



HOPE Model

Honor, Opportunity, Provide, Engage

Honor- one of the core values of Relay For Life is the celebration of cancer survivorship and the support of caregivers within the cancer journey.

Special Considerations:

- Relay For Life events should have special survivor/caregiver ceremonies.
- Special recognition should be considered, such as t-shirts, medals or pins for survivors
- Recognition items should also be considered for caregivers
- Special consideration should be given to the Celebrate, Remember, Fight Back initiative, with a particular focus on meaningful Celebration activities.

Opportunity- Relay For Life has reach into almost 5,000 communities. It provides a venue to share important information about valuable programs and services and ways to become involved in the fight against cancer through programs and activities. Relay For Life also has unique and special volunteer opportunities for survivors and caregivers.

- Invitation to form or join a Relay For Life team with family or friends
- Share information about year-round volunteer opportunities on Relay For Life committees, with various Society programs such as Reach to Recovery, and with ACS CAN.
- Collect information (name, address, phone, and email) for year-round follow-up and helpful information.
- Partnering with local organizations (places of worship, cancer support groups and local hospitals/cancer centers) is an important networking opportunity to share information about local Relay and ACS programs.

Provide- Each year, more than 250,000 cancer survivors participate in Relay For Life. With the community-based reach that Relay For Life afford us, this is another opportunity to share important cancer information. We are the number one trusted source for cancer information and Relay For Life is critical to sharing this information.

- Make sure each community is aware of the Cancer Resource Network programs and services, local programs and services, with special focus on 1-800-ACS-2345 and www.cancer.org.

Engage- The American Cancer Society is at work in Relay communities all year long. The relationships built in a community through Relay For Life can benefit survivors and caregivers year-round.

- Invite survivors and caregivers to functions for both Relay For Life and other ACS programs and services. Provide information about volunteer opportunities, services such as Road to Recovery, research accomplishments and ACSCAN.