The American Cancer Society has always stood for cancer patients and their families, and we do this with and through our dedicated and amazing volunteers. We appreciate your efforts to protect the health, safety and well-being of our Campus Relay participants and survivors, a most vulnerable population to COVID-19.

You recognize that cancer never sleeps in Relay For Life nor does cancer ever stop. That is why we need you more than ever to keep our campus events strong, with continued fundraising to fuel our mission – cancer patients and their families are counting on us. Please use the following recommendations to make the best decisions for your event.

We're heading into an important time in our Relay For Life event season, but the American Cancer Society's top priority remains the health and safety of volunteers, staff, and the cancer patients and their loved ones who rely on us. **ACS is suspending all events through 5-11-2020 and we will soon decide about events currently scheduled beyond that date: pressroom.cancer.org/events2020**

We are so grateful for all the dedication of our volunteers and participants and appreciate the sacrifices you make to support our Relay For Life events. Stay tuned for more info about how you can continue to support our mission in your community.

**Event Decision**

- If school is moving to virtual classes
  - Convert to a virtual event
  - Avoid publicizing, “the event is cancelled” as the preference is to postpone and/or go virtual
  - Host a HUGE kick-off in fall to help “make-up” for Relay

- If changing dates:
  - Consider finals - When is dead week?
  - Committee - How many participants and committee members will graduate in May?
  - Venue – Is another date available? Is another venue an option?

**Pre-Event Activities**

- Survivor dinners
  - Use local guidelines to make decisions on whether to continue to host survivor events

- ELT meetings
  - If your school is asking you to vacate campus, continue to have committee meetings using one of the virtual platforms listed.

- Fundraising
  - If your school is going to virtual classes, consider using that time to engage family members at home
  - In addition, use the fundraising section below to help keep participants engaged while in person classes aren’t happening

- Team Captain Meetings
  - Keep team captain meeting dates using a virtual platform
  - Facebook Team Captain Meeting Example

- Eat out nights
  - Reach out to any restaurants with previously scheduled dates to find out if they will be honoring your eat out night
Virtual Engagement - Ideas for Converting to a Virtual Event

Mission

- Ensure our mission remains in the forefront of our messaging. Use Learn the Mission on Brand Toolkit.
- Use videos from the ACS YouTube channel to highlight researchers
- If your school has ACS research grant, share that information during your virtual event, and consider asking an ACS funded researcher to record a message to your participants, if possible.
- Visit the Campus Relay website for mission content that your campus can use.
- Day of Relay mission content is a great toolkit with mission integration best practices for your campus to consider

Ceremonies

- Ask planned speakers to pre-record and share during your virtual event
- Opening Ceremony – Show us how you #relaywhereyouare
  - Determine number of steps it takes to walk ONE lap around what would have been the venue’s track. Challenge participants to take the opening lap where they are post pictures or video. Be sure to ask them to use the hashtag your event is using virtually.
  - Recognize sponsors and top teams/individuals with social posts
- Luminaria Ceremony
  - Ask participants to send in pictures of decorated bags and/or pictures of those they would have honored and load them into a Facebook album. Participants can “take the luminaria lap” through the pictures in the album.
  - Virtual Luminaria Bags to post + send to the people (online decorations with pictures of people)
    - Make an editable graphic of virtual luminaria that participants can use/decorate/share
    - Luminaria album on Facebook, online photo albums, slideshow, big collage/other graphic that models a track lined with bags
- Closing Ceremony
  - Consider making the final reveal as big of a deal as it would have been in person. “Tune in for our final total at X:XX time!”
  - Recognize sponsors and teams again with social posts

Recognition

- Ask those who were providing services as in-kind donations if they would offer discounts in salon, eatery, etc.
- Work with sponsors to ensure they understand their impact and will want to come back next year
- Help schools understand their impact despite not being able to host their event. Their work all year has made a difference in the fight against cancer.
- Create a personal outreach plan to top fundraisers and team captains
- Use social media as an opportunity to recognize Hope Club, All Star, and Grand Club members
- Reference sponsors throughout virtual event
Fundraising

• Reach out to all participants to ensure they know how to use the FUNdraising app
  o How to make fundraising asks using email, group text, and posting to social media
  o How to accept check and credit card donations by scanning them through the app
  o Resources: video and flyer
  o ACS FUNdraising app on iPhone app store and Google Play store

