



CRUCIAL CATCH

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Youth & High School Toolkit

cancer.org/crucialcatch | 1.800.227.2345



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UNITE to save lives!

Since 2009, the National Football League (NFL) and the American Cancer Society (ACS) have teamed up in the fight against cancer.

Each year, youth and high school teams from across the country have done their part to raise funds and help the NFL in these efforts. We invite schools and leagues to unite with the NFL and join Youth Crucial Catch to raise funds to beat cancer. Teams around the country have already signed up to participate.

Don't sit on the bench. Join in to help fight cancer!



What is Crucial Catch?

The NFL is proud to support the American Cancer Society through their impactful Crucial Catch initiative focusing on early detection, education, and access to lifesaving screening to catch cancer early, when it may be easier to treat.

The Crucial Catch campaign supports the American Cancer Society's mission to save lives from cancer by funding grants to help people in underserved communities receive potentially lifesaving screening resources.

2019 Season

This year, Crucial Catch will be bigger and better! In 2017, we expanded efforts to include all cancers, with NFL teams supporting the cancer-fighting efforts that specifically impact their own community.

Participating teams will extend the reach of the NFL's nationwide platform through local grassroots efforts focused on promoting cancer screening, honoring cancer survivors, and planning special in-stadium or pre-game events in partnership with the American Cancer Society.

How You Can Join the Team

Tips and Ideas for Success



Join the Team

Sign up, recruit others, and fundraise. Here's how to start:

- **To sign up:** Contact your local American Cancer Society representative, and register online at cancer.org/crucialcatch. Start a team, and start fundraising. We'll equip you with all the online tools you need.
- **Designate a Crucial Catch game.** Select an October home football game as a Crucial Catch cancer awareness game where players and coaching staff can wear special uniforms, wristbands, shoelaces, and more to raise funds.
- **Challenge other teams** to sign up, or create friendly competition within your school by forming different teams.
- **Identify** a player captain and a community captain (parent or other influential individual) to assist in leading the efforts and driving fundraising success.

For more game-day fundraising ideas, sign up today!

American Cancer Society Regional Reps

Northeast

(ME, VT, NH, MA, RI, CT,
NY, NJ, PA, DE, MD)

Fariza Nagamine
fariza.nagamine@cancer.org

North Central

(WV, OH, MI, IL, IN, KY, TN)

Amy Kinker
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Southeast

(VA, NC, SC, GA, FL, PR)

Jessica Hong-Tanner
jessica.hong@cancer.org

North

(WI, MN, IA, MO, ND, SD,
NE, KS, MT, WY, CO, ID, UT)

Cammie Edgar
cammie.edgar@cancer.org

South

(AL, MS, LA, AR, OK, TX, NM, AZ)

Brad Wisdom
brad.wisdom@cancer.org

West (CA, WA, OR, NV, HI, AK)

Danielle Chrisinger
danielle.chrisinger@cancer.org



Game-day fundraising ideas:

New Fundraising Opportunity

Introducing the 2020 Youth Crucial Catch Pro Bowl High School Sweepstakes

For more information on how to participate, contact your local Youth Crucial Catch representative. For official sweepstakes rules visit prizeo.com/probowlchallenge

Pro Bowl Incentive Sweepstakes administered by Prizeo.

The American Cancer Society does not endorse any product or service.

Admission and Concession Sales – If there is a charge to watch the game, add \$1-\$2 to the fee and/or donate a portion of concession sales to the American Cancer Society. Be sure to consult with your ACS staff partner to ensure compliance with any applicable regulations.

Wall of Hope – Create a Wall of Hope by providing Crucial Catch football-themed donation cards and displaying them in the gym or other common area.

Halftime Activities – During halftime, invite fans to make a donation to the American Cancer Society and participate in a contest such as kicking a field goal or throwing the longest pass.

Silent or Live Auction – During the game, auction homemade meals or desserts, a prime parking space, student artwork, or items donated from local businesses in the community.

