



Team Chair Handbook

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1. Relay For Life Team Chair Role Profile

Why we need you

Cancer Research UK is seeking a committed individual to lead the recruitment and management of teams for their community's Relay For Life. There would be no event without teams or team fundraising so your recruitment of teams and the relationships you build with team captains is vital to ensure that Relay is successful year after year. A lively and persuasive person is needed to inspire teams to take part in Relay and to help team captains encourage their teams to raise as much money as possible to help Cancer Research UK beat cancer.

What will I be doing?

- Actively recruiting teams from the community prior to the Relay event. Recruitment could include emails, letter writing, phone calls and oral presentations as well going out into the community and sourcing potential teams.
- Encouraging and supporting all committee members in recruiting teams
- Recruiting a sub-committee to help you recruit teams.
- Ensuring all teams are registered and have everything they need to raise funds and prepare for the Relay.
- Contacting teams once they have registered online.
- Encouraging your teams to fundraise as much as possible in the lead up to your event.
- Planning and holding regular team/team captains' meetings and a bank night with the Accounting Chair to ensure all funds are donated.
- Looking after teams on the day of the event
- Nurturing and supporting recruited team captains after the event to ensure they return next year
- As a representative of Cancer Research UK you will uphold the vision and purpose of the organisation at all times.

What skills do I need?

- You need to be resourceful and imaginative in where and how you recruit
- You need to feel comfortable speaking in public
- You should be persuasive and enthusiastic about Relay For Life, in order to inspire others
- You should have good organisational skills
- You should have the ability to motivate others – supporting and encouraging their efforts
- You will need to be IT literate and own a computer

How much time do I need to commit?

You will need to start actively recruiting team captains as soon as you can prior to the Relay and attend all Relay For Life committee meetings (these will probably be monthly and then weekly as the Relay approaches). You will need to respond to ad hoc enquiries from team captains about their role in the Relay and arrange follow-up activities with them after the Relay. Your role might also include pulling together an itinerary of activity for the teams at Relay and you will need to attend the Relay event to ensure all teams are supported on the day.

What support will I be given?

Although you will be leading on the recruitment of teams and team captains, it is also the responsibility of every other committee chair to recruit teams. As well as being part of an enthusiastic and supportive Relay For Life committee, you will have access to a dedicated Cancer Research UK staff contact with whom you can liaise (via your Event Chair) should you have any queries.

What benefits can I expect?

The Relay itself is a lot of fun and a great way to meet and make friends with people in your community. It is also a great way to practice your existing skills and learn new ones whilst helping Cancer Research UK to raise money to fund science across the UK.

Where will I be based?

This role, more than almost any other on the Relay For Life Committee, will get you 'out and about' within your community. Some of the work involved in team recruitment can be done from home e.g., via email, writing letters and phoning potential team captains. However, you can't underestimate the importance of meeting prospective team captains face-to-face, being able to explain the event to them in person and inspiring them to become involved.

2. Team Recruitment

The best Relays engage teams and don't leave them to feel that they are merely showing up to take part. Teams are at the heart of every Relay and without them there is no atmosphere and no fundraising so the relationships that you build with your team captains can ensure the success of your event for this year and for the future.

It's still every committee member's responsibility to recruit teams regardless of their specialist area of focus but as Team Chair you will lead on team recruitment and management.

To maximise team recruitment and support you in your role you should work towards recruiting others to help, with a view to forming a sub-committee (good volunteers are often found amongst your team captains). By recruiting a sub-committee, you can reach more potential teams, play to your networks, and target different groups within the community as well as enable you to keep in touch and nurture teams after the Relay so they return year on year.

