



## International



# *International Relay For Life*

## *Event Development Guidebook*



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# WELCOME

Since its earliest beginnings in 1983 in Tacoma, Washington, USA, American Cancer Society Relay For Life has brought communities together to fight a common enemy – cancer. As it grew to reach more and more communities across the USA, Relay became a major player in every facet of the American Cancer Society’s mission to eradicate cancer. Now there are Relay For Life events in 20 countries and cancer organizations around the globe are finding that Relay is an incredible conduit for their country’s population to learn more about their organization’s mission and services.

Through Relay For Life cancer organizations are creating awareness about cancer, recognizing and celebrating survivors and those who care for them, remembering those who lost their battle against cancer, and encouraging citizens everywhere to become involved in the fight against cancer. The funds raised help cancer organizations achieve their mission and deliver their services.

The International Relay For Life Advisory and Training Team (IRATT) worked for months to make this guidebook one that will be helpful to staff and volunteers worldwide. Whether you are brand new to Relay – a new event or committee chair – or are simply searching for information to grow and improve your existing event, we think this guidebook will be a valuable resource.

We have combined the best information from RFL guidebooks across the United States, added time-tested tips and best practices from staff and volunteers and received input from international Relay staff and volunteers to make this guidebook one you can use to make your event the best it can be. From information on recruiting your first committee to planning ceremonies, we think you will find the tools you need in planning your Relay For Life event.

We offer a special thank you to the IRATT members who worked diligently to put this guidebook together. You will find them listed below. The work was done with the hope that Relay staff and volunteers worldwide will find the resources needed to help continue the Relay For Life tradition of excellence in communities across the globe. We wish you the very best of luck in planning and carrying out your event and thank you for all you do to help eradicate cancer. We are One Word – One Hope...and through International Relay For Life we are making a difference.

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International



*What is International Relay For Life?*



# THE ROLE OF RELAY IN THE FIGHT AGAINST CANCER

Since 1996, the American Cancer Society has collaborated with multiple cancer organizations in countries outside the United States to license and support Relay For Life programs. As a result, American Cancer Society Relay For Life events take place worldwide. The International Relay For Life program enables cancer organizations around the globe to increase their visibility and generate cancer awareness, outreach, and income while building survivorship, volunteerism, and advocacy efforts in their communities.

Through Relay, these organizations bring together passionate volunteers, promote their mission-based activities, and mobilize communities to take action in the international movement to end cancer. No matter where they take place in the world, Relay events give people a chance to celebrate the lives of cancer survivors, remember loved ones lost, and fight back against a disease that has taken too much.

## INTERNATIONAL RELAY FOR LIFE STANDARDS

To be considered an International Relay For Life event, the following criteria need to be met:

1. The event must take place *overnight*.
2. There should be at least an *Opening Ceremony* and *Closing Ceremony*.
3. Survivors will be remembered through a *Candlelight (Luminaria) Ceremony*.
4. The event should incorporate *Survivorship activities*.
5. Through Relay, we will include *Mission Delivery (Cancer Education)*.
6. The event should be completely *Tobacco free*.



## International



# *Event Development Overview*



# EVENT CHAIR

## ROLES AND RESPONSIBILITIES

As Event Chair, you play a key role in the success of your Relay. However, it is important to remember that you are not alone. You will be supported and encouraged by your staff partner(s) as you set out to identify and recruit additional volunteer leaders to fill your sub-committee roles.

