



Liberty Mutual[®]
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Team Captain Tool Kit



Lead Your Team's Fight Against Cancer

THREE CHEERS FOR YOU! Every one of us has been touched by cancer in some way. Friends, relatives, caregivers, and survivors. As a Team Captain, you're an integral part of your team's fundraising efforts to help fight cancer in our community. Thanks again for dedicating your time, effort, and heart to Relay For Life. Let's show everyone that cancer is one competitor we can defeat together.



YOUR DOLLARS MAKE A DIFFERENCE: 97% of every single dollar raised makes an impact on people right here in Bermuda, from providing community outreach programmes on ways to reduce your cancer risk, to funding access to life saving services, such as early cancer detection and radiation therapy treatment. The other 3% supports ground-breaking cancer research, critical patient care services, and education and prevention initiatives around the world through the American Cancer Society.

Thanks for stepping up big time, Team Captain! As a leader, it's up to you to recruit members, set fundraising goals, and organise fundraising activities. Most of all, you'll root, root, root for your team!

Team Captain's Roles & Responsibilities

A Relay For Life Team Captain supports Bermuda Cancer and Health Centre by leading a team in your Relay For Life community, to raise a minimum of \$100 per team member for Relay.

- Share why you Relay and how you are making a difference with everyone you know!
- Lead and encourage your team to reach its fundraising goal. Challenge other teams!
- Recruit a team of 10-15 members by inviting or re-committing others to be team members.
- Recruit a Co-Captain to help you with your duties.
- Communicate, Communicate, Communicate! Stay in touch with your team and share what you are learning from other Team Captains.
- Attend your community's Bermuda Cancer and Health Centre, Relay For Life kick-off.
- Set a fundraising goal for your team. (The minimum fundraising expectation is \$100 per team member to earn the Relay t-shirt.)
- Recognise cancer survivors on your team and participate in the survivorship celebrations at the event.

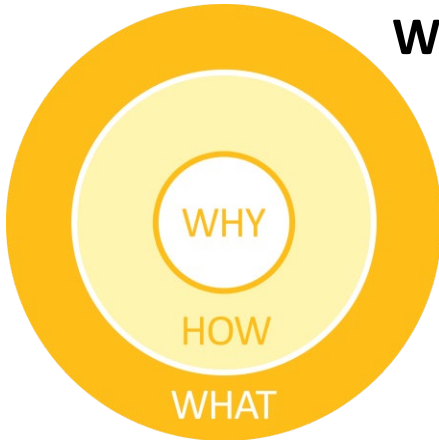
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Build Your Team – the GOLDEN CIRCLE



WHAT: *what* physically is it that you do?

HOW: *how* do you do what you do?

WHY: *why* do you do what you do?

Always start with the *why*

Making The Ask – Tell Your Story!

A lesson from Simon Sinek, author of “Start with Why!”

Most of the time we communicate from What to How to Why when we are trying to convince someone to do something. For example, you might imagine a computer company making the following argument:

*We make great computers.
They are beautifully designed, simple to use and user-friendly. Wanna buy one?*

However, innovative and effective companies reverse the order. They go from Why to How, to What. Consider the way Apple communicates:

*Everything we do, we believe in challenging the status quo. We believe in thinking differently.
The way we challenge the status quo is by making our products beautifully designed, simple to use and user-friendly.
And we happen to make great computers. Wanna buy one?*

If we want to recruit more team members, then we need to start with *WHY!*

What is the “Why,” “How,” and “What,” for you? How will you communicate this to people? What is your Story? Answer the following questions to create your story.

Why: What is the program or service that is most important to you?

How: How are you different or better? How does this affect you or a loved one?

What: What can you do? THIS IS THE ASK.

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Set Goals

It's good to have goals. It's great to have fun ideas to help you reach them. From giving each member a role to encouraging them to sell Luminaria bags, there's no limit to the ways you can fundraise. When your team is working together to meet your goals, you'll be unstoppable.

