

FUND THE MISSION 2017



What? An inclusive and fun challenge to promote fundraising for college and high school events, which will include recognition for events who have improved in their fundraising from 2016 and top fundraising events for 2017. Our goal is to beat the \$558,280.23 raised during last year's Fund the Mission challenge!

Who? All 600+ college and high school Relay For Life events will be automatically entered into this challenge.

Where? Nationwide! All data will be pulled from Relay For Life fundraising sites, making this an online fundraising challenge.

When? This is a 72-hour challenge, February 21st-23rd.

Rankings will be posted multiple times each day during the challenge period via the National Campus Relay For Life & CAC Facebook page (www.facebook.com/campusrfl), with schools being challenged to make it onto the next leaderboard by increasing fundraising. Rankings will be posted and prizes will be awarded in accordance with these metrics:

- Campus event with the highest YOY % fundraising increase as of February 23rd
- Most money raised online by a college event February 21st-23rd
- Most money raised online by a high school event February 21st-23rd
- Most money raised online by an individual campus participant February 21st-23rd



Prizes for the top collegiate event, top high school event, and top YOY fundraiser will be a 20-foot tall inflatable Relay For Life air dancer, and 100 Relay For Life cell phone wallets. The top individual fundraiser will receive Beats™ by Dr. Dre.



Please follow the National Campus Relay For Life & CAC social media networks and blog for graphics, communications, email templates, and more:

- Website: campus.relayforlife.org
- Facebook Page: <https://www.facebook.com/CampusRFL/>
- Facebook Group: <https://www.facebook.com/groups/308396852630367/>
- Twitter: <https://twitter.com/campusrfl>

