

We ♥ Bermuda Cancer and Health Centre Volunteers!





GLOBAL RELAY FOR LIFE INFORMATION AND TRAINING SESSION





TODAY'S AGENDA

- Welcome/Global Relay Overview
- BCHC Mission
- Keeping Relay Fresh
- Breakouts
 - Team Captain Session - Caitlin
 - Committee Session - Lauren
- Wrap Up





Global Relay Overview





RELAY FOR LIFE

- Remains the largest peer -to- peer fundraising event in the world
- More than \$6 Billion USD raised through Relay For Life worldwide since 1985



**WHERE IN THE WORLD
WOULD YOU FIND ANOTHER
RELAY FOR LIFE EVENT?**



OUR PARTNER COUNTRIES

- Argentina
- Australia
- Belgium
- Bermuda
- Canada
- Denmark
- France
- Honduras
- India
- Ireland
- Israel
- Jamaica
- Japan
- Kenya
- Luxembourg
- Malaysia
- Netherlands
- New Zealand
- Norway
- Philippines
- Portugal
- Singapore
- South Africa
- Switzerland
- United Emirates
- United Kingdom (1995)
- Uruguay
- Zambia
- Zimbabwe (2020)





Relay For Life: A Platform for Fighting Cancer Across the World

Year in Numbers

US RELAY FOR LIFE PROGRAM

\$185M

GROSS

71,000

TEAMS

1.6M

PARTICIPANTS
(registered and not
registered estimate)

150,000

REGISTERED
SURVIVORS

GLOBAL RELAY FOR LIFE PARTNERS

\$48M

GROSS

24,397

TEAMS

436,836

PARTICIPANTS

56,000

REGISTERED
SURVIVORS

WORLDWIDE

\$233M

GROSS

95,379

TEAMS

2.1M

PARTICIPANTS

206,000

REGISTERED
SURVIVORS

YOU ARE PART OF THE SOLUTION

As a partner in Global Relay For Life, your licensing fees are supporting, in part, the advancements made in developing countries as part of the American Cancer Society's Global Cancer Control Initiatives

◆ Prevention ◆ Diminish Suffering ◆ Patient Support

Capacity Development





PREVENTION

- Tobacco Tax – Working with nearly 50 cancer organizations worldwide
- HPV Cancer Free – Kenya and India



SAVING LIVES AND DIMINISHING SUFFERING

Creation of Treatment Guidelines

- 70+ cancer experts from 13 countries in Africa

Pain Free Hospital Initiative

- In 2018, 14 hospitals in sub-Saharan Africa participated, training more than 7,000 health workers to integrate pain treatment into routine care.



