

# Coordinator Kit

## Get started!

The American Cancer Society Schools vs Cancer program gives students, teachers, administrators, and parents an opportunity to help save lives from cancer.



Thank you for serving as a Schools vs Cancer coordinator for your school. Our program provides schools with unique and flexible ways to engage the school community in healthy living and cancer prevention.

**As the Schools vs Cancer coordinator, your job is easy!  
Just follow these basic steps to get started.**

### Step 1: Cancer Education

Choose your cancer education activities.

- Nutrition
- Physical activity
- Sun safety
- Tobacco prevention
- All of the above/any combination of the above

### Step 2: Fundraising

Choose your fundraising activities, and set a goal.

- School-wide fundraising – Hat Day, luminaria donations, donation cards, etc.
- Classroom fundraising – Penny Wars
- Individual fundraising – student donation collections
- Online fundraising
- Personal letter-writing
- All of the above/any combination of the above

Get more fundraising ideas at [cancer.org/schools](http://cancer.org/schools).

### Step 3: Physical Activity

Choose your day-of-event activities.

- Walking during recess, gym class, school day, or after school
- Field day activities
- Outdoor obstacle course
- Triathlon event with jogging, biking, and running through sprinklers

*Additional details and ideas are available in the sample schedules document and through [cancer.org/schools](http://cancer.org/schools).*

## Questions to consider when planning your Schools vs Cancer event or activity:

- How long do you want your event to be (one hour, two hours, four hours, one day, one week, etc.)?
- Do you want it to be a stand-alone event or integrated into an existing event (field day, school carnival, etc.)?
- What activities do you want to do?
- Do you want to hold a Schools vs Cancer assembly or pep rally to get the school educated and excited about hosting the program?
- Would you like to honor or remember any students or teachers who have faced cancer?
- What teachers, staff, parents, and other volunteers do you need to help plan the event? Keep in mind your local high school students – they make great volunteers!

## Contact Information

School name: \_\_\_\_\_

Society staff partner: \_\_\_\_\_

Schools vs Cancer date: \_\_\_\_\_

# The Schools vs Cancer program can be implemented in a number of ways.



Here are a few examples to help get you started:

## Four Corners Elementary School

**CANCER EDUCATION** – Based on ideas from this guidebook, the school had daily activities for their students the week of the event. These included special dress-up days, a class poster contest with the theme “Peace-out cancer,” and healthy snacks donated by local grocery stores.

**FUNDRAISING** – They held a rummage sale, set up collection jars in each classroom (the winning class received a special picnic lunch), and exchanged bracelets, Relay feet donation cards, and luminaria for donations.

**PHYSICAL ACTIVITY** – More than 240 students, 55 staff, and about 80 community members walked in groups around the field. They were given water bottles and snacks upon completion of their laps. Afterward, they hung out to dance, play games, and had fun on a beautiful spring day.

**OTHER CONSIDERATIONS** – On the day of the event, they set up more than 250 luminaria around their baseball field, put up balloons and banners with hand prints of all the students, and set up a fun area to enjoy after they finished walking that included a DJ, food, face painting, games, and the poster contest from each classroom. To kick off the event, they gathered staff and students in the gym, had local cancer survivors speak about their experiences, and announced which classroom raised the most money. The Friday event lasted two hours.

## Bluff View Elementary School

**CANCER EDUCATION** – They had health-related announcements for one week and talked about nutrition, physical activity, sun safety, and tobacco prevention in PE classes the week before their Schools vs Cancer event.

**FUNDRAISING** – They had a Penny Wars competition among the classrooms.

**PHYSICAL ACTIVITY** – Students walked or ran on the track during their PE time.

The school conducted an assembly to kick off the two-week fundraising portion of the event. A cancer survivor spoke to students at the event.

## Zumbrota-Mezeppa Elementary School

**CANCER EDUCATION** – A pep rally and ceremonies at the Schools vs Cancer event touched on four educational areas (nutrition, physical activity, sun safety, and tobacco prevention). The principal encouraged teachers to use some Schools vs Cancer classroom activities throughout the two weeks leading up to the event.

