Adaptation and Innovation Workshop

Relay For Life has been a leading fundraiser for cancer for many years. The continuous success and growth of this branch of the American Cancer Society is largely due to adaptations and innovations that occurred for the better. Even on the small scale of multiple fundraising pushes and small events within your campus Relay For Life, those adaptations and innovations matter. Using the Adaptation and Innovation Diagram, analyze and reflect on four events or fundraisers from your campus’ Relay For Life last year. Refer to the information below for better understanding of each category in the diagram.

Events
This portion of the diagram includes any fundraisers, special events, or even smaller night-of aspects from your Relay For Life event last year. Choose four from these categories in which you and your ELT would like to change for this brand new Relay season!

Successes
After you have chosen your four events, discuss with your ELT what went well during that event. When analyzing the successes, be sure to identify the specific outcome that resulted from that event. In other words, you should be able to measure the successes you are identifying from your events!

Improvements
Analyze which aspects of the event were not included in the ‘successes’ portion of the diagram. Those would be considered areas for improvement. Before moving on to determining proper adaptations and innovations for that event, be sure to identify what successes you would like to see in these problematic areas. You should be able to measure the resulting successes after changes are made!

Adaptations/Innovations
After determining what successes, you would like to see arise from the areas of improvement you (as an ELT) established, develop a plan to help change those improvements to a measured success. These adaptations and innovations should be detailed and specific to the successes your ELT hopes to attain. This portion of the diagram would be sufficient by making four brainstorming stations (one for each event) and rotating through them!

Truly take advantage of this discussion time to build the best Relay year your campus has seen!