Targeting your Recruitment – the team recruitment wheel

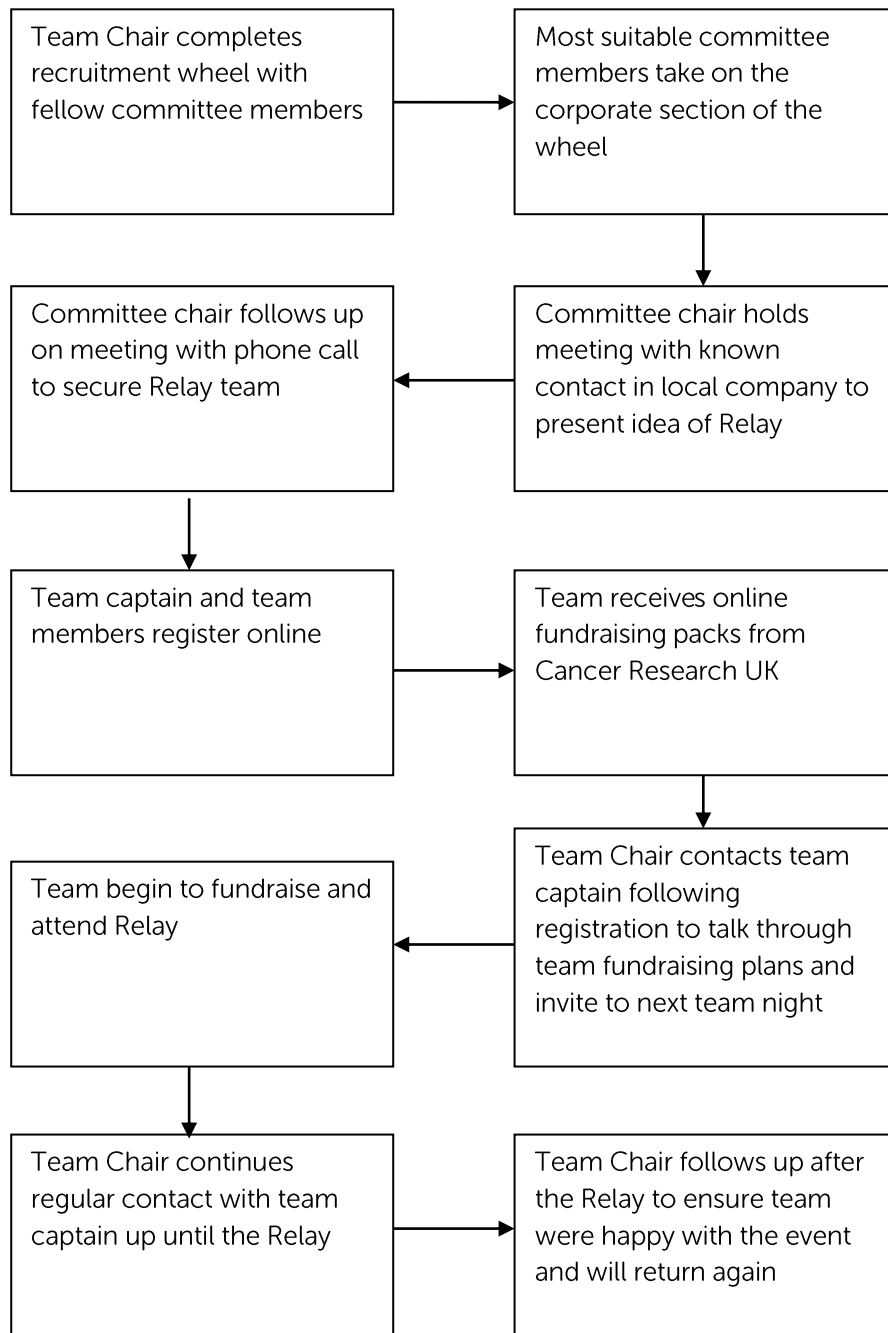
This is a useful technique to help you map your community and target your recruitment. Do this with your fellow chairs to ensure you reach all parts of your community. It will help you all to remain focussed.

