



AMERICAN CANCER SOCIETY RELAY FOR LIFE

Celebrate.

Remember.

Fight Back.

Dear Community Supporter:

There is something amazing happening in your community! It's the Relay For Life of _____ and you can be a part of this wonderful event. If you have ever wondered how you can make a difference, than please join us in our efforts to support the American Cancer Society's Relay For Life. I encourage you, your friends and co-workers to make a donation to "team _____" for this signature fundraising event in your community which will be held on the weekend of _____, 2009 at _____.

Relay For Life is a family-oriented event, where participants can walk or run on a track relay style for 24 hours. Participant's camp around the track, and when they are not taking their turn they take part in other fun activities. Former and current cancer patients, their families, and the public are invited to take part in this exciting team relay event. The team consists of individuals representing corporations, clubs, organizations, families, friends, caregivers and survivors. It is a group of people *Fighting Back* against cancer, as we hope to raise money so one day we can find a cure!

This is a *grass roots* effort and we look toward local businesses to help out by donating food, drinks, and gift certificates of all kinds to help make our event fun and rewarding. We also ask for the community to support our efforts by making a monetary contribution to sponsor our team. Any donation is appreciated.

Cancer touches so many people in our community and Relay For Life is a great way to help fight this terrible disease. Please seriously consider this request and let your neighbors, customers, and community know that you are joining them in the fight. If you would like more information about Relay For Life, and any of the programs it supports, please feel free to call _____ at _____.

Enclosed you will find a event flyer and sponsorship contract, please make copies and pass them out to your friends and family. ***Every dollar counts!***

Together We Can Make A Difference,

Visit www.RelayForLife.org



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“Life is not measured by the number of breaths we take...
but by the moments that take our breath away.”

RELAY FOR LIFE WILL TAKE YOUR BREATH AWAY! A 24-hour team event filled with fun, food, and friendship, surrounded by people of all ages joined together to honor cancer survivors and remember loved ones who have lost their battle.

Dear Family and Friends,

Summer is just around the corner, and it is almost time for the American Cancer Society's 2nd annual San Fernando Valley Relay For Life. You may remember hearing from me last year, as I became passionately involved in this event to honor my Mom's memory by raising money and awareness to help make a difference in the fight against Cancer. Thanks to all of your generous support, I am very proud to announce that Team Irene was top fundraising non-corporate team in 2002, raising \$4,763! More than 70 percent of the money raised from Relay goes directly to support the American Cancer Society's programs for research, education and services for patients and their families whose lives have been touched by Cancer.

I have already begun forming my 2003 team, and we will be participating in the 24-hour walk/campout at this summer's Relay For Life. My fundraising goal for this year's Relay is even greater, and I really need your help to meet this challenge. But my challenge is nothing in comparison to the challenge that so many children and adults have to face 24 hours a day once diagnosed with cancer. I feel blessed to be part of such an important cause. This year Team Irene is dedicated not only to my mom, but also in honor of or in memory of all of our mothers - the women of valor whose legacies pave the way for our children and grandchildren, and help guide each of us through life's journey.

Please help support my efforts for Team Irene again this year with a tax-deductible contribution to the American Cancer Society. You may send your check directly to me, and please let me know if you'd like to be part of the 2003 Relay For Life walk on Saturday, July 12th Birmingham High School in Van Nuys (17000 Haynes Ave., corner of Victory and Balboa). Also, please let me know if you are a cancer survivor and would like to be honored in the opening ceremony survivor lap at 9 a.m. finally, I urge you not to miss the luminaria ceremony at 9 p.m., which is the candle lighting ceremony of hope and surely the most emotional and heartwarming part of the event, including inspirational songs, poems and prayers. If you would like to dedicate a luminaria to be placed around the track in honor of or in memory of a family member or friend, please fill out the enclosed form and send it to me along with your \$10 donation. Luminaria may also be purchased at the Relay.

My mother's amazing courage and strength during her life and her battle with cancer give me hope and inspiration to help reduce the suffering and loss caused by this horrific disease. Together, we can make a difference! Remember...There's no finish line until we find a cure

Warm regard and many thanks

Your Signature

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Our Reason to Relay

...with heart & desire we can have a cancer free world.

we can't live without hope, nor can we live with the fear of failure. It's the Combine efforts of all those involved with our cause that will help us to achieve victory. As one my supporters you can help make the dream a reality.

As most of you know, my reason for participating in the annual relay is my husband Richard...my life, my inspiration, my song. His voice echoes from the past..."You'll have to walk the rally on your own next year." So, Richard, I walk in memory of thee.

