Steps to Help Fight Cancer

Would you like to instill important values in your players such as: giving back to the community as well as increasing their knowledge about Staying Well, Getting Well, Finding Cures, and Fighting Back against Cancer? Coaches vs. Cancer is a national program led by our country’s college basketball coaches for the most important game of all...beating Cancer.

Last year, the Philadelphia Coaches vs. Cancer program raised over $1 million for the fight against cancer. The School Initiative program was responsible for raising close to $240,000 of those funds. This year we need your help to raise even more money!

Steps to Getting your School Involved:

Step 1:  Review Game Day Folder

Step 2:  Brainstorm ideas on how your school would like to participate (Please see the enclosed Ideas for School Initiative Form)
  • Make your own facebook page
  • Make your own fundraising page (coachesvscancerphillySI.org)
    - Create your own event page
    - Have your participants join your event and create individual pages

Step 3:  Execute your game plan (See Do-It-Yourself Press Kit, FAQs, and Halftime Announcement) and raise money to beat cancer

Step 4:  Collect your hard earned donations

Step 5:  After your fundraising event, please mail the enclosed Post Event Participation Form, all checks, and all remaining promotional materials (please do NOT send cash) to:

American Cancer Society
ATTN: Coaches vs. Cancer School Initiative
1626 Locust Street, Philadelphia, PA 19103

Suggestion: Make your fundraising efforts easier...Recruit members of your school community and families of your players to play on your team in your fight against cancer.
The following ideas can be utilized at all or some home games to maximize the amount of money raised for Coaches vs. Cancer:

One-Night Event at a Home Game

Your school can choose one home game during the year and designate it as Coaches vs. Cancer Night. The game may also be named in memory or in honor of someone from the school or community. Proceeds may be raised for your school’s Coaches vs. Cancer program at this game through the following options:

- Add $1.00 to admission fee (either all or a portion of the fee could be a donation)
- 50/50 or merchandise drawings
- Donation of concession sales
- Collect donations from the crowd
- Half-time activities: 3-point or half-court shots, shoot-against-the-clock, mascot contests, teacher or coach contests, grade or girls vs. boys challenges, etc.
- Raffle: prizes from local sponsors, a ‘50/50’ cash prize, ‘homemade’/personal prizes like dinner made by a coach/teacher, etc.
- Silent Auction: similar prizes as the raffle, but people write their bid on sheets to win; involve coaches/teachers: “If raise $x, Coach will shave his/her head”; honor/celebrate students currently battling cancer (Inspiration!)
- Competition: Create a Coaches vs. Cancer fundraising competition with a rival school in the weeks leading up to the big game. At the game, the winner will be announced.
- A sponsor could be recruited to match the funds raised from the night or make a fixed donation (i.e., $500) to Coaches vs. Cancer
- Involve other school groups such as all basketball programs, cheerleaders, student council, Key club, other student groups, players’ parents, faculty, school board, athletic directors
- To promote league-wide involvement, two schools could work together to have each game of their home-and-home series be Coaches vs. Cancer Nights
- Create your own Mid-Night Madness
- Conduct a “4-on-4 basketball tournament” for middle school students
- Solicit business sponsors for event
- Get your student council involved in an event
### On-going Fundraising Incentives

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<th>Incentive</th>
<th>Description</th>
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<tr>
<td><strong>Season-Long Scoring Attack</strong></td>
<td>Team members obtain either flat donations or pledges per score (i.e. touchdown, three-point shot) made during the season. The coach distributes pledge forms to the players during pre-season practice, and encourages every player to recruit a certain number of donors. The coach will collect all pledge forms and coordinate turning the donations to the American Cancer Society. <em>(Request Pledge form)</em></td>
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<tr>
<td><strong>CVC T-Shirts</strong></td>
<td>Team members, faculty, parent organizations may offer t-shirts from the Game Day Kit as a thank you for donations of $10 or more. Want to raise more money in the fight against cancer? Let the donor decide how much they would give in order to receive a t-shirt as a thank you.</td>
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<tr>
<td><strong>CVC Lanyards</strong></td>
<td>Team members, faculty, parent organizations may offer lanyards from the Game Day Kit as a thank you for donations of $5 or more. Want to raise more money in the fight against cancer? Let the donor decide how much they would like to give in order to receive a lanyard as a thank you.</td>
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<tr>
<td><strong>Wall of Hope Donation Cards</strong></td>
<td>Use the donation cards <em>(for donations of $1 or more)</em> from the Game Day Kit to let people make donations in honor or memory of loved ones affected by cancer. Place the cards on a Wall of Hope in your school or in classrooms.</td>
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<tr>
<td><strong>Collection Buckets</strong></td>
<td>Pass around buckets during games to collect donations.</td>
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FAQs

