

## All American Award

Description: The All American Award recognizes growth, retention, Relay branding, diversity, and leadership in incorporating the 5D's within Relay events and throughout the year.

To qualify:

- Events must meet National Relay For Life standards (see checklist)
- Events must show overall growth
- Events must demonstrate successful implementation of the 5 D's
- Events must demonstrate proper event branding/signage using current RFL logo
- Events must show connection between RFL and ACS
- Events must demonstrate outreach efforts to diverse group(s)

These awards are based on applications submitted and reviewed by each DIVISION Relay Task Force or Volunteer Team. This application MUST be submitted electronically to your Relay For Life Department in your Division. **The deadline for submission to your respective Division is 5:00pm ET on 8/15/07. The deadline for Division to submit nominations to National is 5:00pm ET on 8/31/07, and should be submitted electronically to [toni.williams@cancer.org](mailto:toni.williams@cancer.org).** Because of the large numbers of applications to be reviewed, we encourage nominations to be sent soon after the completion of your event. Please submit photos along with your application. You may include up to two photos for each of the 5D's (no more than 10 photos total).

Award items:

- Metal signs
- Lapel pin
- Letter of congratulations to all winners with copies to CEO, COO, and Lead staff (signed by Relay Advisory Team chairs and Reuel Johnson)

# **NATIONAL AMERICAN CANCER SOCIETY RELAY FOR LIFE EVENT STANDARDS**

## *Checklist*

Your event must meet **all** of the standards below to qualify for this award. Please place an "X" in the boxes that apply, indicating your event met the required standard.

**Overnight Event**

The American Cancer Society Relay For Life was originally created as a 24-hour event because cancer never sleeps. Someone who has cancer battles it 24 hours a day. Those Relays fewer than 24 hours in length (usually 12 to 18 hours) are still overnight. Overnight can be defined as sunset to sunrise.

**Opening and Closing Ceremonies**

Relays begin with an opening ceremony, which clearly emphasizes that Relay For Life is an American Cancer Society event. The opening ceremony includes an opening lap by cancer survivors that sets the tone for the entire event. The closing ceremony provides another opportunity for cancer survivors and their caregivers to walk the track and to celebrate their success.

**Luminaria Ceremony**

Luminaria, paper sacks filled with sand to support a lighted candle, are a Southwestern tradition. The luminaria ceremony is often referred to as the "Ceremony of Hope." It is a time to remember those we have lost to cancer, to support those who currently have cancer, and to honor those who have fought cancer in the past. The power of this ceremony lies in providing an opportunity for people to work through grief and find hope.

**Survivorship Activities**

Survivorship activities include hosting a reception, as well as giving a special recognition memento to survivors (a sash, pin or special shirt). Additional survivorship activities are encouraged. (Please see national survivor model on page 14.)

**Mission Delivery**

Educational activities at Relay result in greater awareness of cancer prevention and early detection methods. Relay supporters have evolved into year-round collaborative partners who promote cancer awareness and programs before, during, and after Relay.

**Team Registration/Commitment Fee**

Teams that pay a commitment fee are more likely to follow through on their participation and fundraising. If nothing else, the commitment fee covers the costs of printing the registration materials and other event overhead costs. There is no nationally recommended amount, although many Relays charge \$10 a person or \$150 a team.

**Tobacco-Free Environment**

A tobacco-free environment does not mean banning smokers/chewers. Rather, we encourage their participation but prohibit their use of tobacco during the event.

**No Alcohol Allowed**

Relay For Life is a family event and often held on school property, therefore alcohol is always prohibited.

**Follow National Text/Graphic Standards**

All national text/graphic standards for Relay must be adhered to. (The ACS RFL Standards Manual can be ordered from the NHO Warehouse – product number 7542.24.)



# All American Relay For Life Award - 2007



Recognition of American Cancer Society Relay For Life Events

Community event: Youth event

Name of Relay For Life Event(s):

Date of Event:

Division:

State:

County:

County Population:

Lead Volunteer:

Lead Staff:

Phone Number:

Phone Number:

Email Address:

Email Address:

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Growth in the following three areas is a key indicator of your Relay's success. Demonstrate your event's growth from last year by filling in the amounts requested below.

	2006	2007
Income (dollar/per cap)	_____	_____
Teams (number of teams)	_____	_____
Survivors (3% calculation)	_____	_____

Team retention is also a key indicator in your Relay's success.

How many of your teams are returning teams? Please list the number and percent of total teams. (Example: 40 teams returning with 100 total teams in 2006 = 40% retention.) \_\_\_\_\_

**Implementation of the 5 D's is critical to your Relay's success. Describe how your Relay implemented each of the 5 D's in 2007.**

**LEADERSHIP DEVELOPMENT** (Establishing a Business Culture, Focus on Building Relationships, Chairs & Co-Chairs for Sub-Committees, 2 Year Transition of Leadership, etc.):

1. Does your event have 20 or more committee members?

- Yes
- No

2. Does your event have a 2-prong structure (growth & production)? Please describe

- Yes
- No

3. Does your event have a succession plan? Please describe

- Yes
- No

Additional activity/comments

**TEAM DEVELOPMENT** (Team Development Committee that includes Team Recruitment Chair, Team Retention Chair, Team Mentoring, Data Collection, Outreach to diverse groups, etc.):

1. Retention percentage \_\_\_\_\_ %
2. Number of new teams \_\_\_\_\_
3. Describe your outreach efforts to diverse groups

Additional activity/comments

**SURVIVORSHIP DEVELOPMENT** (implementation of National Survivorship Model – Year round survivor recruitment, collection of survivor data, honoring survivors and caregivers, involving survivors in committee and on teams, providing volunteer opportunities in ACS programs, involving survivors throughout the year):

1. Describe how you involved survivors year-round
2. Describe how you involved survivors in/at the event
3. Did you provide caregiver recognition at the event? Please describe

Additional activity/comments

**FUNDRAISING DEVELOPMENT** (focus on fundraising as a priority, ensuring that fundraising tips reach all participants, encouraging letter writing for fundraising):

1. Did you promote fundraising year-round (including online if applicable)? Please describe
2. Did your event include onsite fundraising? Please describe
3. Did you offer fundraising incentives (for individuals and teams, i.e. fundraising club , early bird etc.)

Additional activity/comments

**EVENT DEVELOPMENT** (effective emotional ceremonies, well planned survivor lap and activities, well planned Luminaria ceremony, caregiver recognition, fun event):

1. Were your ceremonies emotional, engaging, entertaining, powerful, and diverse? Please describe
2. Was your event engaging all throughout the night? Please describe and submit program / schedule
3. Was your event properly branded with the current RFL logo and does your event connect RFL to ACS? Please describe

Additional activity/comments

Having a clear plan and vision for your Relay is also critical to its success. Share details of your event's 1000 Day Journey (3 year plan) for income, teams, and survivors:

Additional Comments:

*Approved for National Recognition*

Reviewed/Approved

by: \_\_\_\_\_