



Great West Relay For Life 2009-2010 Pacesetter Program

The Great West Pacesetter Program is a recognition program for those events that meet established criteria that have been shown to help grow Relay For Life events. The program is designed to recognize events which are leading the way in this challenge but who may not always get the deserved recognition through other awards. The Pacesetter standards are formatted to show Relay committees what they should be striving for and help the Great West Division recognize events that exhibit exemplary progress and commitment throughout the Relay planning process. Based on current data, we anticipate that approximately 10% of Great West Relay events will qualify for Pacesetter status in 2009. Moving forward into 2010, here are the updated Pacesetter criteria for community events (youth events should check with their staff partner for the youth specific criteria list):

Pacesetter Criteria for Community Events

The following standards must be met for a community event to qualify for Pacesetter status:

- Event Chair hosted a Committee Planning Party.
- At least 6 committee members participated in a local Regional Summit/Relay University.
- Event Chair(s) recruited **at least 10 months prior to the Relay**
- Event Chair Partnership Agreement(s) signed **at least 9 months prior to the Relay**
- All other key committee members recruited*, including a minimum of three Team Development sub-committee members, **at least 8 months prior to the Relay**
- All teams from the past two years must be contacted prior to Kickoff (*except Relays with less than a two year history*)
- Kickoff held **at least 5 months prior to the Relay**
- 50% of past teams registered **at least 5 months prior to the Relay**
- 50% of goal teams registered **at least 4 months prior to the Relay**
- 75% of goal teams registered **at least 2 months prior to the Relay**
- 100% of goal teams registered **at least 1 month prior to the Relay**
- At least 3 communication touches to last year's survivors throughout the year (*possible examples are a post event Thank You note, holiday card, phone call, survivor invitation, etc.*)
- Meet all National and Division Standards
- Require a minimum team commitment fee of \$100 (*early bird discounts count*)
- Offer and promote the GW Division Individual Incentive program
- Show an increase in net income from the previous year
- Event Chair succession plan in place for next year

Pacesetter Recognition for Community Events

Successful completion of the Pacesetter program will designate community events eligible for the following:

- Pacesetter banner to be awarded to each event that reaches Pacesetter status.
- Certificate of Achievement to be awarded at Regional Summit.
- Pacesetter t-shirt to all Planning Committee members of qualifying events.
- Relay Gift kit from a National RFL vendor to each event that reaches Pacesetter status.
- Personalized recognition and thank you letter from GW Division leadership.
- Recognition in electronic newsletter.
- Additional recognition through new Division projects as much as possible.

* "All key Committee Chairs recruited" includes: Team Development Committee (includes Team Development Chair and Team Recruitment and Team Retention Sub-Committee partners), Sponsorship, Survivorship, Advocacy, Registration/Accounting, and Online