

****Use the following scripts to encourage participants to raise money online and through text during your event.****

Power Hours

Each hour of our Relay, we'll be focusing on a different way that the funds we've raised are making our communities better! To do this, everyone will need to either go to their participant center by logging into our Relay For Life event site and copying their personal fundraising page link, or we would like to encourage everyone to download the FUNdraising App on their Phones for tonight. This makes it really easy to send messages and ask for donations to support all the incredible programs that we'll be talking about tonight!

Ask everyone to take out their phones and either go to their RFL event site dashboard or download the fundraising app.

If possible, display Relay event website and where participants can find their link. Otherwise you can use the generic images provided to display

Optional You can start showing your support right now by going to this URL and adding a filter to your Profile Picture to show your friends that you're Relaying tonight!

<http://twibbon.com/support/relay-for-life-36>

(It's a good idea to link this to your event's social media page/FB event so people can click right to it. You can also make your own personalized event Twibbon if you have the ability to make graphics with transparent backgrounds!)

(Engaging participants early on in this manner will allow those who are not already signed up to get signed up and start their fundraising.)

Research Power Hour: An event like Relay can't be only about supporting cancer patients right now. It *must* be about creating a future with less cancer and better treatments. Anyone who has seen a loved one go through radiation, chemo, and the long and scary process of cancer treatment knows that we need to do better. Lucky for us, ACS gets applications from the best scientists around the globe that have ideas about how to do better. Even after intense vetting, HALF of the grants that ACS has approved as worth funding continue to go unfunded. So right now, let's do something about that. Together, let's ask friends and family to invest in these possible treatments- to help create cancer with less suffering and more birthdays. Pull out your phones right now to share this message through social media and text friends and family to ask for support!

post sample social media on screen

“Right now, there are potential cancer treatment grants going unfunded that could save lives. I'm at Relay For Life trying to make these treatments a reality. Will you join me? #ResearchPowerHour #IAmHope”

*Participants can also open the fundraising app, click on “send a message”, then “ask family and friends to donate”, and finally choose the method with which they would like to make the

ask - text, email, etc. Have them copy this message into a text message to ask for donations from the fundraising app.

Hope Lodge Power Hour: Cancer treatment is hard on the body. It's hard on a family. It's hard emotionally. It's also hard financially for many families that have to travel for treatment. The American Cancer Society partners with hotel chains to provide discounted lodging for these families, and tonight, you're helping make that happen. ACS also has Hope Lodges across the country near treatment centers that provide a FREE real home away from home for families during treatment. This service makes getting healthy possible for so many families who feel hopeless. For the next hour, help provide a home for families in need. Pull out your phones right now to share this message through social media and text friends and family to ask for support! ***post sample social media on screen*** (if you don't have a screen at your event, plan to have this posted to your event social media page/s so that participants can either share or copy the message)

"For many families, the cost of travel to cancer treatment is devastating. I'm giving those families in need a place to stay tonight through the American Cancer Society. Please donate with me to make sure that cancer patients have home away from home #HopeLodgePowerHour #IAmHope"

800 number power hour: When cancer patients don't know where to turn for advice, support, or resources, the American Cancer Society is there, 24/7 through their 800 number. For many survivors and caregivers, one of the first calls after treatment is to the American Cancer Society. Your fundraising dollars are a shoulder to lean on during the scariest moments of people's lives. Pull out your phones right now to share this message through social media and text friends and family to ask for support!

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"Tonight, I am a shoulder to lean on after someone hears the words "You have cancer." I nominate @_____ @_____ and @_____ to join me in donating \$10 to Relay For Life to fund a 24 hour call line that gives cancer patients and their caregivers the hope they need. #800numberPowerHour #IAmHope"

Road to Recovery Power Hour: If I need a ride to the doctor, I know I have plenty of friends to call. Many of us here probably take that for granted. There are communities in which cancer is an unequal burden. For people who are poor or elderly especially, the scariest part of a cancer treatment isn't always treatment; it's figuring out how to get there without a car or license. Right now, there are people who need your help. People who need a ride to treatment. For the next hour, we're going to help them get there. Pull out your phones right now to share this message through social media and text friends and family to ask for support!

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“Right now, there are people in your community who cannot get themselves to their cancer treatment. Through Relay For Life, I'm funding the Road to Recovery program, which finds patients a free ride to and from treatment. The scariest part of a cancer diagnosis shouldn't be not knowing whether you can get to your treatment. Please donate with me! #RoadsPowerHour #IAmHope”

Generic Power Hour (Can use this in Opening Ceremonies): Look around you. Not a single person here hasn't been touched by cancer. Whether it be our parents, our grandparents, aunts, uncles, siblings, friends, teachers, or any other loved ones in our life, cancer has affected all of our lives. Tonight, we'll do everything we can to fight back so that we can beat this disease once and for all. At Relay today, we have **(x number of people)** here walking the track. If everyone here each raised at least **(y number of dollars)** during our power hour from **(set a one hour time frame ie: 7pm to 8pm)**, we would raise **(x times y number of dollars)** for the American Cancer Society. Whether it be from sending emails through your dashboard or posting your fundraising link on Facebook as a post, I challenge each and every one of you to raise **(y number of dollars)** so that we can fund more rides to treatment, more wigs for patients, more hope lodge stays, more research grants, and more birthdays.

post sample social media on screen

#RelayPowerHour #IAmHope