Chaperone Schedule for Team: _____

Time	Parent 1	Parent 2	Extra Parents
Arrival – Noon			
Noon – 2pm			
2pm – 4pm			
4pm – 6pm			
6pm – 8pm			
8pm – 9:15pm			

Arrival Times:

- Tohickon – 8:30am
- Unami – 9:30am
- Holicong – 10:15am
- Lenape – 10:30am
- Tamanend – 10:30am



****This form is due on April 23, 2019****

ALL of the chaperones listed above must be registered online. You may add chaperones after this date, but you need to make sure you have two adults for each time slot by April 23, 2019, or your team will not be allowed to participate in Relay.

RELAY FOR LIFE OF
CENTRAL BUCKS MIDDLE SCHOOLS



Fundraiser Planning

Team Name: _____

Captain Name: _____

Captain homeroom teacher: _____

Relay For Life teams must raise an average of \$50 per person in order to participate in the event. The average Central Bucks team raised at least \$101 per person in 2018.

How many people are on your team? _____

What is your team's fundraising goal? \$ _____

Plan at least ONE fundraiser for your team, in order to help you and your teammates reach your goal. Write a description of your fundraiser in the space below:

WHEN do you plan on conducting this fundraiser? Give a specific date and time: _____

WHO do you need to help you in order for this to be successful? _____

HOW much money do you plan on raising with this fundraiser? \$ _____

Remember that when you are fundraising for Relay, you are representing not only your school, but our entire school district and the American Cancer Society. Follow these general guidelines and ask the Relay organizer at your school if you need help or are unsure of something:

- ✓ You must ask permission from a local business if you are going to conduct a fundraiser in, on, or near their property. You may NOT set up a fundraiser in front of a store without prior permission (usually at least one month in advance).
- ✓ You may NOT solicit donations from people in vehicles anywhere in the state of Pennsylvania. This may work for other organizations but is explicitly banned as an acceptable way to raise money for our event.
- ✓ Your team must be supervised by a parent for the duration of your fundraiser.

Parent Signature and Date

Student Signature and Date

**American Cancer Society Relay For Life
Northeast Region
Fundraising Guidelines**

Thank you for your interest and enthusiasm in conducting a project to benefit the American Cancer Society. Your efforts help us to accomplish our Mission: *The American Cancer Society's mission is to save lives, celebrate lives, and lead the fight for a world without cancer.*



When conducting a project for the American Cancer Society, please adhere to the following guidelines. It is the responsibility of the Relay Team Captain to share this information with all team members.

Before You Start: The American Cancer Society requests that teams carefully consider their fundraising efforts. During the planning of any event ask these questions:

1. Is it ethical?
2. Is it offensive to any group?
3. What is the financial risk/outcome?
4. Do we have unanswered questions or any doubt? (call your local American Cancer Society office)

Expense Planning: When holding a fundraiser where expenses are incurred, teams should ask the following questions before moving forward:

1. How will expenses be paid?
2. Where will funds for these expenses come from?
3. Is the revenue worth the effort of volunteer time?

Responsibility for Expenses: Any expenses incurred during a team fundraiser are the sole responsibility of the individuals contracting for the goods and services.

Taking Expenses Out of Events: The sponsor of the event must consider any expenses incurred in production of the event as a donation. If the sponsor wishes to take expenses out of the proceeds of the event, checks MAY NOT be made payable to the American Cancer Society and will not be tax deductible.

Mandatory Fundraiser Disclosure Statement: In accordance with Pennsylvania State law, the following disclosure statement must be prominently printed on all team fundraising promotional items, including but not limited to posters, tickets, and solicitation letters. The disclosure statement must be printed exactly as it appears here, with absolutely no changes or omissions:

"The official registration and financial information of the American Cancer Society, Northeast Region, may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 800.732.0999.

Distribution of Fundraiser Income: If your team fundraiser is conducted and promoted in support of the American Cancer Society, all proceeds must go to the American Cancer Society. The sponsor or any individuals involved with the event may take no fees, commissions or salary.

Proper Deposit of "American Cancer Society" Checks: All checks made payable to the American Cancer Society can only be deposited into an authorized Northeast Region "deposit only" account. Expenses cannot be reimbursed under any circumstances through this account.

Opening Special Bank Accounts: No bank accounts can be opened under the American Cancer Society or Relay For Life name.

Use of Logo: If the American Cancer Society or Relay For Life name and/or logo are used on any promotional materials (print or broadcast), sponsor must contact the local American Cancer Society office and staff person for approval of the use of the logo.

Appropriate wording for any promotion is as follows: "A portion of the proceeds from (event name) will go to benefit the American Cancer Society." The American Cancer Society name and logo may not be used in any way that may appear as a trademark or endorsement of the sponsor's product(s).

Acknowledgement Letters for Donated Items: The American Cancer Society will provide acknowledgement letters for items donated to the event. However, you must be responsible for forwarding the donor's name, address, phone number, and the description of the gift to the American Cancer Society within two weeks after your project. The acknowledgement letter from the American Cancer Society will state the description, not the value, of the donated item.

Small Games of Chance/Raffles: According to Pennsylvania Law, raffles and small games of chance cannot be held in conjunction with your event unless the state in which the event is being held deems that your business/organization is eligible to apply for a raffle permit or small games of chance license. Contact the staff of your local American Cancer Society office for guidance if considering a raffle. Raffles are not tax deductible.

Sales Tax-Exemption: Relay fundraising teams are not allowed to use the American Cancer Society's State Sales Tax-Exempt or Federal Employer Identification numbers when directly purchasing materials or supplies for their fundraisers from suppliers/vendors. Both states and Federal tax laws specify that groups raising funds independently to later provide financial support to the American Cancer Society are prohibited from claiming exemption from State and any other applicable taxes on such purchases.

Insurance Liability: The American Cancer Society and the Central Bucks School District are not responsible for insurance coverage liability for any outside sponsored event or fundraiser. This will be the responsibility of the sponsor.

Political Guests: The American Cancer Society is a public charity that cannot support or oppose political candidates or parties. The American Cancer Society can invite current legislators to attend ACS-sponsored fundraising events. However, you should emphasize to the legislator in writing that the American Cancer Society is a non-profit, charitable organization that may not engage in political activity and request that they refrain from doing any campaigning at the event. Violation of this prohibition can result in revocation of the American Cancer Society's tax-exempt status. Giving a specific candidate complimentary passes to an event that others must pay to attend is prohibited.

Conflicts of Interest: The American Cancer Society reserves the right to request you not approach a particular donor, business or organization for the purpose of underwriting or contributing to your project due to potential conflicts of interest that may arise among other income development initiatives and your plans.

Right to Refuse: The American Cancer Society reserves the right to refuse involvement in your project at will. Additionally, the American Cancer Society reserves the right to terminate partnership with your business/organization and/or you at will.

The American Cancer Society appreciates the hard work and effort put into raising dollars for the mission. However, the name and reputation of the American Cancer Society is more important than any funds raised.