1. Draw a circle on a flip chart – this represents your community.
2. Divide it up into segments by adding spokes to your wheel (10-12 pieces) – these represent areas of the Community from which you might recruit teams.
3. Now fill in the segments as the group discusses what parts of the community they might recruit teams from. Keep the labelling generic, so that many teams could be recruited from each segment. Let the committee come up with the categories. Here's a cheat-list for you if they get stuck:
 - Corporations
 - Small businesses
 - Medical Centres/dentists
 - Places of worship
 - Community organisations
 - Health Clubs/sports clubs/beauty parlours
 - Service Clubs
 - Media
 - Support groups
 - City/County Employees
 - Financial Institutions
 - Families
4. Next, discuss how many teams you might recruit from each segment and add the number agreed to the segment. Be realistic but be ambitious.
5. Now, explore who on the committee already has connections within each of the segments – 'a foot in the door' is always a bonus but where there is no previous connection there is still value in getting in there and building new relationships.

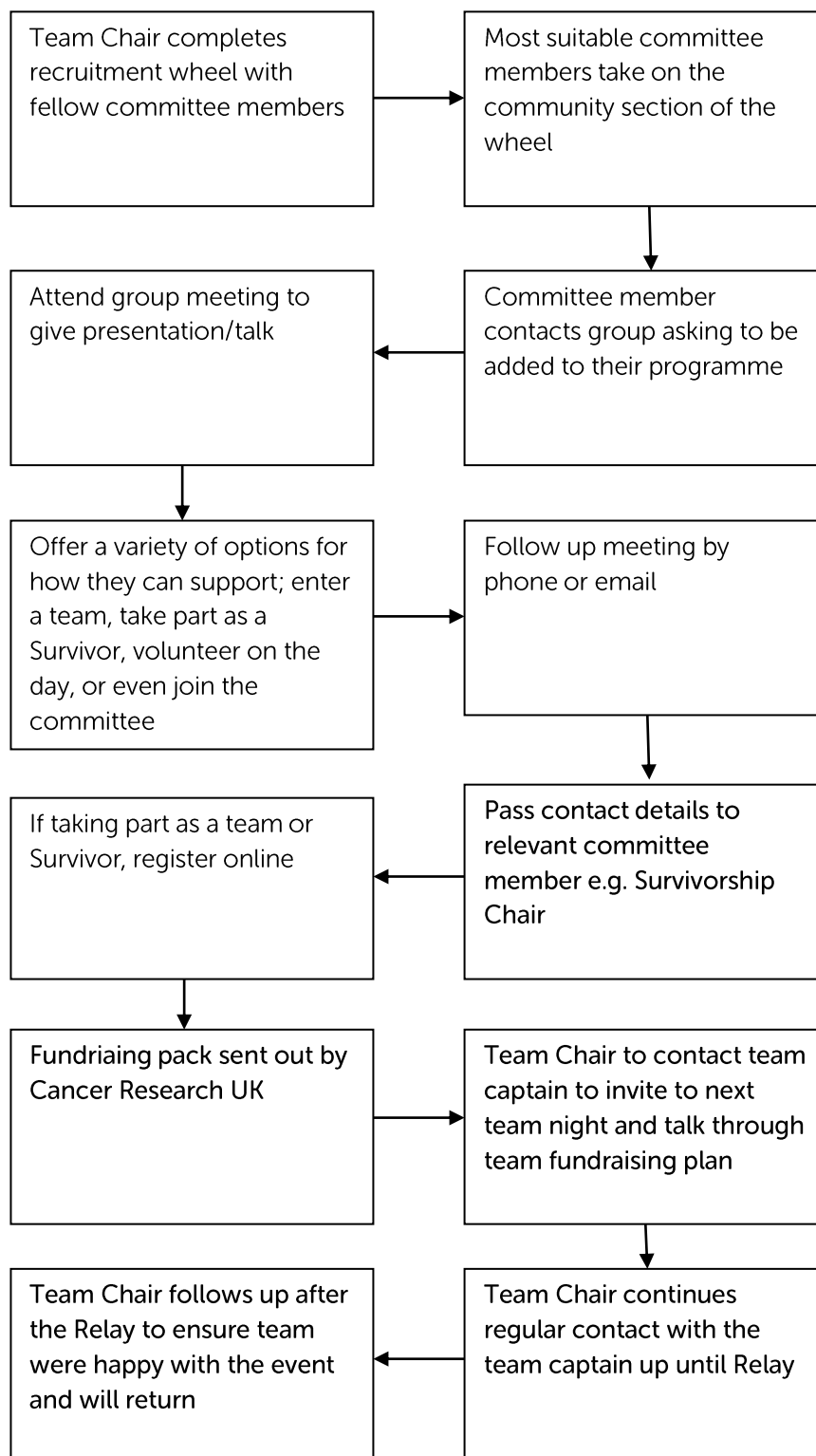
6. As Team Chair look at the segments with the committee to determine who is best placed to recruit teams from each segment. Also look at your contacts, who do you know that could help you recruit from each segment of your community.