Luminaria – Sell and decorate small paper bags in honor or memory of those affected by cancer, and display them with a candle or glow stick at your game. Hold a special ceremony during halftime to celebrate and remember loved ones touched by the disease.

Beat the Clock Challenge – Put 60 seconds on the clock and have cheerleaders pass buckets collecting donations as the clock counts down. Ask local businesses to match the amount raised. You can also use a time that correlates with a cancer fact in your state, such as “Every ## seconds, someone in [State] will be diagnosed with cancer.” Find cancer facts at cancer.org/research.

Rivalry Game – Partner with a rival team and designate your game as the Crucial Catch game. Host a fundraising competition in the weeks leading up to the big game. Announce the winner at halftime.

Pledge Donations – Have athletes, students, and other participants collect donations from family and friends in support of the American Cancer Society. Another idea is a “pledge-a-thon” for the number of touchdowns, sacks, field goals, or other important plays during the game.

“Color-Out” Game – Encourage fans to wear apparel in a specific color representing a particular cancer (gold for pediatric cancer, pink for breast cancer, purple for all cancers). Partner with a local vendor or hospital to provide T-shirts, wrist bands, or shakers for a suggested donation.

Sponsorships – Ask local businesses to sponsor your event by making a donation directly to the American Cancer Society or by matching any funds raised by your team.

50-50 Raffle – Funds raised by a raffle can be added to the total amount raised in support of the designated Crucial Catch game. Be sure to comply with any applicable raffle regulations.

Sample Event Planning Timeline

May - July

August - October

December - January

Spring and Summer

- Designate a date for your Crucial Catch game to be held in the fall.
- Form a committee of students, parents, and supporters to plan activities leading up to and at the game. Set a fundraising goal. Aim high!
- Hold a kickoff to plan fundraisers and awareness activities. Assign tasks to committee members.
- Reach out to the coach of your game's opposing team to engage them as well.
- Recruit local businesses in the community to sponsor your game.
- Plan fundraisers leading up to the game.
- Engage faculty and administration to gain support for your efforts.

Start of School through Game Day

- Promote your event via social media, school/league newsletters and websites, posters, and news releases. Ask team and committee members to share widely!
- Hold pledge drives, T-shirt sales, Wall of Hope activities, etc., to raise funds and promote your event.

Post-event

- Submit the Crucial Catch post-event participation form, located in this toolkit, via email to your ACS representative.

Include total funds raised on your fundraising page, and total cash, checks, etc., collected in-person.
- Complete the offline donation form, located in this toolkit, and mail any cash and checks to the American Cancer Society at PO Box 23317, Oklahoma City, OK 73123
- Notify your ACS rep (see page 2) that you've submitted the post-event form and mailed all offline contributions.

Community and media involvement

- Local media love a great story. Your team's involvement with ACS and the NFL may be just what they're looking for.
- Template media releases and photo alerts are available at cancer.org/crucialcatch for your team to announce Crucial Catch Game Day details and invite media coverage.
- Have fans or family members of players create posters to be displayed at the game.
- Honor cancer survivors on the field during the national anthem.
- Contact your local coaches' association to help spread the word and work together on a project.



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YOUTH CRUCIAL CATCH INCENTIVES

- Participating schools will receive official NFL helmet decals.
- Participating schools will receive an official Youth Crucial Catch banner.



NEW THIS YEAR



Recognition on nfl.com/crucialcatch, plus personalized NFL thank-you letter signed by the Commissioner



Prize above, plus official NFL Crucial Catch football, plus a recognition banner



Prizes above plus social media recognition from the NFL on their social channels



Prizes above, plus a special guest appearance from the Youth Crucial Catch Ambassador Kurt Warner at your school, and an official NFL Crucial Catch recognition plaque

Any additional incentive subject to what local NFL club can provide, e.g., social media recognition of the winner (ACS local contacts will discuss with their NFL team contact)



DIY/CrowdRise Offline Donation Form

Organizer Information

Organizer name: _____

Organizer email: _____

Name of fundraiser: _____

Fundraiser URL: <https://www.crowdrise.com/>_____

Please Indicate Your Donation Amount Below:

\$500 \$250 \$100 \$50 \$25 Other Amount: _____

Please make your checks payable to: American Cancer Society

Donor Information

Name: _____

Address: _____

City/State/ZIP: _____

Country: _____

Phone: _____

Email: _____

Thank you so much for your contribution!

