



CRUCIAL
CATCH
INTERCEPT CANCER



Youth Football Participant Toolkit

cancer.org/crucialcatch | 1.800.227.2345



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, college, high school and youth football teams from across the country have done their part to raise funds and help the NFL in these efforts. We invite schools, leagues, intramural clubs, and community athletic organizations 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 us to help fight cancer.

What is Crucial Catch?

The NFL is proud to support the American Cancer Society through its 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 to receive potentially lifesaving screen resources.

2021 Season

Each year, we take intentional steps to make Crucial Catch bigger and better. Program efforts have been expanded to include all cancers, with NFL teams supporting cancer fighting initiatives 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.





NFL & ACS Partnership Since 2009

We are committed to saving lives and addressing the unequal burden of cancer in underserved communities:

- Crucial Catch helps more people catch cancer early, when survival rates are much higher.
- The partnership has raised over \$22 million through proceeds from:
 - Crucial Catch NFL merchandise
 - NFL Auction of Crucial Catch game-worn gear and VIP experiences
 - NFL Corporate partners
 - NFL player contributions and cause marketing promotions
- In 2017, Crucial Catch expanded focus to the prevention and early detection of multiple cancers, in addition to breast cancer.

With significant overall mortality rate decline, prevention is now more important than ever, especially in underserved communities.



405K+

**CANCER SCREENINGS
SINCE 2012**



1M+

**MEN & WOMEN
REACHED SINCE
2009**



\$22M+

**DOLLARS RAISED
SINCE 2009**

Approx. 200K cancer deaths/year could be averted by eliminating socio-economic disparities. We have more work to do.

How You Can Join the Team

Tips & Ideas for Success



Join The Team

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

- **To Sign Up:** Register online at youthcrucialcatch.org. Start a team and start fundraising. We'll equip you with all the online tools you need.
- **Designate a Crucial Catch Game:** Select a 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. **Our advice is to pick a game in October as it aligns with the NFL and Crucial Catch month.*
- **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!

For More Information:
Contact youthcrucialcatch@cancer.org



Pre-Game & Game-Day Fundraising Ideas:

Game Day Shirts - Design and sell a shirt as a fundraiser ahead of time for everyone to wear on game day. Work with a local print shop and try to earn 50% from every shirt sold. See if they have online ordering as well!

Email Fans - Reach out to your schools alumni & fan base ahead of time asking for them to donate and be sure to provide how to.

Admission & 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 ACS. 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 areas.

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

Silent or Life Auction - During the game, auction homemade meals or desserts, a prime parking pass, 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. 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 this disease.

Sponsorships - Ask local businesses to sponsor your event by making a donation directly to the ACS or by matching any funds raised by your team.

Beat the Clock Challenge - Put 60 seconds on the clock and have the 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 "Every ## seconds, someone in (State) will be diagnosed with cancer." Find cancer facts at cancer.org/research.

Admission & 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 ACS. Be sure to consult with your ACS Staff partner to ensure compliance with any applicable regulations.

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 ACS. 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 childhood cancer, pink for breast cancer, purple for all cancers). Partner with a local vendor or hospital to provide T-Shirts, wristbands, or shakers for a suggested donation.

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
<div>Spring & Summer</div> <ul style="list-style-type: none"> 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. 	<div>Start of School through Game Day</div> <ul style="list-style-type: none"> 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. 	<div>Post-Event</div> <ul style="list-style-type: none"> 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: American Cancer Society Attn: Youth Crucial Catch PO Box 81795 Austin, TX 78708 Notify your ACS rep that you've submitted the post-event form and mailed all offline contributions.

Community & 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 acsengage.org/youthcrucialcatch. Your team can use these 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 nation anthem.
- Contact your local coaches' association to help spread the word and work together on a project.



Youth Crucial Catch Incentives

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

Prizes



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



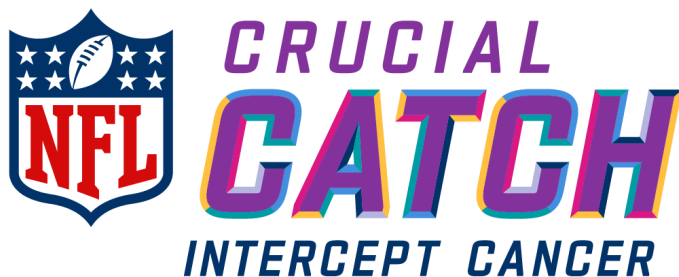
\$1,000 prize, plus official NFL Crucial Catch football, and a recognition banner.



\$5,000 prize, plus social media recognition from the NFL on their social channels.



\$10,000 prize, plus a special guest appearance from an NFL player or legend at your school, and an official NFL Crucial Catch recognition plaque.



Charity Offline Donation Form

Organizer Information

Organizer Name: _____

Organizer Email: _____

Name of Fundraiser: _____

Fundraiser URL: _____

Please Indicate Your Donation Amount Below

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

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
Attention: Youth Crucial Catch
PO Box 81795
Austin, TX 78708

Organizers can add offline donations to their Charity Fundraising page manually by following the below steps:

1. Log in to youthcrucialcatch.org and go to your Campaign Dashboard.
2. Scroll down to the "my profile" section and click "Enter Cash/Check Donation".
3. Enter your donations information. Once you're done, click add.

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 of your community, and we do not sell your information to third parties. For questions about our privacy policy, please visit cancer.org.