(insert Partnership Agreement)

In addition to the recruitment of your sub-committee chairs, you will be responsible for the following:

- Being well-versed about your organization's mission and programs.
- Understanding and working within *International Relay For Life* event standards and philosophies
- Reviewing the Event Development Guidebook, Overall Event Timeline and the Checklist included in this document
- Ensuring that each of the Event Development sub-committees has a chair/co-chair in place
- Assisting sub-committee chairs with recruitment of sub-committee members as needed
- Reviewing and agreeing on expectations with each sub-committee chair by utilizing the Partnership Agreement
- Working closely with sub-committee chairs to build their plans, monitor their progress, and recognize their achievement
- Strategizing with the Event Chair/Committee to reach Event Development goals
- Reporting activities of the Development sub-committees at committee meetings
- Working with the Survivorship Committee to ensure all survivors are invited to join in activities
- Working with the Mission Chair to integrate mission/advocacy activities and messages
- Assisting with identifying and recruiting an appropriate person for the succession of your position
- Attending your organization's meetings and trainings, as recommended
- Ensuring that thank-you notes are sent after the event to volunteers.

## CHARACTERISTICS OF AN EVENT CHAIR

- Outgoing and enthusiastic
- Excellent leadership and organizational skills
- Ability to make the time commitment
- Goal and task oriented
- Creative and passionate about Relay
- Ability to think outside-the-box when planning your "show"
- Ability to motivate others



## International



## *Event Development Details*



# EVENT DEVELOPMENT

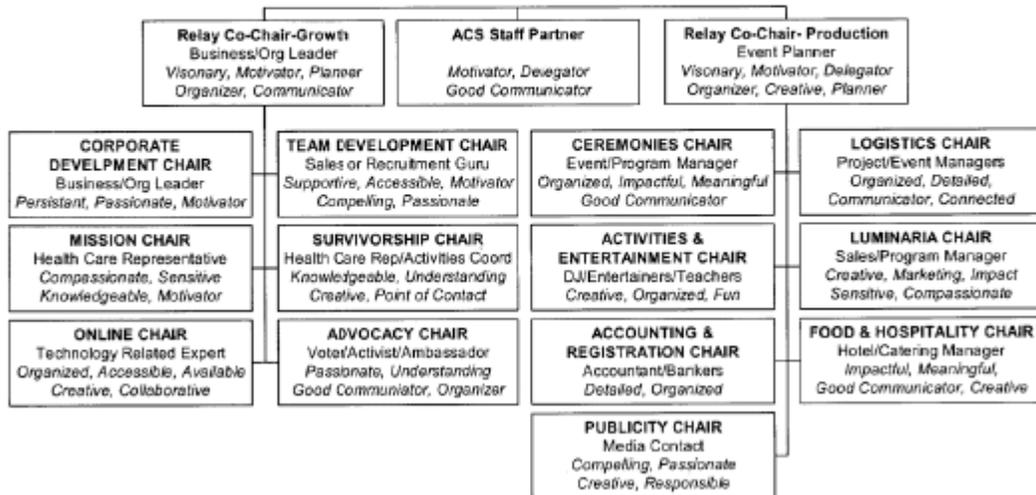
A well-organized Relay event is often described as seamless. Participants say they don't even see the organizers as the committees work to pull together all of the elements that make up Relay For Life. Your Event Development committee plays a significant role in the "seamlessness" of the event.

The event committee structure shown here is a very basic example of what your committee might look like.

**As your event grows in size, so should your sub-committees and the number of volunteers on each one.**



## Relay For Life Committee Structure



You will find that in order for your event to continue on its path to success; your sub-committees will develop sub-committees of their own. For example, your Luminaria sub-committee may have additional sub-committee chairs and more volunteers overseeing the specific aspects of your hope-inspiring ceremony.

Additionally, just as the overall Event Chair is encouraged to have a Co-Chair in order to ensure a consistent succession plan and seamless leadership transition, so too should each of the sub-committees.