Please mail this completed form, along with your check, to the American Cancer Society at the address below.

American Cancer Society

PO Box 23317

Oklahoma City, OK 73123

Organizers can add offline donations to their CrowdRise fundraising page manually by following the below steps:

1. Log in to CrowdRise and go to your Campaign Dashboard.
2. In the left menu, click on Advanced and then Offline Donation Manager.
3. Enter your donations and click Submit.

Please note that entering your offline donations using the above steps only updates your campaign page. You will still need to submit this form for the dollars to be officially allocated to your campaign.

The American Cancer Society cares about your privacy and protects how we use your information. Your information will help us better serve your needs and the needs of your community, and we do not sell your information to third parties. For questions about our privacy policy, please visit cancer.org.



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Crucial Catch Post-event Participation Form

Please return this form with your donations. You can also fundraise online at cancer.org/youthcrucialcatch.

Contact name: _____

School/Organization or league name: _____

Address: _____

City/State/ZIP: _____

Phone: _____

Email: _____

We helped save lives from cancer by holding an event in support of Crucial Catch!

Date of event: _____

Description of event: _____

Amount raised: _____

Other comments or suggestions: _____

Please complete and email this form, along with any event photos, to your American Cancer Society representative.



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Appendix

Start your Youth Crucial Catch Fundraiser today

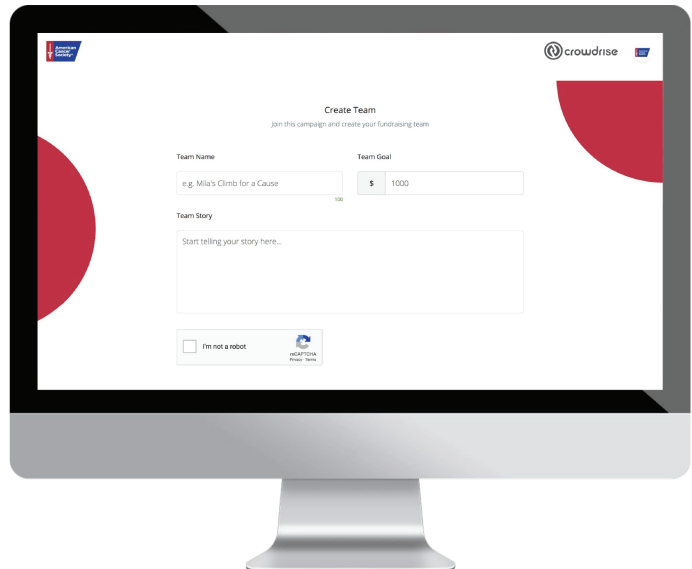
Visit crowdrise.com/YouthCrucialCatch and follow these steps to get started:

- Click the **“Join Campaign”** button and choose **“Create Your Own Team”** or **“Join A Team”** if you want to join one that’s already part of the action
- Click **“Log In”** if you have an existing CrowdRise user account or complete the existing fields and Select **“Sign Up”** to create a new user account



Your Fundraiser for Youth Crucial Catch Is almost ready

- Enter your basic campaign information, including team name, fundraising goal and a quick description about why fundraising to fight cancer is important to you and your team, click **“Next”**
- Success. You did it! - Use the **“Edit”** feature to make any adjustments
- Donate to your fundraiser and start messaging everyone you know and ask them to give. Remember to include the exact link to your page when sharing it with the world



Stuck? We're ready for all questions | ACS@crowdrise.com