**FUNDRAISING** – Classrooms competed in a Penny Wars activity, and the top classroom got extra recess time. In addition, students could dedicate luminaria in exchange for a donation leading up to the Schools vs Cancer event.

**PHYSICAL ACTIVITY** – The two-hour Schools vs Cancer event included a track for walking, as well as an infield area to play games.

The school held a pep rally to kick off the event and a closing ceremony at the end of the event.



# Schools vs Cancer Coordinator Checklist



Thank you for serving as your school's Schools vs Cancer event coordinator! We have created the following checklist to help you navigate the program and make your job easier. If you have any questions, please contact your American Cancer Society staff partner.

## Schools vs Cancer Planning

- Sign and return the Schools vs Cancer commitment form to your staff partner.
- Find 2-4 volunteers to help with the planning of your Schools vs Cancer event. Many hands make light work! These volunteers will help out with the behind-the-scenes details.
  - TIP:** Consider reaching out to high school students who are in need of community service hours for graduation, or Relay For Life team members.
  - TIP:** Work with your volunteers to see what roles each would like to take on, including:
    - Coordinating day-of activities (working out the day-of details and schedule of events)
    - Maintaining the event website
    - Collecting in-kind donations (healthy snacks and drinks, prizes, etc.) for the students to enjoy during the Schools vs Cancer event
    - Coordinating with and supporting the teachers throughout the Schools vs Cancer program
- Set your Schools vs Cancer fundraising goal: \$\_\_\_\_\_.
  - TIP:** One way to help classes get excited is to have them set their own classroom goals. Start thinking about ways you could reward the class that raises the most money!
    - If participating in the School Rewards Giveback program, we recommend setting your fundraising goal over \$1,000 to qualify for school supplies!
- If your school opts to participate in the individual incentive program, discuss the Schools vs Cancer incentive program with the students. Make sure they understand they are eligible for one prize in whatever fundraising level they reach.
- Select your school's educational activities. The classroom activities teach the students about healthy living and cancer prevention. Subjects include:
  - Nutrition
  - Physical activity
  - Sun safety
  - Tobacco prevention
  - TIP:** Every Schools vs Cancer program must include a physical activity component, but what you and the teachers choose to focus on in the classroom is up to you!



# Schools vs Cancer Coordinator Checklist,

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- Select your school's fundraising activities. You can find great ideas on the Fundraising Ideas sheet included in this guide. Find more fundraising ideas at [cancer.org/schools](https://cancer.org/schools), and also feel free to come up with your own!
- Ask teachers to serve as Team Captains, with their classrooms being their teams.
- Work with teachers and volunteers to inform parents about the Schools vs Cancer program and its components.
  - Send letters home with students.
  - Have your principal do an all-call to parents, if available.
  - Work with your school administration to send an email to all parents.
  - Hand out information to parents during student drop-off and pickup.
- Collect permission slips for the students who are participating.
- Work with teachers and your American Cancer Society staff partner to develop a plan for tracking completed permission slips.
- Determine how you will share information with parents, teachers, and staff about American Cancer Society programs and services, as well as information about your local Relay For Life community event. You can get this information from your American Cancer Society staff partner.
- Determine how many day-of volunteers you will need to help with the Schools vs Cancer event.  
**NOTE:** Check with your school on their process for securing new volunteers. Always adhere to the school's volunteer policies.
- Work with your staff partner to secure all logistical needs such as game equipment, signs, tents, and other materials.  
**NOTE:** This is a great role for a volunteer who may be helping to plan the event.

## Day-of Responsibilities

- Collect any outstanding permission slips.
- Hand out information about any community American Cancer Society events (like Relay For Life, Making Strides Against Breast Cancer, etc.) and how students and parents can participate.
- Report fundraising totals back to your staff partner and arrange for a time for them to collect donations.
- Consider reaching out to a survivor or caregiver speaker from the community to discuss the impact of cancer, and the American Cancer Society, on their life.

## Post-event Responsibilities

- Turn in all completed permission slips to your American Cancer Society staff partner.
- Share your school's fundraising totals with your staff partner.
- Input fundraising incentive information online (if applicable).
- If possible, attend your community Relay For Life event on \_\_\_\_\_. Ask that Relay coordinator if you can share at the event how your school is contributing to our lifesaving mission.