PATIENT SUPPORT

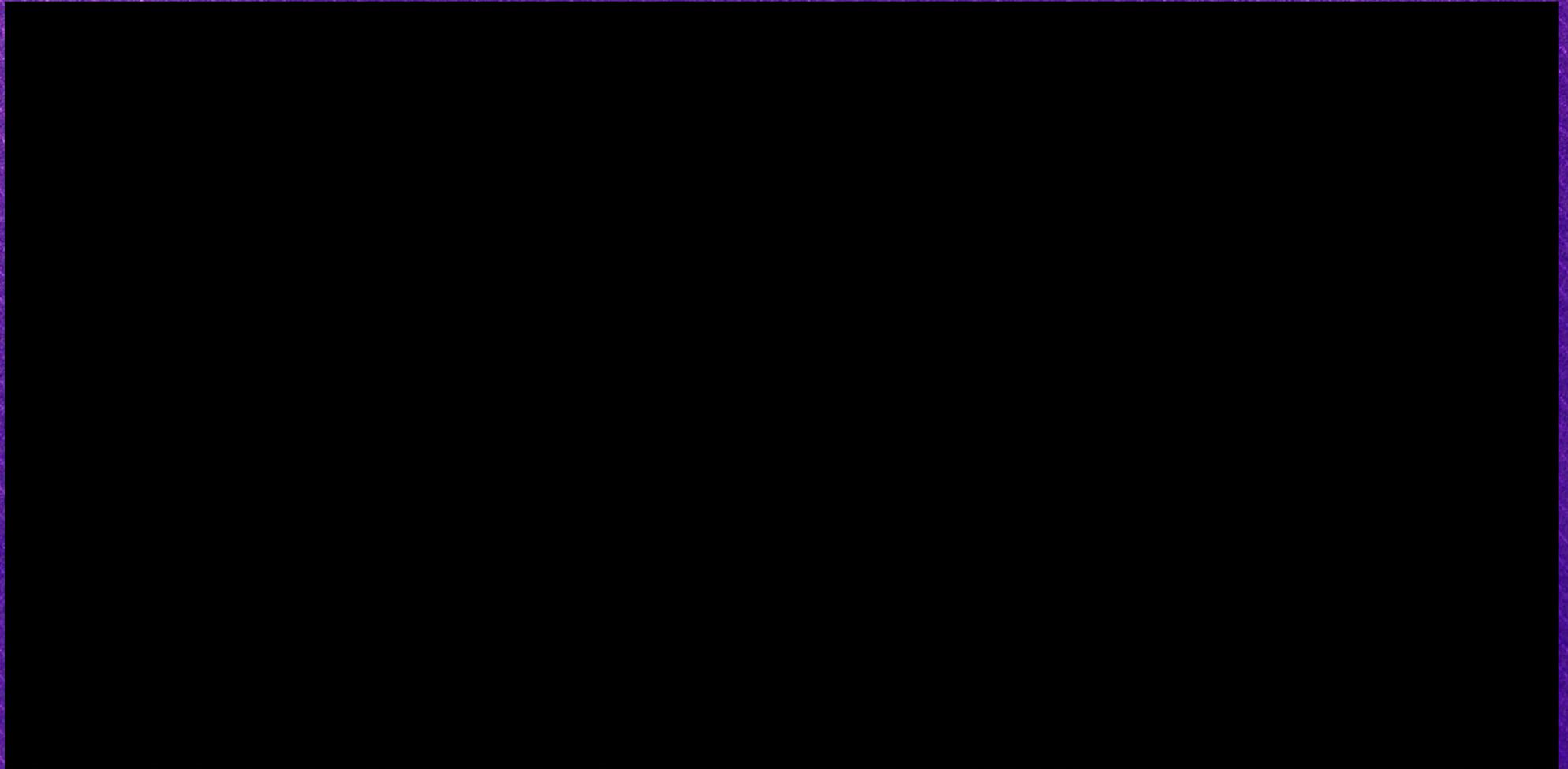
- Hope Hostel in Nairobi, Kenya
- Patient Navigation at Kenyatta National Hospital in Nairobi – Empowering more than 4,000 patients since 2017



CAPACITY DEVELOPMENT

- 3 year program with cancer organizations in developing countries
- Teaching NGOs the basics of organizational operations, board development, financial management, and resource mobilization

KENYATTA NATIONAL HOSPITAL: HOPE HOSTEL



BERMUDA CANCER AND HEALTH CENTRE MISSION

DEB NARRAWAY



KEEPING RELAY FRESH

LAUREN LINEWEBER & CAITLIN DEVOS



**Fundraising isn't all we
do, but ALL we do
depends on it.**





LEADING WITH THE WHY

- We know what Relay For Life is, but not everyone has experienced Relay For Life to have the same understanding.
- Mission is a critical component to our overall success. It is proven, the more mission you integrate, the more funds you make.
- Your organization is doing incredible work. If people truly knew what life saving benefits their contributions made, they'd be more inclined to donate.
- We can't engage people if are not able to articulate why we want them to join us.



**HOW WOULD YOU DESCRIBE
RELAY FOR LIFE TO THOSE
WHO HAVE NEVER ATTENDED
AN EVENT?**



START WITH THE WHY



**AFTER WATCHING THE VIDEO, LET US
REVISIT OUR QUESTION,**

**“HOW WOULD YOU INVITE
SOMEONE TO ATTEND RELAY WHO
HAVE NEVER BEEN BEFORE?”**





The Power of Sharing Your Story

- Storytelling enables you to develop a deeper connection with the audience.
- Stories are captivating for a reason.
- Stories must be tailored to fit the audience.