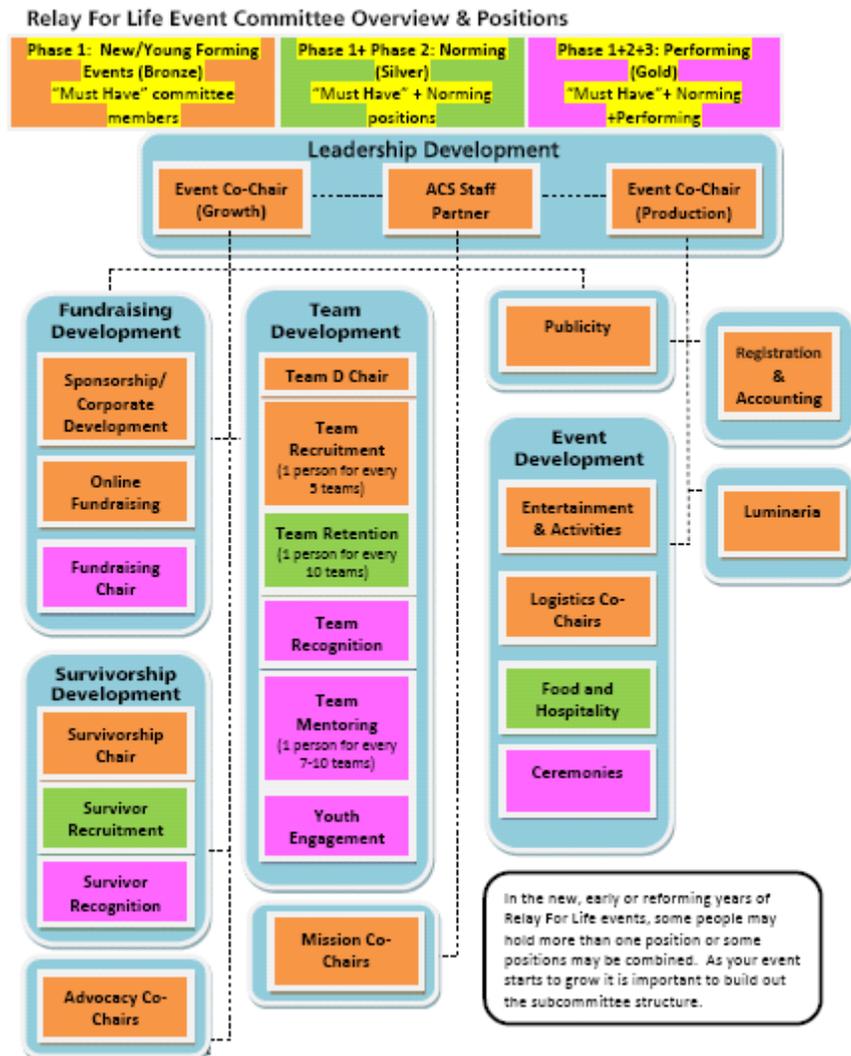
### SAMPLE COMMITTEE STRUCTURE: ONE SIZE DOES NOT FIT ALL!

It is important that your committee reflects your community and your Relay. Whether yours is a first-year Relay or a more mature event, your committee should be structured with your event's

future growth potential in mind. The structure referenced to here is only an example and can be adapted to best meet the needs of your community's Relay.

The attached committee structure document gives you three options based on the size of your event. This is called the Three Tiered Committee Structure and is color-coded for ease of reading. The three structures are:

- **Yellow Structure** (Tier 1: Starting Out) - this is for first-year or young events. This committee structure has only basic Relay committee positions.
- **Green Structure** (Tier 2: Growth Phase) - this committee structure builds on the basic committee structure in Tier 1 by adding committee members to position your event for growth. It is recommended for events three years old or older.
- **Purple Structure** (Tier 3: Maximize Potential) - this committee structure is recommended for mature events and builds upon both Tier 1 and Tier 2.



## COMMITTEE RECRUITMENT AND DEVELOPMENT

Building your Event Development sub-committee requires you to work strategically. It's important that you know your Relay community well enough that you are able to identify sectors that may be under-represented (or not represented at all) on your committee. After all, if we want our Relay to reflect our entire community, then our committee must also be reflective of our community. Below are two great tools to help you recruit your committee, the *Community Mapping Tool* and *Recruitment Wheel*.