- ☐ Why do I Relay? _____
- ☐ I plan to recruit _____ teammates by _____.
- ☐ Our team goal is to have _____ team members and we will recruit more team members by doing the following:
 - ☐ Our team fundraising goal is _____.
 - ☐ Our team will have _____ team fundraisers.
 - ☐ Our team will do _____ on site, day of Relay fundraisers.
 - ☐ My individual fundraising goal is, _____ and I plan to achieve this by _____.
 - ☐ I plan to send out _____ emails to ask for donations, thank donors, or recruit other teammates by _____.
- ☐ I will ask _____ people per _____ how they can support me in finishing this fight.
- ☐ I will learn about _____ ACS programs so I can direct people to the resources they need.

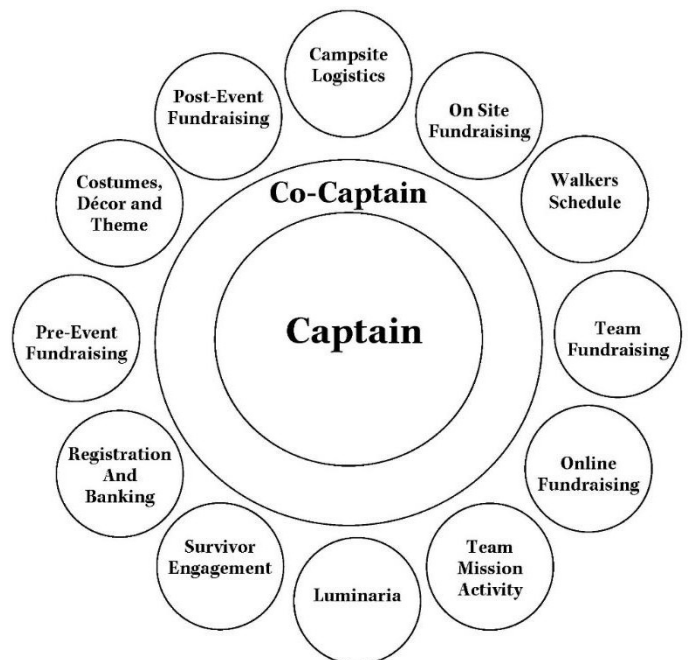
Delegate

By utilising the team delegation wheel, your team will be able to delegate tasks, engage all participants and encourage leadership among the entire team.

Thus, prevent captain burnout and ensure fundraising success year around.

A team is essentially a mini-committee:

- 10-15 suggested number of members
- Conduct monthly meetings
- Delegate duties among team participants based upon the team wheel listed below
- Have a team succession plan- who will take over which role in the coming year?



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Don't let any of the little details slide by in all the excitement. As the event day gets closer, make a checklist so all the errands get run, your campsite has all the essentials, and the fun never stops. The more you take care of now, the more time you'll have to enjoy the company of friends and family. Let's make the most of your Relay For Life experience. All you have to do is follow the steps.

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Have your team say why they Relay and use it to “make the ask” for donations.	
<p>Determine a communication plan.</p> <p><i>How will I communicate with my team?</i></p> <p><i>How often?</i></p>	
Create a team theme. Tap into your creativity. Tap into the team’s creativity. Come up with a unique name and plan to decorate your tent city with props that match your theme.	
Dedicate your team to a cancer survivor. If you know someone who is fighting cancer, why not pay tribute by dedicating your team to them?	
Communicate the mission of the Bermuda Cancer and Health Centre. Remind your team members that the Centre provides free programmes and services in our community. This is one of the reasons why Relay is so important!	
Motivate your team. Hold regular team get-togethers to build spirit and keep everyone informed. Share your Relay story to help connect them with why Relay For Life is important.	
Stay in touch with your team. Let them know what to expect when they come to Relay For Life. Give everyone a job to do and encourage them to stay for the entire event.	
Get the word out. Put up Relay For Life posters and display the brochure to invite others to participate. Be a Relay For Life Community Champion.	