Break & Split to Breakouts



Recruitment



**IMAGINE FOR A MOMENT, YOU
ARE STARTING A NEW RELAY FOR
LIFE, WHO WOULD YOU ENGAGE?**



Recruitment Wheel

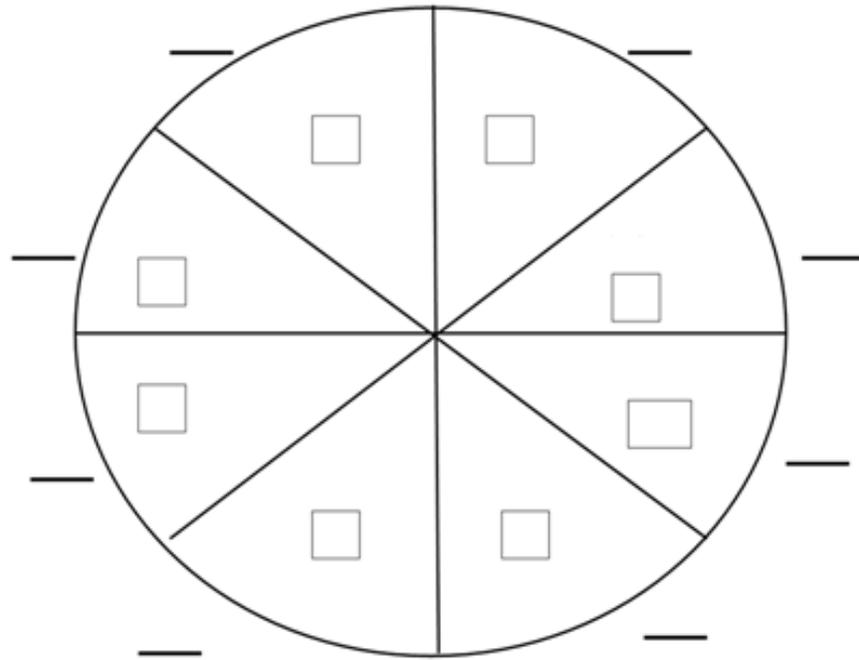


RECRUITMENT WHEEL



Directions:

1. Identify what areas of the community volunteers might come from and put count in the inner square box.
2. Identify the potential from each community category and put the count on the line of the outer ring of circles.
3. Set goals for each section of the community based on the potential listed in outer ring of circles.
4. Assign committee member to focus on recruitment of each category.

