

# Colleges Against Cancer Guidebook



Colleges Against  
Cancer

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# American Cancer Society Mission Statement

The American Cancer Society's mission is to save lives, celebrate lives, and lead the fight for a world without cancer.

## Impact of American Cancer Society Colleges Against Cancer

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The American Cancer Society has a long-standing tradition of mobilizing volunteers to address cancer issues within communities across the United States. The Society works with college students (through American Cancer Society Colleges Against Cancer and Relay For Life) to increase cancer awareness on campuses across the country, raise money to fund cancer research and patient services, advocate, and engage cancer survivors and caregivers.

American Cancer Society Colleges Against Cancer chapters are changing the lives of cancer patients and giving college students valuable volunteer and leadership experiences. As an ACS Colleges Against Cancer volunteer, you gain important experience that will help as you begin to look at graduate, law, or medical school, and/or employment after graduation.

How have your peers helped the American Cancer Society? Let's highlight a few stories to demonstrate the incredible things college students can achieve.

### POINTS OF PRIDE

- In 2017, 346 collegiate Relay For Life events raised over \$14.5 million for the American Cancer Society to fight back against every cancer, in every community, every day.
- College students are honoring cancer survivors by hosting them at Relay, driving them to their treatment centers through the Society's Road to Recovery program, and/or simply keeping in touch with them to help as needed.
- CAC chapters across the country have recruited new volunteers, shaped projects to change lifestyle behaviors of their peers, and helped college students cope with cancer diagnoses of themselves or a loved one.
- Students have lobbied hundreds of elected officials to help pass key cancer related legislation, securing more than a billion dollars for cancer research, helping underserved families gain access to cancer screenings, and making many cities and college campuses smoke-free.



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# Chapter Formation

## Chapter Benefits

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There are many benefits to being a Colleges Against Cancer chapter:

1. Access to a nationwide network of ACS CAC chapters for ideas, resources, and support.
2. Access to ideas and training including newsletters, regular conference calls, meeting ideas, and activity suggestions.
3. Option to become a recognized student organization on your campus. This is not a requirement. Many campuses offer funding, meeting space, and other benefits to recognized student organizations. Find out if/how this might benefit your local school chapter.
4. Opportunity to share the mission of the American Cancer Society with your campus.
5. Provides a chance for you and other students on your campus to gain volunteer hours and leadership experience.

## Chapter Requirements

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First, consider forming a student organization on your campus called American Cancer Society Colleges Against Cancer. In addition to becoming a registered student organization on your campus, you must meet the national Colleges Against Cancer standards:

By forming an ACS CAC chapter, you agree to:

- Develop and maintain a relationship with the American Cancer Society
- Properly use ACS branded materials exclusively
- Fundraise according to ACS policy, and **only** in support of the American Cancer Society
- Form a leadership committee within the chapter
- Hold regular chapter meetings
- Use and abide by the [CAC Constitution](#) as provided

# Chapter Structure and Organization

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Have you or someone you know completed an internship with a successful business or have you studied corporate organizational structure? If so, you probably noticed that each person in the organization has responsibility for specific tasks, and that clear and consistent communication is critical. Your ACS CAC chapter is no different; a defined structure and organization will keep your chapter running smoothly.

## **Establishing Your ACS Colleges Against Cancer Chapter Structure**

As you establish chapter structure, remember to:

- Clearly define each chapter member's position's responsibilities.
- Establish a communication plan within the chapter. Who will maintain regular communication with your ACS Staff Partner? How will each chair submit updates to the President/Event Lead? Who will help interested volunteers find the right "job" within your ACS CAC chapter?
- Plan chapter meetings as often as necessary, but ensure that time together is useful.
- Hold a retreat for the entire committee. It is important to establish strong bonds and understand each other's communication styles to ensure successful chapter operation.

Included in this guidebook are suggested structures for the chapter/club. The following structures are suggested, as they have worked well on other campuses. As the chapter's structure is developed, consider using leadership titles that make sense on campus. If "lead" and "chair" are outside your school's norm, some other title suggestions include: "Director", "Executive Board."

The ACS CAC and Relay For Life relationship functions successfully in different ways on campus. In some instances, the CAC chapter hosts the campus Relay For Life event. If this is the case, Relay For Life is one of the most important events the CAC chapter executes; however, many chapters also plan additional events throughout the year that require substantial preparation. A variety of events gives the chapter multiple opportunities to educate and interact with students, faculty, and staff on campus.

If chapter size allows, consider implementing a structure that is adaptable to multiple events (awareness booths, advocacy activities) – Relay For Life included! If your chapter is small, consider combining and adjusting positions to cover the tasks needed for smooth operation.