Once again I ask you to give your donation of \$25 or more towards the ongoing battle to cure cancer within out lifetime, ensuring a healthy future for our loved ones. The ACS Run will be April 24th of 2004, where your contribution can put us one step closer to the dream of a cancer free world.

Always,

I am a an ACS Donor...
I give with honor
I play my part
I give it my all
It's from my heart.

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Subject: My 30th Birthday Wish, by Erika

Now that I have your attention, yes, I have a birthday coming up in less than two weeks. And yes, my birthday wish is about fighting cancer.

But wait, there's more! My 30th birthday wish is not just for me, but for all of us that have been, or probably will be touched by cancer.

I am a team member on one of the American Cancer Society's Relay For Life teams for the Albuquerque Relay this June 2-3. (Quick review: Relay For Life is the American Cancer Society's signature activity. I think that's because everyone has such a great time and realizes it's not just about raising money.)

But wait, there's more! Most of my teammates are cancer survivors, and I am honored they asked me to be on their team this year. Our goal for this event is \$200,000 for the year 2000.

Okay, you've seen those old commercials selling those can't-live-without products for \$29.99, right? From the Ronco automatic egg scrambler to those aluminum cutting Ginsu knives. (Why anyone would want to cut a Coke can in half is beyond me.)

But wait, there's more! At the moment, I am feeling Very 29.99 with that 3-0 looming just ahead.

So here's the deal: I'm asking all of you to make a tax-deductible donation of \$29.99 to my Relay team toward our team goal of \$2,000.

But wait, there's more! If not at least \$29.99 then \$2.99 or whatever you choose. Any amount gets us a little closer to putting me out of a job – not necessarily a bad thing.

How? Mail to:

American Cancer Society
Attn. Your Name
Address
City, State, Zip Code

Make checks payable to the American Cancer Society, Albuquerque Relay For Life.

But wait, there's more: Call me if you prefer to use your credit card at 505-260-2105 ext.20. Operators are standing by... You can email me at either e@email.com or e@yahoo.com, and cash works too.

But wait, there's Even More: I have a candy jar in my office again this year, especially for the chocolate-department.

Even More: Check out the Web site at www.cancer.org where we have recently added a way to "FIND A RELAY" In New Mexico, Arizona and Nevada (as well as across the country) via the Relay For Life pages.

This year there will be more than 4,200 Relays across the country – get involved today!

My thanks, and thanks from your American Cancer Society...call 1-800-ACS-2345 for answers to cancer.

Your Signature

Visit www.RelayForLife.org



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Canine Fundraising Letter Adopt As You See Fit

Dear Friend,

Greetings, salutations, and a wag of my tail from XYZ town in New England! I am writing to you today because I know that my master needs my help. As you probably know, Robert has always managed to get himself in some real jams. Well, this is no exception. In my three short years with him he has managed to come up with some “doozies.” Do you know what he has done this time? He has promised to raise at least \$100 in sponsorship for the upcoming 24-hour Relay For Life to benefit the American Cancer Society. He has teamed up with a bunch of other crazies who have agreed to take turns walking laps throughout a 24-hour period May 15th and 16th. Surely you realize that he can hardly raise sand- much less \$100. That is why I “borrowed” his keys and drove over to his office last night to type those – this letter (excuse me, but it is rather difficult to type with my big paws. My claws keep getting in the way).

I would appreciate it (and so would he) if you could help him out in any way possible with his fundraising. He is dedicating his efforts in honor of his wife, (and my “Momma”) Debra. Your tax-deductible gift made payable to the American Cancer Society would get him out of this jam. If you are able to help, please use the return envelope provided before May 10th. Thanks! I knew I could on you (us dogs are great judges of character)! Well, I gotta go now. It’s time for me to go bark at something. Take care.

Sincerely,

Beauregard Jackson Sherman, Esquire

P.S. - I have enclosed a fact sheet about the event in case you want to know more about it.

Visit www.RelayForLife.org



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Community Support Letter

Dear Community Supporter:

I am writing on behalf of the American Cancer Society to request a donation for our signature fundraiser, Relay For Life, which will be held the weekend of June 15-16, 2004 at Tikki Park in Kapiolani, Hawaii.

Relay For Life is a family-oriented event where participants can walk or run a track relay style for 18 hours. Participants camp around the track, and when they are not taking their turn, take part in other fun activities. Former and current cancer patients, their families, and the public are invited to take part in this exciting team relay event. The team consists of individuals representing corporations, clubs, organizations, and families.

Because this event is quite long and exhausting, we look toward local businesses to help out in donations for our participants. We need food, drink, and gift certificates of all kinds to help make our event fun and rewarding. We expect to have more than 700 participants this year, ranging from children to people in their fifties. Most of our participants are between the ages of 30-50, and at least 60 percent of them will be female.