# How your donations make a difference

While we are making progress toward beating cancer, we can't accomplish it without your support.



## Your donations are helping us find cancer's causes and cures through groundbreaking research.

We're getting results by investing in groundbreaking research that helps us better understand the causes of cancer, determine how best to prevent it, and discover new ways to cure it. As the largest private, nonprofit funder of cancer research, we've played a role in nearly every cancer breakthrough in recent history. Our efforts have contributed to a 26 percent decline in cancer death rates since 1991, and we fill a unique need, funding young investigators whose game-changing new ideas may not otherwise be supported.



## Your donations help discover new ways to prevent cancer or find it early, when it may be easier to treat, and help people take steps to stay healthy.

A substantial proportion of cancers could be prevented if people did what we know works: avoiding tobacco, maintaining a healthy weight through diet and exercise, and getting recommended cancer screenings.



**Your donations allow us to do the most to help people with cancer today.** We're here 24 hours a day, seven days a week to help people with cancer and their families through every step of the cancer experience. We provide reliable information about cancer and treatment options and free services like rides to chemo and free places to stay during treatment.



**Your donations fight cancer through public policy.** Together with our nonprofit, nonpartisan advocacy affiliate, the American Cancer Society Cancer Action Network<sup>SM</sup> (ACS CAN), we have helped enact policies that prevent cancer, educate lawmakers on policies that provide access to quality and affordable health care, and encourage increased federal investment in cancer research.

# American Cancer Society efforts to end childhood cancer

## Research

We're proud that we've contributed to the fact that the childhood cancer death rate declined by more than two-thirds from 1969 to 2015, largely due to improvements in treatment and high rates of participation in clinical trials.

The American Cancer Society funds studies that include seeking better treatments for pediatric cancers and improving quality of life of patients and their families during treatment and beyond. As of March 2018, we are funding 75 research grants totaling more than \$36 million related to childhood cancer, as well as more than 260 grants totaling approximately \$111.8 million in research that will potentially benefit all types of cancer, including childhood.

## Advocacy

ACS CAN supports laws and policies that increase funding for cancer research, improve the quality of life of kids with cancer and their families, and broaden access to quality care.

ACS CAN provided critical support to the Research to Accelerate Cures and Equity (RACE) for Children Act, bipartisan legislation that promotes increased childhood cancer research. Policy changes included in the RACE for Children act are designed to ensure targeted adult cancer drugs will be tested in appropriate childhood cancers.



# Schools vs Cancer FAQ

Below are some of the most commonly asked questions about the Schools vs Cancer program:



## Where can our Schools vs Cancer event be held?

Schools vs Cancer events can be held on your school's track or in any safe location where a track can be created, such as a playground, sports field, or inside your gymnasium. Many of the activities involved can be done in the classroom or in gym/health class leading up to the Schools vs Cancer event.

## When should our Schools vs Cancer event take place?

Schools vs Cancer events can take place anytime during the year that works best for your school.

## Who should I contact if I have questions?

Most likely the same person who first introduced you to the Schools vs Cancer program will be your go-to person for questions. You can also visit [cancer.org/schools](https://cancer.org/schools) for more information. If you are not sure who to contact, please call your local American Cancer Society office or 1-800-227-2345.

## What activities can we do at our Schools vs Cancer event?

The activities at Schools vs Cancer events should be a reflection of the interests of the students at your school and the community in which you are located. They can range from games and activities focusing on cancer education to performances from the local high school music or athletic programs. Contact your American Cancer Society staff partner for help with ideas.

# Fundraising

## Do you have to raise funds in order to host a Schools vs Cancer event?

Schools vs Cancer events are designed to teach students to get moving and emphasize the importance of being philanthropic. Although these events are designed to be flexible and to fit any schedule or environment with students, every Schools vs Cancer event should have a physical activity and fundraising component.