7. This approach means that you don't have people trying to recruit from the same areas – and you don't miss anything or anyone in your attempts to cover the whole community with your team recruitment.

Corporate Recruitment Chain



Community Group Recruitment Chain



Remember...

Getting posters and leaflets into your community at the start of your campaign will raise awareness of your event. Cancer Research UK will support you with this activity and your staff contact will be able to provide more details.

Your personality is a powerful tool, if they like you, they'll be more likely to get involved. Cold mailing has a very low success rate, and we would not recommend planning this sort of activity.

- In all cases where a warm contact exists, use it as a way in
- 'Face-to-face' is the best way of recruiting but don't forget to take contact details so you can follow up and maintain the relationship
- Ask local community groups and businesses if you can present at meetings/lunchtimes etc...
- Share your personal reason for being involved
- Work with the Survivorship Chair and ask a cancer survivor to help you give talks and share their reason for being involved
- Always carry posters with you and ask everyone you visit how many posters they can display e.g. notice boards/toilet doors/lifts etc...
- When placing flyers in places you visit look for where they will have most impact, on a table under a pile of magazines won't bring you great results but on the main reception counter or point of sale will definitely raise awareness of your event.
- Follow up ALL potential interest
- Encourage teams to register as early as possible. Registration = commitment
- Nurture your team captains – and keep an eye open for potential committee chairs!
- Plan your team/team captain evenings. Tell them how important their money is to Cancer Research UK, share fundraising ideas, encourage friendly competition, and teach them how to raise money – it's easy when you know how. Ask your staff partner for latest news from CRUK and stats that will increase the feeling of value in the teams.
- Get your teams recruiting other teams and inviting cancer survivors
- Foster team spirit, fun and a sense of competition between teams
- Communicate, communicate, communicate and build a love of Relay
- Thank your teams time and time again – their contribution is helping beat Cancer.

3. Supporting Team Captains and Coaching Team Fundraising

As soon as a team is recruited it's important to get them registered by directing them to the website. Once registered, they can start fundraising for Relay.

Relay is not a sponsored challenge event – fundraising takes place in advance and in support of the Relay through donations, Candle of Hope dedications and all manner of individual and team fundraising. The Relay is a celebration of the monies raised and a demonstration of the community's support of Cancer Research UK's work to find new ways of preventing, diagnosing and treating all forms of cancer.

Use team/team captain nights to motivate teams and get them ready for Relay. The most successful Relays have 4-6 team/team captain nights in advance of the Relay and encourage their teams to attend the 'get togethers' from the moment they're recruited. Team/team captain nights are your opportunity to motivate participants to be great teams and raise as much money as possible. They should also be used to encourage the banking of monies to minimise the amount of money banked on the day of the event.

Once your team captain and team members have registered on the Relay website, we will email them everything they need to get going with their fundraising.

If team captains/members would like a t-shirt, they can get one for a £5 donation from the online shop: <https://shop.cancerresearchuk.org/product/relay-for-life-t-shirt>

4. Running a Successful Team/Team Captain Night

The best team/team captain nights should be light, interactive and fun so that people will want to return for the next meeting but don't forget that overall, you want it to be informative and motivating. Why not organise a fundraising night each time e.g. quiz night, fancy dress party etc but don't forget the key areas such as how to fundraise/what to expect on the day of Relay/invite a survivor/participate in cancer awareness etc...get them to share their ideas so that they feel very much part of the whole event.

