

Great West Relay For Life 2007-2008 Pacesetter Program

The Great West Pacesetter Program is a recognition program for those events that meet established criteria in helping them to achieve their event goals and to grow their local Relay For Life events. The Pacesetter Program is designed to recognize those 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 5-10% of Great West Relay events will qualify for Pacesetter status in 2007. Moving forward into 2008, here is the Pacesetter criteria:

Pacesetter Criteria for Community Events

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

- Follow the Pacesetter Timeline below and meet all benchmarks regarding recruiting Event Chairs, committee chairs, signing partnership agreements, holding your Kickoff and recruiting teams according to the % benchmarks.
- Volunteers participate in either the Leadership Summit or the local Relay University.
- Have a minimum of three volunteers on the Team Development committee.
- Have an Advocacy Chair recruited according to timeline.
- Be on target with team recruitment benchmarks (% of goal teams recruited according to timeline).
- Have a minimum team commitment fee of \$100 achieved (*early bird discounts count*)
- Have an Event Chair succession plan in place for the following year.
- Meet all National and Division Standards.
- Show an increase in net income from the previous year.

Pacesetter Timeline for Community Events

Each community Relay event must meet all benchmarks according to the following timeline:

- Ten months prior to event – Event Chairs recruited
- Nine months prior to event – Event Chair Partnership Agreements signed
- Eight months prior to event – All Key Committee Chairs recruited*
- Five months prior to event – Kickoff held
- Five months prior to event – 50% of past teams registered
- Four months prior to event – 50% of goal teams registered
- Two months prior to event – 75% of goal teams registered
- One month prior to event – 100% of goal teams registered

Pacesetter Recognition for Community Events

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

- One of a kind Pacesetter t-shirt to all Planning Committee members of qualifying events.
- Pacesetter banner to be awarded to each event that reaches Pacesetter status.
- Attendance at the Invitation only Pacesetter Recognition event on Thursday evening prior to 2008-2009 Leadership Summit for all chairs, team development chairs and staff partners who are recipients of Pacesetter award.
- Gift certificate from a National RFL vendor to each event that reaches Pacesetter status.
- Certificate of Achievement to be awarded at 2007 Leadership Summit.
- Personal recognition and thank you by phone call/letter from GW Division Leadership personnel.
- Recognition in electronic newsletter.

* "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