## How much money does our Schools vs Cancer program have to raise?

The average Schools vs Cancer program raises \$4,000. The amount your school raises will depend on how many classes and students get involved. There are no limits! Set a goal for your school by determining a reasonable average amount that each student might be able to raise, then multiply that amount by the number of students in the school. Every dollar your school raises helps save lives from cancer!

## Where does the money go?

The money raised through Schools vs Cancer programs supports the mission of the American Cancer Society and helps save lives. Check out the "How your donations make a difference" on page 5 of this guide. Visit [cancer.org/schools](https://cancer.org/schools) for additional information.



# Fundraising,

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## Is it hard to raise money?

Of course not! Many people have been touched by cancer and are willing to make a donation to help save lives from the disease. Even small donations add up. Many people are just waiting to be asked.

## How do the students raise funds?

Below are a few types of fundraising efforts you can choose from and feel free to get creative with your own fundraisers!

### Fundraising activities (What will the kids have the most fun with?)

- **SCHOOL-WIDE FUNDRAISING** – Example: Hat Day, luminaria sales, Relay Feet
- **ONLINE FUNDRAISING** – Example: Email, social media, etc.
- **INDIVIDUAL FUNDRAISING** – Example: Students collect donations
- **CLASSROOM FUNDRAISING** – Example: Penny Wars

### Where can I find these materials online to print and email?

Visit [cancer.org/schools](https://cancer.org/schools) and [brandtoolkit.cancer.org](https://brandtoolkit.cancer.org) for additional resources.

### What am I supposed to do after I collect money?

Work with your American Cancer Society staff partner to arrange for a pickup time.

# Recognition

## Should I recognize each of the students who participate?

Recognition is one of the best parts of the Schools vs Cancer program because it honors the participants' hard work and dedication. Small, inexpensive methods of recognition will make students feel appreciated for their efforts.

### Here are just a few ideas:

- **PRINT** recognition certificates for your participants.
- **INVITE STUDENTS** who raised a certain amount of money to lead an all-star lap during the event.
- **INVITE THE TOP FUNDRAISING TEAMS** and individuals to the stage for recognition and a prize.
- **ALLOW STUDENTS** who raise a certain amount of money to have special privileges in the classroom the day of the event, such as being first in line for lunch.



# Recognition,

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- **GIVE EACH STUDENT** who raises money a special decoration for their classroom desk.
- **WRITE LETTERS** to parents telling them how proud you are of their child's participation.
- **HOLD A POPCORN PARTY** for the top fundraising team.
- **WHERE POSSIBLE, WORK WITH YOUR COMMUNITY** Relay For Life committee to provide recognition opportunities for your Schools vs Cancer participants at their event.

Feel free to be creative and use the resources that you have available to find new, fun ways to recognize the top fundraisers from your school.

## How can I keep track of who the top fundraisers and top classes are?

The fundraising amounts on the students' collection envelopes will help you keep track of totals. Many people use a spreadsheet to track the progress of their classes, but you could also create a poster board or bulletin board to publicly track fundraising totals for each class.

## Is it OK to solicit donations from the community?

Of course! If you have a local community Relay For Life event, please work with their leadership committee to get a list of their sponsors. You might be able to use their connections, or you might want to try new places that are not already involved with your community Relay event.

## Are the incentive prizes cumulative or does each student receive one just by participating?

Students are eligible for one prize in whatever fundraising level they reach.

## How do I process incentives?

After completing your school's Schools vs Cancer program, distribute the Schools vs Cancer Incentive Order Worksheet (available via [brandtoolkit.cancer.org](http://brandtoolkit.cancer.org)). Ask every participating Teacher Team Captain to complete the fundraising summary page on the spreadsheet for their classroom and return it to you at least four weeks before the end of the school year. Provide the information to your American Cancer Society staff partner for ordering.

## How long does it take to receive the incentives?

Once your staff partner places the order, shipping will take up to three weeks. Your shipment will contain an order summary and packages for each classroom. Each classroom package will include a list of the classroom's order with incentive prizes.

## What should I do if school ends before we receive the incentives?

If you hold your Schools vs Cancer event closer to the end of school, you may need to set up a time where students' incentives can be picked up. Ideal locations are the day of your community event, the school, or the local American Cancer Society office.