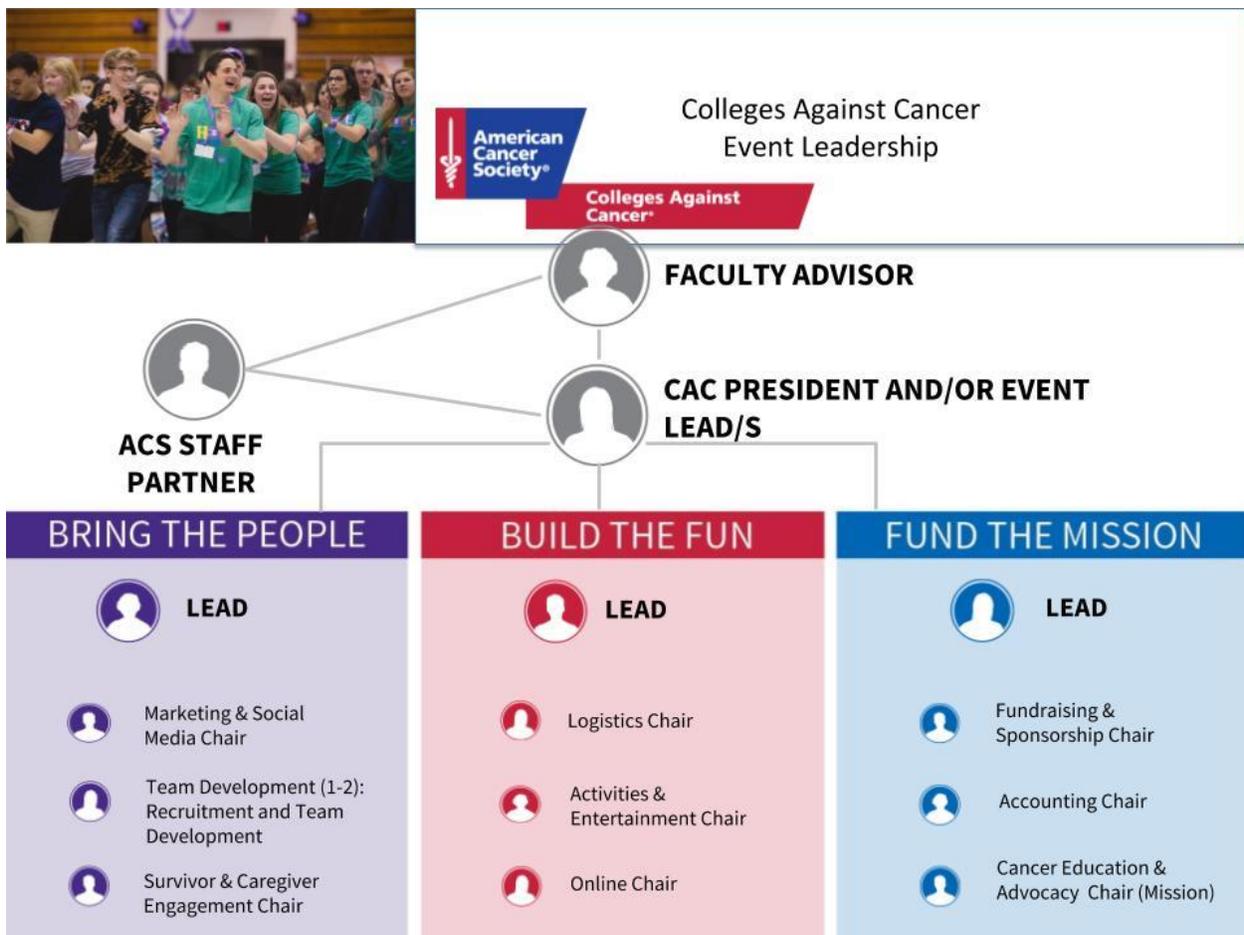
Structure the Event Leadership Team (ELT) in a way that is most appropriate for the ACS CAC chapter. Some members will be more focused on advocacy, education and survivorship while others may be more focused on Relay For Life growth and production. Either way, remember to incorporate the ACS Mission into all events and ensure all committee members are engaged year-round. CAC chapter efforts should be volunteer-driven and staff-coached.