Fundraising techniques include raising the ticket price of a single game per season by $1, asking for general donations at a particular game, running Coaches Clinics for the cause, or hosting tournaments with the proceeds going to Coaches vs. Cancer.

With over 700 high schools in the state of Pennsylvania, the School Initiative Program is still growing. Recruiting student activity groups to help with the planning and execution opens entirely new avenues for CvC. Some groups have already begun selling t-shirts and leading fundraising activities during home games at their schools. With students and faculty working together, even more can be accomplished.

The Coaches vs. Cancer (CvC) program was started in 1993 by Missouri Basketball Coach and cancer survivor Norm Stewart, and since then has gone national with Saint Joseph’s Basketball Coach Phil Martelli serving as the National Chair of the CvC Council and Temple University Basketball Coach Fran Dunphy serving as the CvC of Philadelphia co-chair. In 2010-11 alone, the Philadelphia CvC program raised close to $1 million to help the American Cancer Society help patients stay well, get well, find cures and fight back! Since 1996, Coaches vs. Cancer of Philadelphia has raised over $7.3 million. Nationwide, the CvC program as a whole has raised more than $70 million.

The Philadelphia CvC School Initiative Program is now in its ninth year. This program was designed to encourage Pennsylvania school districts to become involved in the fight against cancer!

Consisting of Philadelphia area volunteers working with high school athletic directors and coaches mostly in the Southeast part of the state, the School Initiative Program has raised over $1 million since its inception in 2004.
Halftime Announcement

Thank you for attending today’s Coaches vs. Cancer game. The Coaches vs. Cancer School Initiative program unites the American Cancer Society and local high school and grade school coaches in the fight against cancer. A portion of today's proceeds will go directly to the local efforts of the American Cancer Society to help save more lives from cancer by helping people stay well and get well, by finding cures and fighting back. For more information about Coaches vs. Cancer, please go to coachesvscancerphillySI.org or become a fan on Facebook by searching: Coaches vs. Cancer of Philadelphia. Be sure to “Like” us on Facebook as well. We thank you for your continued generosity. Enjoy the game!
“Do-It-Yourself” Press Kit

You are already making a big difference in the fight against cancer by raising much-needed funds and participating in the American Cancer Society Coaches vs. Cancer (CvC) School Initiative program. Now YOU can help us to build awareness of this important cause in your local community!

To help spread the word about your school’s involvement in the Philadelphia Coaches vs. Cancer program, we have created some simple tools to help publicize your school’s upcoming events that will support the American Cancer Society mission through Coaches vs. Cancer.

The CvC School Initiative “Do-It-Yourself” press kit includes:

- American Cancer Society CvC School Initiative fact sheet/FAQ
- News release template that your school can customize with local event info
- Media alert template for distribution to local print/broadcast outlets

Where Can I Find the “Do-It-Yourself” Press Kit?

These documents will be available online at coachesvscancerphillySI.org for your reference. Templates can be downloaded in MS Word format for local customization.

Philadelphia Coaches vs. Cancer Joins Facebook!

The Philadelphia Coaches vs. Cancer Facebook page has officially launched, and we want YOU to join our team! Don’t forget to pass on the word to your teammates, coaches, family and friends about becoming a fan of this CvC community page today.

You can visit this page by clicking the link below or go to Facebook.com and search “Coaches vs. Cancer of Philadelphia”

- Post recent photos of your CvC School Initiative tournament!
- Upload video footage of your local event!
- Write comments on the page wall about your team’s effort in making a difference in the fight against cancer!
- Invite your friends to get involved!

For more information on marketing materials, contact American Cancer Society Communications Coordinator Anthony Bonagura at anthony.bonagura@cancer.org.