Tips & suggestions for Team Captain's Meetings in the run up to Relay

- Plan schedule and venue(s) for meetings in advance and distribute so that your team captains can plan them in. Ring and remind people closer to the day to get final attendance figures.
- Have a fundraising opportunity at each night for all teams to get involved in.
- At the first team night you could explain the Relay For Life standards
- Invite a survivor to speak at one of the meetings
- Teach teams about Cancer Research UK and how their money will help to beat cancer.
- Give teams useful and inspiring fundraising ideas.
- Encourage team captains to motivate their teams using goals, incentives and praise.
- Monitor their progress against their fundraising goals and make it fun.
- If you have gaps in your Relay committee or need help/entertainment/equipment ask your teams if they can help or know anyone who could help.
- Remind teams to invite everyone they know to the Relay and to invite survivors to attend as Guests of Honour.
- Distribute copies of newsletters if you have them.
- Try and get food or giveaways donated to help the meetings go with a bang.
- Encourage other committee chairs to attend the meetings
- Remember to thank everyone for their time.
- Get teams thinking about 'on-the-day fundraising' and encourage them to share their ideas with each other.

Tips & Suggestions for your final Team/Team Captain Night before your Relay

- Get teams to finalise their 'on-the-day fundraising' so that there is a range of activities for the public to enjoy.
- Make sure each team captain knows what to do on the day of the event
- Ensure that they all have a list of items that they need to bring.
- Ensure that they all have a programme (or know where to get one).
- Encourage them to bring their monies as this is their last opportunity to 'bank' before the Relay.
- Inform them of any event rules/logistics of the event.

Tips & suggestions for your Team/Team Captain Meeting on the day

- Make sure teams know what is happening/when and what they are expected to do (e.g. the survivor lap if track based)
- Ensure that they know where the onsite banking area is.

- Have spare programmes available
- Acknowledge top fundraising teams on the day.

Tips & suggestions for your Team/Team Captain Night after the Relay

- Celebrate, recognise and thank the teams
- Announce final fundraising total and any additional opportunities to raise funds e.g. Store collections
- Announce next year's date and encourage them to return
- Obtain feedback – Ask them what they liked about the event and what they'd like to see changed.
- Encourage them to complete the online post event survey
- Your team captains are the future chairs of your event, ask if any of them would like to join the committee.

Coaching team fundraising

- Encourage each team member to try to set an individual target of £150
- Encourage each team members to get 20 Candle of Hope dedications (suggested minimum donation of £5.00 for a dedication) as this is an easy way of raising £100.
- Encourage team member to collect Gift Aid on donations wherever possible.
- Remind teams that Relay is not a sponsored event – people can give you a donation to help beat cancer but not to 'sponsor' you – donations should be received prior to the event.
- Use the Cancer Research UK Fundraising Planner to inspire them to fundraise all year round.
- Ask teams to share their best fundraising activities with each other.
- Remind your team captains to keep a record of their team totals and to share these at team meetings.
- Ask teams to pay in fundraising income as they have it.

Six tips to productive teams

1. Get teams to register online
2. Encourage teams to set fundraising goals and start fundraising as soon as they have registered.
3. Make sure all team members collect Gift Aid on donations where this is possible
4. Share fundraising ideas with your teams, create ambition and friendly competition
5. Build relationships with your teams; treat them as names and not just numbers.
6. Communicate regularly and share good ideas – newsletters which can be e-mailed are a great way of doing this

5. Youth Participation

By building upon the number of young people participating in Relay For life events you can introduce them to the charity early and it will hopefully be the beginning of a lifelong involvement. This will create a whole new network of young supporters who will encourage their friends and family to become involved with Relay For Life and promote the work of Cancer Research UK.

Cancer Research UK Relay For Life Safeguarding Policy

The Safeguarding Policy is necessary as Relay For Life encourages youth participation. We therefore need to protect both children and young people under the age of 18 and vulnerable adults at the event in relation to safeguarding issues. Your staff contact will be able to provide you with a full up to date copy of our procedure and (through consultation with our Legal department) will be able to answer any questions you may have.