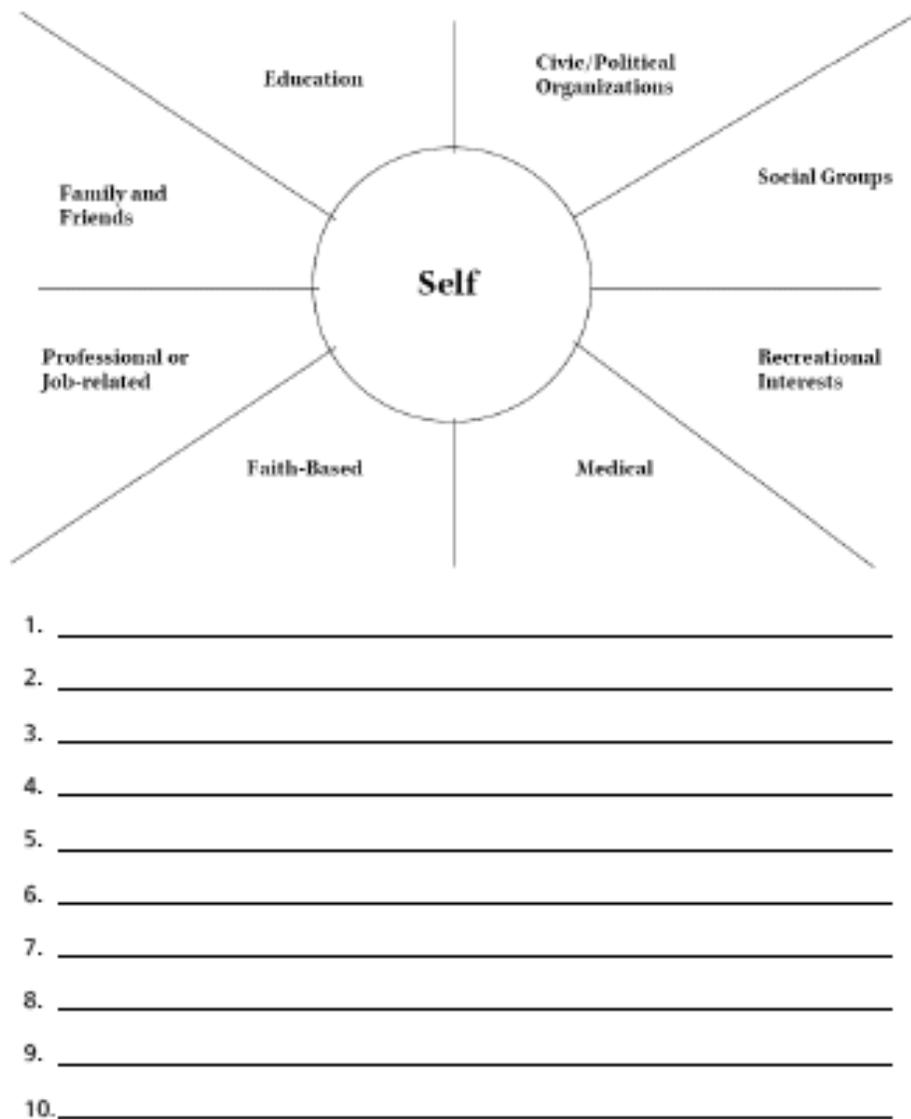
If we want our Relay to reflect our entire community, then our committee must also be reflective of our community.

The *Community Mapping Tool* and *Recruitment Wheel* exercises both involve a visual approach to identify gaps as you build a committee to reflect your community. Here's how it works:

- The committee gathers information on last year's Relay For Life event. For example, where committee members came from, lists of organizations such as churches and schools and information on local businesses.
- A map of the community is posted and all of this information is plotted on the map. By identifying the areas of the map where there are businesses, schools, and churches without committee members, you are able to easily identify potential committee members.