Notes:

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Take Action

ACTIONS	DONE
Remember mission. Why are we raising funds for the Bermuda Cancer and Health Centre?	
Collect all donations from your team members and turn in at the designated time.	
Follow up to see how team members are doing – recognise their progress!	
Share with team Relay For Life day of Relay schedule.	
Attend Relay Wrap Up Party!	
Say THANK YOU to your team members and recognise their success!	
HAVE FUN! Get excited! Your enthusiasm is contagious!	

A-HA moments!

What are three actions you will do this week using the Together Everyone Achieves More theme with your team?

1.

2.

3

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Take Home Tool: Team Captain's Best Practices

1. I Relay for (list person(s)/reasons):

2. One way that I can motivate my team is:

3. Delegating is one way to make things easier for me, the Team Captain, and to let other team members feel they have an important role on the team. List two activities/tasks that you can delegate to your team members and who you will delegate these tasks to:

4. Communication is one of the keys to having a successful team. One way I can communicate with my team more effectively is to:

5. My team can help deliver the mission of the Bermuda Cancer and Health Centre to our community. One way I can help my team do this is to:

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Take Home Tool: Recognise your Team

Sometimes we get so focused on what tasks we need to get done for Relay that we forget to recognise and celebrate our accomplishments. And, let's face it...we all like to be recognised on some level for doing our part. So who exactly do we need to recognise and celebrate?

Here are some questions to consider:

- What ways are you publicly or privately recognising and celebrating your teammates?
- What types of accomplishments are you celebrating?
- What types of encouragement and support are you providing teammates who may feel like they're struggling?
- How are you and your teammates recognising individuals or businesses who've donated to your efforts?
- What ways do you share your accomplishments with your supporters?

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Fundraising Planning Guide

Has your Relay For Life team decided to have a fundraiser, but you don't know where to start? This document will guide you through the essential steps of planning and implementing your fundraiser. Encourage team members to sell Luminaria bags to count toward your team's fundraising goal.

Types of Fundraisers

With the help of your team members, determine what type of fundraiser you are interested in having. Think about the skills and resources of the individuals on your team. Also, keep in mind the four types of fundraising: individual, team, online, and on-site.

- **Individual fundraising:** Ask ten friends, coworkers, neighbours, or family to contribute \$10 each to your fundraising efforts.
- **Team fundraising:** As a team, host a golf tournament, car wash, bake sale, or spaghetti dinner.
- **Online fundraising:** Do you have friends and family who live out of the country or who prefer to donate by credit card? Send them an email from your personal Relay fundraising page.
- **On-site fundraising:** Are there services or goods you and your team can provide at the event in exchange for a donation, such as massages, handmade jewellery, or homemade treats?

Goal-setting and Planning

Deciding which type of fundraiser you want to have is the first step. Next, you'll want to set a goal for how much money you would like to raise. When setting your goal, don't forget to take expenses into account.

For example, let's say you plan to host a neighbourhood movie night and would like to raise \$300. You estimate your expenses are going to be \$50, which will cover popcorn, beverages, candy, and the movie rental. Try working with local businesses to get the rental and concessions donated.

You'll want to break down the goal to determine how many people will need to attend in order to raise \$300. For example, if you charge \$10 a person to attend, and the in-kind donations come through, then you only need 30 people to attend to reach your \$300 goal.

- Now that you know what you're doing and have a goal, you'll want to think about the logistics and details of the fundraiser itself.
- What time of year would be best for your particular fundraiser?
- Which day of the week and what time?
- Do you have the location secured?
- Is there adequate parking?
- Is there enough seating for everyone?
- Are decorations and/or signage needed?
- Make a plan to get the word out about your fundraiser. Think about the audience that you're trying to reach and the best ways to engage them.

Once you have a list of all your logistical needs, determine which team member(s) will be responsible for what and when each task needs to be completed. Remember, this is a team fundraiser, so it should be a team effort!

Wrap-up

Congratulations, your fundraiser was a huge success! Now what?