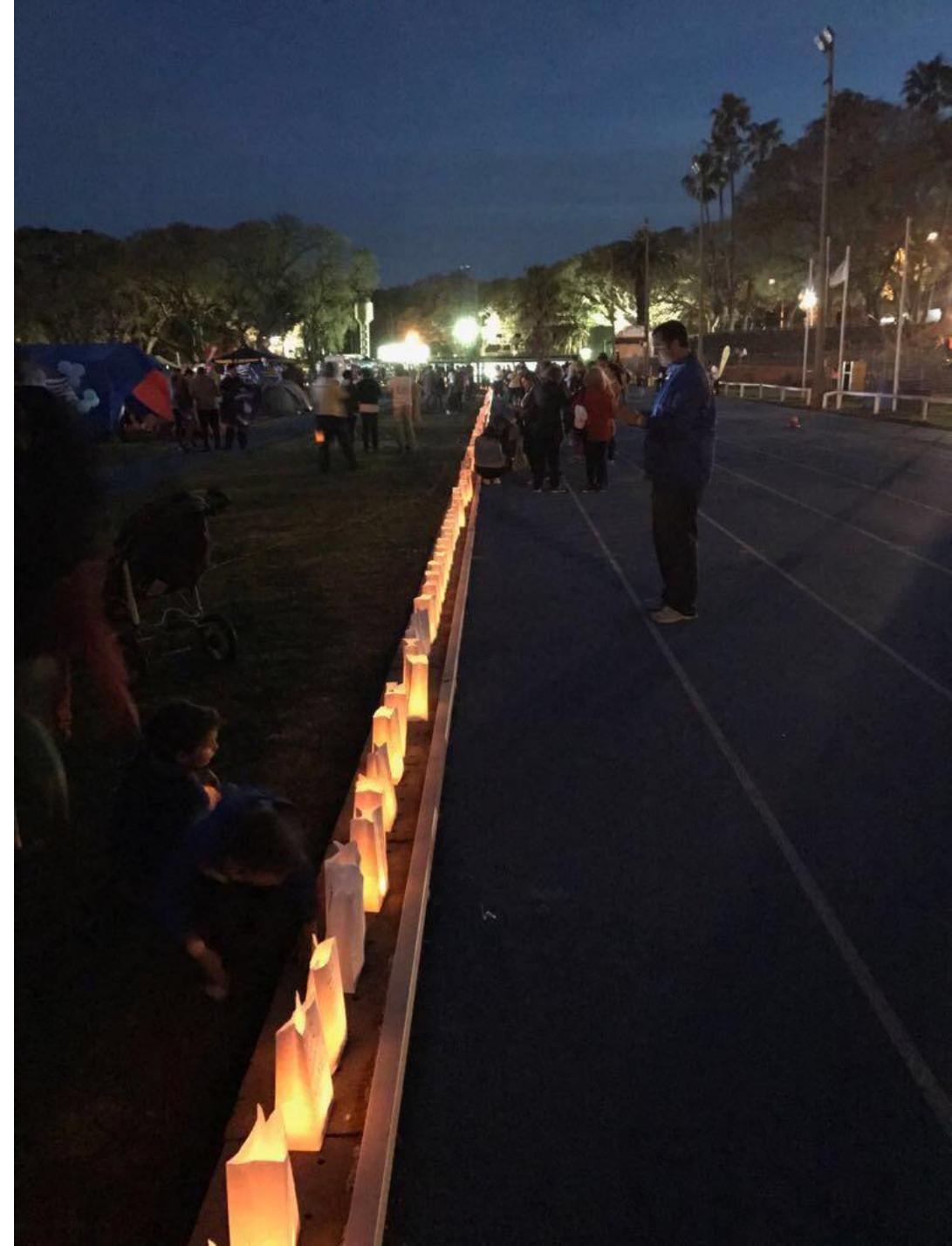




RECRUITMENT REMINDERS

DO NOT:

- **Expect general announcements to get volunteers** –instead of asking people directly, emails and general announcements are used.
- **Go at it alone** - one person cannot motivate the masses and maintain all relationships.
- **Recruit only volunteers who make long-term commitments** - people fear getting tied into a job for a lifetime and never being able to get out of it
- **Assume that “no” means “never”** - no may just mean, ‘not right now.’
- **Recruit anyone** - in a rush to find someone/anyone to help, we lower our standards and recruit anyone and everyone just to fill seats.
- **Ask busy people to do busy work** -don’t ask busy people to just do busywork. People want to be asked about what they can do and they want things that are meaningful to them.



Task-based vs. Role-based



Customer Experience



What does the term “Customer Experience” mean to you?



Customer Experience is the perception that customers have of their interaction with a company, across all touchpoints and people.

The American Customer Satisfaction Index (ACSI)



Creating the Disney Experience



Forrester's CX Index Says These 6 Emotions Have a Positive Influence on Loyalty

1. Appreciated
2. Confident
3. Grateful
4. Happy
5. Respected
6. Valued



CustomerThermometer

**Share with a partner a way you can
improve the customer experience at
Relay For Life**



CUSTOMER EXPERIENCE TAKEAWAYS



TRAINING WRAP UP

- **What is one word that will help remind you what you want to focus on in 2020?**
- **Learnings from today**





Thank you.

Global Relay For Life is made possible in part by a generous sponsorship from Takeda Pharmaceuticals.



RelayForLife.org
1.800.227.2345