Cancer touches so many people in our community and Relay For Life is a great way to help fight this terrible disease. Please seriously consider this request and let your neighbors, customers, and community know that you are joining them in the fight. If you would like more information about Relay For Life, and any of the programs it supports, please feel free to call the American Cancer Society at _____.

Kind Regards,

Your Signature

Relay Volunteer

Visit www.RelayForLife.org



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Dear Friend,

Hi! This year I'm participating in the American Cancer Society Relay For Life. I'm part of a team that is raising money to help in the fight against cancer. Did you know that more than one million people will be diagnosed with cancer this year? It's alarming, isn't it?

But the American Cancer Society is working hard to change this. With two million volunteers nationwide, the Society fights the disease on all fronts: research, education, advocacy, and service. I'm committed to being a part of this amazing work.

I sent you an earlier email asking for your support. I am following up with you, because I feel so strongly about eliminating cancer. I hope you can help me with a donation to this incredible cause. Your support will help people right here in our community every day.

It would be appreciated if you could mail me a donation, with your check being made payable to "American Cancer Society". Please mail your contribution to me in the envelope I have provided for you.

Thank you for joining me in the fight against cancer! Together, we can make a difference!

Sincerely,

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Dear Friend,

I know far too many people whose lives have been touched by cancer. Chances are, you know them too. That's why I'm taking action against cancer by supporting the American Cancer Society Relay For Life event right here in <LOCATION>.

Relay is an overnight event that unites our community in a common effort to raise much-needed funds for cancer research, education, advocacy, and patient services. Every year, the funds we raise help bring the American Cancer Society one step closer to eliminating cancer from our lives for good, but we can't stop now, because there is no finish line until we find a cure.

I hope you'll be able to join us for this year's event. The event will begin at 9:00. on (date) at the (place). If you can't join us, will you please make a donation to support our efforts? Either way, you will make a real difference in the lives of people facing cancer – and in the lives of the people who love them.

Thank in you in advance for anything you can do.

Sincerely,

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Letters from baby

Hello to all my family and friends!

My name is Kal. I'm about to participate in my first Relay For Life. N, I've been to a lot of Relays with my mom and dad. Mom says she takes me to Relays for two reasons: (1) because it's her job – she works for the American Cancer Society; and (2) it's a chance to pay tribute to the memory of my Grammy.

Why do I Relay? First, I like the fact that I get to light a luminaria for my Grammy. I also like to take laps around the track in my purple Baby Jogger...beats trying to walk (I'm still working on that). Daddy pushes me really fast! The other thing I like about Rely For life is that I usually always score a balloon, and I get to camp out all night!

Relay For life is a lot of fun...but it's a serious business, too. You see, it raises a lot of money so the American Cancer Society can help people who have been touched by cancer. It also raises oodles of money to fund research to cure this silly disease. Mom says the researchers tell her that by the time I grow up, cancer should be something that's treated at the neighborhood pharmacy. Cool, huh?!

So - how can you help? You can make a donation to my team – Kal's Krew. Just write a check to the American Cancer Society, and send it to me. If you include the name of a cancer survivor or someone who's lost the fight I'll make a special luminaria bag for them. That's all you have to do...I'll do all the walking and my team will make sure there is someone on the track the entire 24 hours (even while I'm sleeping!). be sure to put your donation in the mail soon. The Relay is coming up fast – it's October 12-13th. Thanks for the support!

Love, Kal Lunder (&my mom & dad – Becky & Scott)

Your Signature

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You've been sent the Purple Toilet because someone cares.

It is an informative tool for us to reach our community and bring cancer awareness to your neighborhood in a fun and humorous way. Please don't be offended; it has been our hope that you would want to do the same for someone you care about. After you have read the informative materials, had a good laugh, and received numerous phone calls from neighbors, we have something to ask you. We can have the Purple Toilet removed for a minimal donation of \$5.00 and we'll pick it up within 48 hours and for another \$5.00 we will put it on a friend's lawn, so they can have a good laugh, too. Please humor us and keep the Purple Toilet moving throughout the city. Call this number and let us know what you want us to do. Lisa Briones 483-1908 or e-mail me at mymombriones@aol.com. Make checks payable to the American Cancer Society.

Thank You,
Your Relay For Life Committee San Leandro 2004
Our Tax ID # 94-1170350

Visit www.RelayForLife.org



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Sample letter

May 4, 2001

Dear family and Friends,

On Saturday, May 19, on the grounds of Cal Baptist University, my family and friends will be helping to fight cancer at Riverside's Fourth Annual Relay For Life sponsored by the American Cancer Society. Funds will be used for cancer research, patient services, and public education. You can help by supporting us in our efforts or join us by forming your own relay team. It's easy to do—simply make a donation to the American Cancer Society and we will do the rest or call 909-683-6415 x 211 for more details about forming your own relay team.