- **Thank-yous:** Make sure you acknowledge and thank everyone who attended, contributed to, and helped with your fundraiser, especially your team.
- **Evaluation:** Meet with your team to review the great things that happened and to look at any challenges you experienced. If you decide to hold a similar fundraiser in the future, you'll know where to make some changes.

Now it's your turn! Use the Team Fundraiser Planning Worksheet to plan your Relay For Life team fundraiser!

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Team Fundraising Planning Worksheet

Team Name:		
Fundraiser Title:		
Date:	Time:	Location:
Fundraiser Goal:		Expected Attendance:
Estimated Income:		Estimated Expenses:

Task <i>Each item may need its own detailed list</i>	Person Responsible	Task Completion	
		Deadline	Actual
Logistics			
▶ Select a date and time. <i>Review school/community calendars</i>			
▶ Reserve space <i>(and rain location if necessary)</i>			
▶ Review rules/limitations of space			
▶ Create a list of needed equipment and supplies			
Publicity			
▶ Design ad/flyer/poster/memo			
▶ Make copies (determine # needed)			
▶ Set date and assign volunteers to distribute			
Event Management			
▶ Generate list of needed volunteers			
▶ Recruit volunteers			
▶ Create detailed volunteer schedule - task, person responsible, time, location <i>** Include setup and clean-up duties**</i>			
Integration of Bermuda Cancer and Health Centre’s mission and/or cancer education			
▶ Establish focus & implementation strategy			
▶ Make list of supplies & obtain necessary materials from the Bermuda Cancer and Health Centre			

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Team Fundraising Planning Worksheet

Goal-setting and Planning

Estimated Income

Type of Income	Income	Quantity	Total
Tickets	\$10 per person	25 people	\$250
Total Estimated Income			\$

Estimated Expenses

Type of Expense	Cost
Food	\$50
Total Estimated Expenses	\$

Total Estimated Income: \$ _____

- Total Estimated Expenses: \$ _____

Net Fundraising Goal: \$ _____

Don't forget ...

- ☐ Before implementing your fundraiser, inquire about local laws that may affect your fundraiser's success (Government raffle and food permits).
- ☐ Make a plan to get the word about your fundraiser out to the audience you are trying to reach.
- ☐ Thank everyone who attended, contributed to, and helped with your fundraiser, especially your team.
- ☐ Meet with your team after your fundraiser is complete to evaluate what worked well and what you might want to do differently in the future.
- ☐ Three Quick Ways to raise \$100 before April 30 deadline to get the annual t-shirt!
 - Donate \$20 yourself and ask four friends for \$10 each
 - Ask 20 friends to donate \$5 each
 - Sell 10 luminaria bags for \$10 each

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Event Day Rules and Regulation

For your safety and enjoyment, please read the following rules and regulations carefully:

1. **Team Size** - We recommend 10-15 people per team. More than 15 members can be difficult for team captains to manage and give everyone an opportunity to take to the track. If your team is growing, consider splitting it into two and have more members to join in the fun of Relay! With fewer than 10, it can be hard to keep someone on the track for the whole event.
2. **Tent size:**
 - a. Campsites will have a maximum of 10'x10' tent size; no stakes, water weights only
 - b. Sponsor teams: Size varies as per signed sponsorship agreement
 - c. Overnight camping/Sleeping tents will be permitted in the Victualling yard, if approved by government.
3. **Youth Teams:** a team is considered to be a youth team if more than half of its members are 17 years and younger. One chaperone over the age of 25 for every 5 youth team members must be present at all times.
4. The following are **NOT PERMITTED**
 - a. NO open fires
 - b. NO barbeques or grills
 - c. NO animals (except service dogs which must be registered by emailing relayforlife@chc.bm before the event)
 - d. NO consumption of tobacco or controlled substances
 - e. NO sale of alcohol
 - f. NO bicycles, roller blades, skateboards or motorised scooters (exceptions strollers and wheelchairs)
5. Your team is responsible for the area around your tent site. Clean up any trash and use the cans provided.
6. **Radios and music** are permitted, but be mindful of those around you. All sound systems must be turned off during the Luminaria Ceremony and in the wee hours of the night.
7. During the **Luminaria Ceremony**, all activities except for walking the track will cease for moments of quiet reflection.
8. **Quiet hours** will be from 12:30 a.m. to 7 a.m. No loud noise will be tolerated.
9. **Parking** – First come parking at National Sports Centre, free parking at the Arboretum.