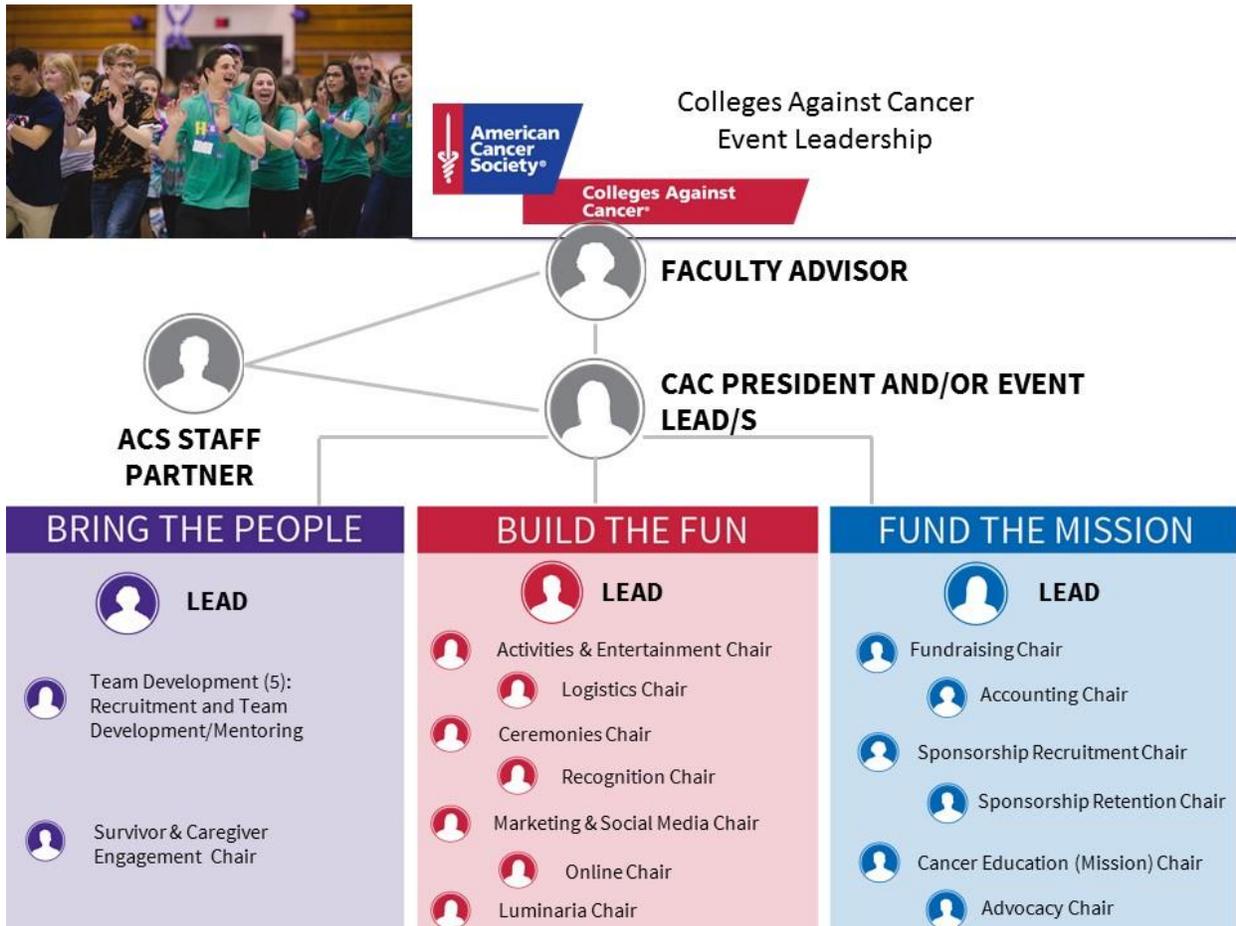
**Match the volunteer to the role.** Match volunteers to positions that most closely match their interests and expertise. The best results come from Leadership Teams that match volunteers to the role, versus forcing a volunteer to take on a role to simply fill a position.

**Focus on recruiting a diverse group of volunteers.** Organize a campus interest meeting and open it to the entire campus. Focus recruitment efforts on students who are passionate, excited, and energetic. Make an effort to involve faculty and staff members in your chapter as well

*The structure shown below is a suggestion for a new club and/or a small club*



The structure shown below is a suggestion for an established and/or a large club



## Partnership Agreements

Once chapter members have specific roles, it is important for every member to complete a partnership agreement. Partnership agreements are beneficial for negotiating a mutually beneficial and satisfactory understanding between two or more parties. While not legally binding, partnership agreements help people reach an agreement in such a way that everyone feels positive about the agreement and motivated to do his/her best.