The Recruitment Wheel can be used the same way by writing the names of current committee members on the wheel.

## The Circle of Influence - Who Do You Know?



Once the Event Development Committee is in place:

- Clarify roles and responsibilities using the Partnership Agreement.
- Review event elements.
- Communicate consistently.
- Hold monthly committee meetings.
- Offer ideas, assistance, and incentives!
- Recognize your committee's efforts.
- Praise and thank them frequently!
- Give direction and guidance.
- Utilize the timeline (focusing on Event Development benchmarks) to track your progress.

## Partnership Agreement Fact Sheet

### **Definition:**

*Negotiating a mutually beneficial and satisfactory understanding between two or more parties. While not legally binding, partnership agreement helps people reach an agreement in such a way that everyone feels positive about the agreement and motivated to do his/her best.*

### **Why use the Partnership Agreement:**

- Ability to reduce barriers, solve problems or prevent them before they arise
- Ability to negotiate and agree upon roles & responsibilities
- Provides a mechanism for accountability
- Provides a process for making a commitment on behalf of each party involved in the working relationship

### **How to use the Partnership Agreement:**

- As a starting point to frame your conversation with your partners about roles, responsibilities, and communication
- Trade expectations. Negotiate who will do the work, how many meetings, phone calls, e-mails need to take place between each other and other committee members. Negotiate what both you need and want from each other in terms of updates, method of communication, resources needed, training, etc.). Review the job description, term limits and discuss goals.
- Be sure to discuss any areas of concern or potential difficulty for the each other.
- Contract behaviors, not feelings.
- Be realistic. Never promise what you cannot fully commit to deliver.

### **When conducting your conversation:**

- Share your job descriptions with each other and confirm understanding of each of your roles.
- Discuss your plan not only for this project/year, but how to grow your event/project/partnership in the future (succession planning and growth and development training)
- Discuss time requirements and best methods of communication for both partners. Be realistic with your availability and communication frequency.
- Assess event and gaps in committee, team demographics, survivorship involvement, and community presence and create a plan for addressing those gaps.
- Plan how you will carry out the agreement. Agree on a time frame when work should be completed. Create an action plan and remember, this is not a final document, just a starting point.
- Recap the agreement and your action plan, write it down, and commit to it.

### **Materials to Bring to Meeting:**

- Job descriptions and Committee Org Chart
- Community Presence Action Plan Worksheet
- Previous Year Meeting Minutes and event SWOT
- Participant Packet example
- Relay Implementation Guide
- Previous Year's Committee Roster
- Relay Audit from previous year
- Community Assessment
- Best Practice Timeline

### **4 Cs to a Successful Partnership:**

- **Communication**
  - Talk to each other
  - Keep each other in the loop
  - Know what each other are working on
- **Commitment**
  - If you say you are going to do it, do it!
  - Support each other
  - Express your commitment
- **Clarity**
  - Discuss your jobs and clearly define your roles
  - Don't assume and work as a team!
- **Consensus**
  - 100% of the people are 70% comfortable with the decision – Support it 100%





International



# *International Relay For Life Resources*



# LISTING OF INTERNATIONAL RESOURCES

## CONTACTS

*Iris Pendergast* (p) 1-303-284-7674  
American Cancer Society International Relay For Life (e) iris.pendergast@cancer.org  
Lead Training Manager

International Relay For Life Homepage ..... <http://www.RelayForLife.org/relay/international>

SharingHope.tv ..... <http://www.SharingHope.tv>

Facebook Homepage.....  
..... [http://www.facebook.com/home.php?#/pages/American-Cancer-Society-  
International-Relay-For-Life/29709031925?ref=ts](http://www.facebook.com/home.php?#/pages/American-Cancer-Society-International-Relay-For-Life/29709031925?ref=ts)