• Ensure all participants know how to connect their Facebook fundraiser from their event dashboard
  o Resources: video and flyer

• Use flash fundraising challenges that last a couple of hours (most emails sent, most money raised)
  o Offer prizes secured for the in-person event

• Promote the sale of online luminaria bags on your Relay website
• Publish Instagram story boards for participants to use to fundraise
• Ask participants to “fill in the map” with donations from donors across the country
  o Go to mapchart.net
    ▪ Choose United States
  o Enter #5f080 and the color purple code
  o Fill in states as participants receive donations

• For participants who planned to come to the event and pay to enter, ask them to buy a luminaria in place of attendance
• Host an online fundraising challenge
• Resources
  o Phone Banking Scripts
  o Letter writing
  o A to Z fundraising

Team and Participant Engagement

• Consider using tasks/activities from our national 2019 RFL Launch as an idea of what can be done
• Stream a Kahoot in place of games for prizes
• Use a TikTok challenge to make engagement fun
• Use Google Classroom to assign activities for participation
• Host a virtual scavenger hunt
• At Home Laps
  o Determine number of steps it takes to walk ONE lap around what would have been the venue’s track. Challenge participants to see how many laps they can accomplish that day at home, at the gym, around town, etc. and report back with a picture and/or video via social media.
  o Ask participants to walk at least x steps which would represent 4 laps total: 1 lap for the survivor(s) in their life, 1 lap for the luminaria ceremony/people they are honoring/remembering, 1 lap as a commitment to continue to fight back, and one lap to close out their virtual Relay experience.

• Broadcasted Virtual Relay – Condense Relay into a one- hour virtual session OR multiple virtual sessions throughout the course of the day/night that includes key event components. All should include music, recognition, visual components, speakers, etc.
  o For events that are 12 hours, a 12 hour virtual experience, especially overnight, might be a BIG ask on the ELT’s part, so maybe condensing it to those KEY ceremonies and condensing it to 4 hours, might help with attendance, maybe 6-10pm instead of 6pm-6am. Each hour host a power hour incorporating activities related to that “ceremony” every 10 minutes or less often depending on the activity
  o Mock Schedule
Additional Engagement Options

- Encourage students to attend a community Relay event in their hometown over the summer if they miss their campus event
- Promote participating in our Relay USA virtual experience on April 25

Event logistics

- T-shirts
  - Consider a place to drop in and pick up shirts
  - Honor any t-shirts commitments made (Hope Club, survivor, committee, etc.)
- Cancel event venues and inquire about refunds, etc.
- Communicate to participants – email, etc.
- Update event date/time/venue on event website, Salesforce, and all other ACS systems
  - QRG for Event Changes
  - Following the QRG linked above, in the Chatter use this messaging to ensure all platforms are updated: “@Event Website Operations Please update event (date/time/location) on event website, app, CRC, and searches”
- If campus is moving to all virtual classes, inquire about how SGA funding will be secured for next year
- Discuss a plan with your committee about how you will get applications and interview people for next year’s committee

Reminders

- Have someone in place to make sure things are cancelled/postponed for logistics (venue, lights, bathrooms, etc.)
- Recognize participants for fundraising and donations
- Try to make the most out of what your event already spent money on, or time your volunteers spent
- Communicate with sponsors, and be creative with how you’re executing on deliverables that were promised (include in other fundraisers, recognize them on social media, etc.)

Platforms to Consider for Virtual Meetings/Events/Engagement

- Zoom (find someone with a Pro account)
  - Discuss ways/ideas to use Zoom to give volunteer hour credit
- Google Hangout
- TikTok
- Stream a Kahoot game for activities (for prizes)
- Facebook live/Instagram live
- Google Classroom - great for assigning tasks. Consider activities like:
  - Making a creative HPV video
  - Learning about the mission
  - Researching different cancer types
  - Virtual scavenger hunt
National Communication and Support Channels

- Social media:
  - Facebook - Campus Peer Support Group
  - Facebook - Campus Page
  - Instagram - @campusrelay
  - #relaywhereyouare
  - #couchrelay

- For your committee:
  - Campus Peer Support Group on Facebook will be primary source for peer to peer support/information sharing
  - @campusrelay Instagram stories will be using the “swipe up” feature for information that will be updated on the campus website
  - Landing page on campus website will be updated with information regularly