**Partnership Agreements are a method of reaching agreement with others about:**

- What needs to be done
- When it needs to be done
- Who will do it
- How it will be done



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**People discuss expectations:**

- They share what they need and want from each other
- They decide what they can give
- They establish mutually agreed upon roles and responsibilities

**The process:**

1. Share expectations. Discuss who will do the work, how many meetings, phone calls, e-mails need to take place between each other and other committee members. Learn what both you need and want from each other in terms of updates, method of communication, resources needed, training, etc. Review the job description, term limits and discuss goals.
2. Be sure to discuss any areas of concern or potential difficulty for the volunteer. Agree to behaviors, not feelings.
3. Be certain you can give what you promise, and do not ask of the other person what he/she is unable to fully commit to doing. Keep in mind that you both can say “No.”
4. Plan how you will carry out the agreement. Agree on a deadline when work should be completed. Create an action plan and remember that agreements are always negotiable.
5. Both the staff and volunteer (or volunteer and volunteer) should sign the final draft of the position job description, Action Plan (if you decide to create one) and the partnership agreement.
6. Discuss training and resource needs.
7. Conclude by discussing next steps and commend each other for having gone through this process.

**The Benefits of Partnership Agreements:**

- Ability to reduce barriers, solve problems or prevent them before they arise
- Ability to negotiate and agree upon roles and responsibilities
- Provides a mechanism for accountability
- Provides a process for making a commitment on behalf of each party involved in the working relationship

[ACS CAC Volunteer Leadership Partnership Agreement](#)

[ACS CAC Partnership Agreement Staff Advisor](#)

[CAC Partnership Agreement Staff & Volunteer](#)



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# Fundraising

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American Cancer Society Colleges Against Cancer chapters should have a focus on fundraising. Relay For Life (RFL) is the signature fundraiser of the American Cancer Society and makes a great fit for most college campuses.

Relay For Life is an event found in close to 4,500 communities in over 20 countries. The American Cancer Society clearly states Relay For Life standards to ensure the quality and consistency of the event across the globe. Each standard, along with the volunteers and staff who oversee each event, has been integral in the overall success of Relay For Life. Use this section of the guide to learn about RFL standards.

If Relay For Life is not a good fit for your campus, there are other options for you to support the ACS monetarily. Included in this section of the guide are resources campuses can use for either RFL, or other fundraisers. It is imperative that chapters consider their campus culture when planning fundraising events. Use the type of activities students on campus are naturally drawn to as a starting point for fundraising ideas.

## Relay For Life Components

**Engagement:** Recruit teams to walk the track, with a focus on recruiting team captains and empowering them to recruit team members. Recruit survivors and caregivers from your campus community to participate in your event.

**Fundraise for the Mission:** Engage teams and participants in pre-event fundraising with the Online Participant Center, do a letter writing campaign, use the ACS Fundraising App, and foster on-site fundraisers at the event. Most Event Leadership Teams also host their own fundraisers throughout the year and at the event. Fundraising is a year-round component of Relay For Life and the most success can be achieved by hosting creative fundraising events, using your campus culture to host events your campus enjoys, and simply making the ask for donations. Be clear with the expectation that every participant should fundraise at least \$100 to receive the HOPE Club shirt.

**Have Fun!:** Incorporate fun into all aspects of Relay, whether it be the mission tent, themed laps, or even your registration table. Maximizing the energy level will not only keep the participants through the whole event, but can also increase fundraising and drive the mission of the American Cancer Society home.



**Focus on the “WHY”:** Include the mission of the American Cancer Society in the event, with a focus on advocacy and cancer education. Connect with your ACS staff partner and chairs that focus on mission components to find ways on how to incorporate the mission into every aspect of the event.

### **Important Tips as You Plan Your Relay For Life:**

- While Relay For Life is the signature event, it should not be the only ACS CAC event on campus. Make sure to represent all focus areas and all roles at each CAC meeting. For example, host tables to go along with cancer awareness months. Spreading the mission of ACS is a critical part of your CAC chapter.
- Involve all club members in Relay - Everyone can be involved in the team recruitment, fundraising, and event-planning aspects.
- Relay For Life is not a one-day event; it’s a global movement to end cancer. Make sure each event leading up to your Relay For Life is full of energy and enthusiasm. Exciting events leading up to the actual event day will increase the likelihood that students will not want to miss the RFL event itself.
- Everyone wants to feel confident the money they donate is helping others and/or the world around them. Make the mission of the American Cancer Society the forefront of all planning, recruiting, meetings, etc. Our cause is great, and we need to make sure all students know and understand what their donated dollars are impacting.

Relay For Life resources are plentiful!