# INTERNATIONAL CANCER ORGANIZATIONS

## AUSTRALIA

Cancer Council Queensland  
Cancer Council ACT  
Cancer Council New South Wales  
Cancer Council Northern Territory  
Cancer Council South Australia  
Cancer Council Tasmania  
Cancer Council Western Australia  
Cancer Council Victoria

..... [www.cancer.org.au](http://www.cancer.org.au)  
<http://www.relayforlife.org.au>

## CANADA

Canadian Cancer Society ..... [www.cancer.ca/](http://www.cancer.ca/)  
[www.cancer.ca/relay/](http://www.cancer.ca/relay/)

## DENMARK

Danish Cancer Society ..... [www.cancer.dk](http://www.cancer.dk)  
<http://www.cancer.dk/Cancer/The+Danish+Cancer+Society.htm>

## FRANCE

Ligue Nationale Contre le Cancer ..... [www.ligue-cancer.net](http://www.ligue-cancer.net)  
<http://www.relaispouurlavie.net/index.php>

## GERMANY

Schleswig-Holsteinische Krebsgesellschaft e – V ..... [www.krebsgesellschaft-sh.de](http://www.krebsgesellschaft-sh.de)  
[www.laufinsleben.de](http://www.laufinsleben.de)

## GUATEMALA

Una Voz Contra el Cancer

## HONDURAS

Asociación Hondurena de la Lucha Contra el Cancer ..... [www.ccancer.hn](http://www.ccancer.hn)  
<http://www.ccancer.hn/indexreleva.htm>

## IRELAND

Irish Cancer Society ..... [www.cancer.ie](http://www.cancer.ie)

## JAMAICA

Jamaica Cancer Society ..... [www.jamaicacancersociety.org](http://www.jamaicacancersociety.org)  
<http://www.jamaicacancersociety.org/relayforlife.htm>

## **JAPAN**

Japan Cancer Society ..... <http://www.jcancer.jp/english>  
<http://www.jcancer.jp>  
<http://www.jcancer.jp/relay>

## **LUXEMBOURG**

Fondation Luxembourgeoise ..... [www.cancer.lu](http://www.cancer.lu)  
[www.relaispouirlavie.lu](http://www.relaispouirlavie.lu)

## **MALAYSIA**

National Cancer Society Malaysia – Kuala Lumpur  
National Cancer Society Malaysia – Penang  
..... [www.cancer.org.my](http://www.cancer.org.my)

## **NEW ZEALAND**

Cancer Society New Zealand.....[www.cancernz.org.nz](http://www.cancernz.org.nz)  
[www.relayforlife.org.nz](http://www.relayforlife.org.nz)

## **PHILIPPINES**

Philippine Cancer Society

## **PORTUGAL**

Liga Portuguesa Contra o Cancro..... [www.ligacontracancro.pt](http://www.ligacontracancro.pt)

## **SOUTH AFRICA**

Cancer Association of South Africa  
<http://www.ligacontracancro.pt/content.aspx?sid=2c9a0e7b-fee-4014-88d4-11f1e2a3c0ef&cntx=6IMJBoZMlIKzyZveAjth37FSb1L%2BDTcfCLUnQsBOC0U%3D>

## **THE NETHERLANDS**

The Dutch Cancer Society ..... <http://www.kwfkankerbestrijding.nl>  
<http://www.kwfkankerbestrijding.nl/index.jsp?objectid=17776>

## **UNITED KINGDOM**

Cancer Research UK.....[www.cancerresearchuk.org](http://www.cancerresearchuk.org)  
<http://www.cancerresearchuk.org/relay>

## **UNITED STATES**

American Cancer Society ..... [www.cancer.org](http://www.cancer.org)  
[www.RelayForLife.org](http://www.RelayForLife.org)

# *One World One Hope*

**International**



**International Relay For Life  
One World - One Hope!**

**[www.RelayForLife.org/relay/international](http://www.RelayForLife.org/relay/international)  
[www.cancer.org](http://www.cancer.org)  
1-800-ACS-2345**