Please know that violation of any of these rules could result in your removal from the Relay For Life event. You also agree to abide by any rules deemed necessary by the Relay For Life Planning Committee, announced at Team Captain Meetings, and at the event. Also, please make sure that you review the rules with your team members in the weeks prior to Relay and that you are aware of the rules throughout the Relay.

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On-Site Information | Your Campsite

All teams are required to submit an ONSITE REGISTRATION FORM

Available online <https://bermudarelay.com/team-management/>

Tent

You will need to organise the rental or purchase of your tent early. Campsite space is limited and available on a first come first serve basis.

- **Teams:** a 15' wide campsite space will be assigned – which can accommodate a 10'x10' tent.
- **Sponsor teams:** Sizes vary as per signed sponsorship agreement.

Tent Rental Companies

Undercover Tent Rental
533-0127
undercover1@northrock.bm

Lambert & Lambert
236-1519
elambert@northrock.bm

Diamond Party Rentals
292-3567
christowe@logic.bm

H-H Ice & Party Rentals
707-5985
info@hmicebda.com
<http://www.hmicebda.com/contact-us.html>

Bermuda Rentals Ltd. (new ownership)
292-7172
info@bermudarentals.bm
www.bermudarentals.bm

Electricity

Electricity will be granted to those teams who are utilising it for fundraising purposes ONLY. There are a limited number of camp spaces, which can accommodate electricity. Teams seeking electricity MUST indicate on the **onsite registration form**.

Onsite Fundraiser

Register your onsite fundraiser. The reasons for this are:

1. **Duplication of fundraisers** – If we know what you have planned, we will be able to advise if other teams are planning the same thing as you.
2. **Printing in the programme** – Your fundraiser will be included in the programme so attendees can find you.
3. **Selling food** – Teams are encouraged to sell a range of food as fundraisers, permits maybe required.

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Where to Find Information

Under the Team Management tab

All-important dates - [Team Captain Meetings - Relay For Life Bermuda \(cancer.bm\)](https://cancer.bm)

Team Captain Information <https://bermudarelay.com/team-management/>

- Relay Logo
- Relay Brochure
- Onsite Registration Form
- Individual Pledge Sheet
- Event Donation Tracking Sheet
- Tent Rentals
- Luminaria Ceremony Information
- Survivor Online Registration
- Caregiver Online Registration
- Relay Theme Logo
- Team Deposit Slips
- Food Permit Application
- Relay Rules and Regulations
- Guide to Temporary Food Stalls
- GRFL Team Captain Checklist
- GRFL Resources
- GRFL Team Captain Training

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2023 Important Dates (for current dates and times check the website)

February 1-3	Relay For Life Kick Off Event
February 15	Team Captain Meeting
March 21	Team Captain Meeting
April 18	Team Captain Meeting
April 30	Team registration deadline On-site Requirement Form must be submitted Deadline to have raised your \$100 per person so that your t-shirts will be ready for collection with your team packs.
May 6	TEAM PACK PICKUP Drive thru at North Field Pavilion Survivor Sash Collection at North Field Pavilion
May 9	Volunteer Meeting
May 12-13	10 th Annual Relay For Life of Bermuda – National Sports Centre, North Field
May 31	Donation Deadline - for your funds to be counted toward Top Fundraising prizes, they must be received no later than May 31. Donations will continue to be accepted throughout the year.
June 13	Team Captain and Volunteer Appreciation Night: 5:30 pm at Bermuda Cancer and Health Centre. We invite teams to come and celebrate each other and their amazing accomplishments.

Contact US

Relay For Life of Bermuda is organised by a volunteer committee. For more information, please contact: relayforlife@chc.bm or call 236-1001 x1005

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