- [Ceremonies Toolkit](#)
- [Campus Website](#)
- [Campus Committee Guidebook](#)
- [Relay Connect](#)

## Additional Fundraising Options:

Relay For Life is only **one** of the events or ways you can fundraise! There are many tools available to assist with year-round engagement and fundraising. Plan one (or more!) of these events as a chapter or share with teams and empower them to take on implementation.

**Rai\$e Your Way** is a platform that connects volunteers to online, do-it-yourself fundraising. With Rai\$e Your Way, volunteers are encouraged to dream big and create their own fundraiser for the American Cancer Society. From a trivia night, a 1950's inspired movie night, or themed costume party- the fundraising possibilities are endless! Check out the [Rai\\$e Your Way website](#) and get started!

**Play Basketball** is an opportunity for you to host a DIY basketball tournament on campus. From Knock Out to Horse to 3-on-3, we make it easy for you with a [tournament guide](#) and [onsite fundraising site](#) you can set up yourself!

**5K** Interested in hosting a 5k on your campus? Check out our [5k implementation guide](#) and posters.

**The ACS FUNdraising App** is an easy way to register teams and participants on the go from a mobile phone as well as a fantastic fundraising tool. (You can send out a text to all of your contacts with a link to your Relay page in less than 2 minutes! Fundraising made easy!)

## Next, Educate Others!

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### ACS CAN

ACS CAN, the nonprofit, nonpartisan advocacy affiliate of the American Cancer Society, supports evidence-based policy and legislative solutions designed to eliminate cancer as a major health problem. ACS CAN works to encourage elected officials and candidates to make cancer a top national priority. ACS CAN gives ordinary people extraordinary power to fight cancer with the training and tools they need to make their voices heard.

Help change the world! Look at [acscan.org](http://acscan.org) for action alerts that you can get folks on campus to send. Gather petition signatures. Write a letter to your legislator. Why not set up a meeting and talk face-to-face with your legislator? Work to promote your own advocacy agenda on your campus (ex: work towards making your campus smoke-free.) and talk with your Region's Advocacy Lead to find out what local or national campaigns they are running that can use support. Advocacy is what you make it, so promote it by spreading the word and getting people to take action!



## **Get people signed up to be ACS CAN members!**

ACS CAN is a movement with the muscle to make the voices of the cancer community heard. Speak out and fight back by joining ACS CAN here: [acscan.org/relaydonate](http://acscan.org/relaydonate) or through an ACS CAN membership form. Joining ACS CAN only costs \$10. Your ten dollars helps ACS CAN run ads in Washington, D.C. and each state to advocate for cancer laws and money for cancer research. Your 10 dollars gets people like you to advocate at events where our legislators are present, such as State Lobby Days. Your \$10 sends advocates to Washington, D.C. to show that we won't be quiet in the fight against cancer. Your \$10 gives you membership and shows that we have power and force and we are here to take action and take the government and those dollars into our own hands.

Becoming a member of ACS CAN will make you a member of the nation's leading cancer advocacy organization and together we CAN be the generation that puts an end to cancer!

Contributions or gifts to ACS CAN are not tax deductible.

### **ACS CAN Resources**

Find advocacy super exciting?! There are many resources to aid you and help you become a more zealous advocate.

- [Acscan.org/cac](http://Acscan.org/cac) (Under the resources section)
- [Acscan.org/relay](http://Acscan.org/relay)
- [Brandtoolkit.org](http://Brandtoolkit.org)
  - Monthly Mission content for Mission moments or to use on Social Media
- [Acscan.org](http://Acscan.org)
  - Policy and legislation is always changing. Make sure to check [acscan.org](http://acscan.org) frequently to see what you can take action on next.
- Get in touch with your advocacy staff partner
  - Your advocacy staff partner is your best resource! They will help you become an active advocate in your state. They will let you know what campaigns they need help with, and they can aid you in bringing petitions and letters to your CAC.

## Additional Resources

### [Campus Website](#)

- National and Regional Campus Leadership Teams
- Challenge Results
- Event Leader Board
- Awards
- [Calendaring Tool](#)
- Relay of the Month
- Campus events map
- Best Practice Guides
- Video Resources
- [Campus Blog](#)

### [Brandtoolkit](#)

- Branding materials
- Artwork Builder
- Pictures, flyer templates,
- Mission moments

### [Relay Connect](#)

- Resource Library
- Discussion Boards
- Fundraising ideas, incentives, clubs & levels
- Rai\$e Your Way

### [National Campus Relay For Life & CAC Facebook page](#)

Follow us on Twitter and Snapchat - @campusrelay

Check out our [YouTube](#) channel!

- Tutorials
- Campus On Air recordings