My personal goal is to raise at least \$500 and with your support we will be well on our way! Please take a stand against cancer by making a flat donation of \$15, \$25, \$50, or whatever you can afford. Not only will you help me achieve my goal, but you will also be helping the American Cancer Society reach its goal of increasing survivorship by 50%, decreasing the incidence of cancer by 25%, and improving the overall quality of life of cancer survivors by the year 2015.

We all know someone who has been touched by cancer, someone who is fighting the battle now or who has lost the battle to this disease. We will be helping to find a cure for cancer, so when our grandchildren become adults their children will ask "What was cancer?"

So, please complete the attached form and return it to the address listed on the enclosed form along with your donation. The Relay For Life event is rapidly approaching, so please respond as soon as possible.

We appreciate your support of our efforts and the American Cancer Society's Relay For Life. Together we can make a difference! THANK YOU!

Sincerely,

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Dear (donor name),

On the day that I graduated college, my grandmother received a troubling phone call. It wasn't until after the graduation celebration that she sat us down and told us, "I have been diagnosed with breast cancer." At age 83, I thought that she was far beyond the window time in her life for breast cancer. Turns out, she wasn't and she immediately had a double mastectomy.

Six years later, and coincidentally, the same day that I finished Graduate school, Grandma called and said that she was celebrating her 5-year anniversary of being cancer-free.

My grandmother, now age 90, is the reason that I Relay.

The first thing Grandma did when she was diagnosed was to call 1.800.ACS.2345. She sat with my aunt, who was arguably more nervous than Grandma, and talked with a health professional about what to expect from her treatment plan and different ways that she could be more comfortable after her operation. The American Cancer Society also sent her some additional information, including questions to ask her doctor so that she'd remember at her next appointment.

A few years ago, I was talking to a high school friend and she asked me to be part of her Relay For Life team. Relay For Life is a fun-filled overnight event designed to celebrate survivorship and raise money for research and programs of your American Cancer Society. During the event, teams of people gather and take turns walking laps for a 24-hour period. Each team tries to keep at least one team member on the track at all times.

Relay For Life represents the hope that those lost to cancer will never be forgotten, that those who face cancer will be supported, and that one day, cancer will be eliminated.

At my first Relay, I had no idea what to expect. The place was packed but a soothing calm seemed to percolate from everyone. We were all there for the same reason: We all are hoping for a cure.

My team is now raising money for the 2006 event to be held on April 29 & 30, 2006 at Wasco High School. We have a team goal of \$5,000 and are already well on our way to meeting it. People like you help us to achieve our goal, which in turn, helps to fund valuable programs that people, like my grandmother, are able to use when they are battling this horrible disease.

I invite you to join me in making a donation to the American Cancer Society through the 2006 Wasco Relay For Life.

Thank you for your consideration. I will follow up with you in the next few weeks to answer any questions you may have.

With hope and love,
Kelly Anderson
(661) 555-1212
kanderson@bak.com
<http://main.acsevents.org/goto/kellyanderson>

There is no finish line until there is a cure!

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Dear:

Just a note to say hello, and to let you know what I will be doing this summer to raise money for the American Cancer Society. As you know, I lost my father to cancer in 1999. It has taken me a long time to heal, and part of the healing process for me has been my attempt to fight back against this terrible disease by participating in the American Cancer Society's Relay For Life.

This fund raising event not only raises money for research, it also raises awareness about a disease that can surface at any time. The enclosed brochure explains in detail the Relay For Life, and how your donation can help save lives. If you would like to donate simply mail a check or money order to me made payable to the American Cancer Society, along with the name of the person you are remembering who has lost their battle to cancer or someone you may know that has been diagnosed. I will personally see to it that their name is placed on a Luminaria bag "In Memory of" or "In Honor of" and that you receive a receipt for your donation. Each Luminaria is a \$10 donation, and these bags are placed around the track and kept lit all night long as we walk. It truly is a heartwarming experience, and one of the highlights of my year is to participate in this event.

And there you have it...on (date) and (date) I will be walking on the (site) high school track for those who have lost their battle to cancer, those who are living with this disease, and those who have not yet been diagnosed. Cancer claimed the life of my father and the lives of so many others that I know, and I will not stop fighting against it until I am no longer able. As we say at the Relay For Life...there is no finish line until there is a cure! Thanks for your support!

Visit www.RelayForLife.org