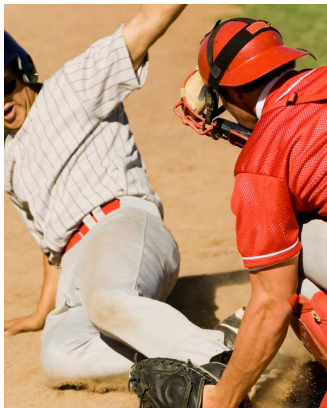


Coaches vs. Cancer Playbook

Get in the game...



It's us against cancer
and we're in it to win!



Coaches vs. Cancer

Playbook



Welcome to the Team!

This Playbook contains everything you (or your representative) need to plan, organize, and host your Coaches vs. Cancer activity this season. It will explain:

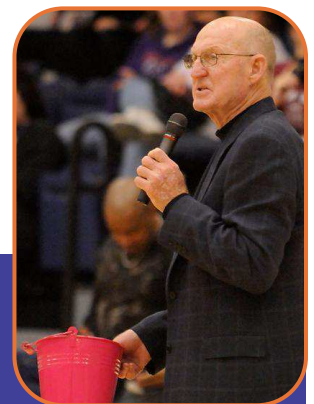
- The Coaches vs. Cancer program,
- What to expect when hosting Coaches vs. Cancer fundraising activities, and
- How to promote healthy living through cancer awareness activities.

If you have questions or need additional resources, feel free to contact your local Coaches vs. Cancer staff partner. [Sample materials and templates](#) — including cancer quizzes, flyers, posters, press releases, sponsorship letters, etc. — can be downloaded from cvcteam.org.

We wish you and your team the very best in the upcoming season and thank you for joining our team in the fight against cancer. Every dollar we raise is meaningful and, with your support, we can save lives and create a world with less cancer and more birthdays!

“As players, coaches, and fans, we are all on the same team when it comes to the fight against cancer. When cancer is defeated, this will be the biggest win that we will all share.”

— Norm Stewart, retired University of Missouri Men’s Basketball Coach & Coaches vs. Cancer founder





Find out more...

The Coaches vs. Cancer Stat Sheet

What is Coaches vs. Cancer?

Coaches vs. Cancer began as a collaboration between the National Association of Basketball Coaches and the American Cancer Society. Now encompassing all sports, the program offers coaches a unique opportunity to fight a disease that affects so many.

Coaches utilize their leadership abilities to increase cancer awareness among students, faculty, and their local community through educational efforts and fundraising activities. Coaches help the Society:

- Save lives by helping people take steps to prevent cancer or detect it early, when it is most treatable;
- Provide hands-on services for patients;
- Find cures through cancer research; and
- Work to pass laws that protect the public.

How it Works

There are many ways you can use your voice to help fight cancer:

- Increase student awareness of the importance of cancer prevention, early detection, and making healthy lifestyle choices.
- Designate a regular season home game to benefit Coaches vs. Cancer and raise funds in support of the Society's mission to eliminate cancer.
- Serve as a local spokesperson to heighten visibility of the resources and services the Society offers to cancer patients and their families.
- Advocate for responsible public policy issues related to cancer by joining the Society's Cancer Action Network.

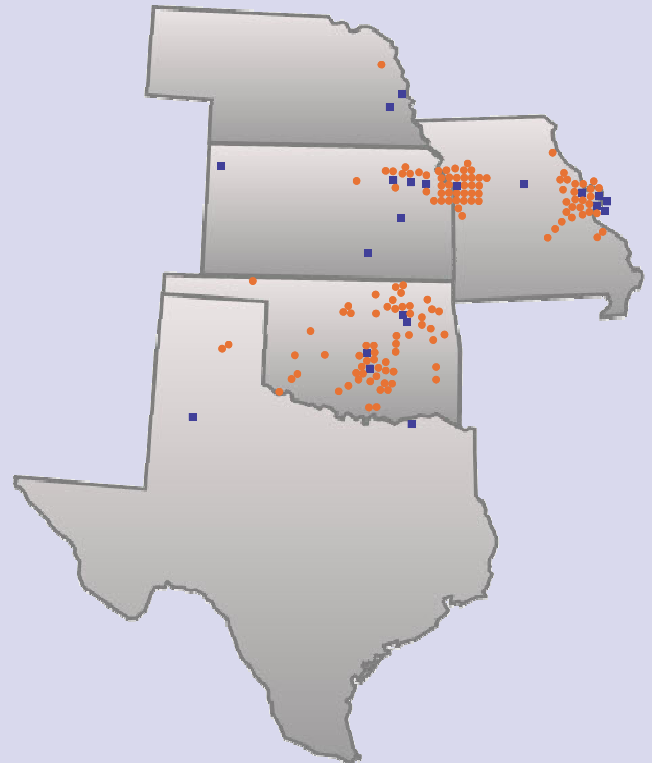
Coaches vs. Cancer Team Roster

More than 2,100 high school and college coaches across the nation participate in Coaches vs. Cancer, and more are signing up each year!

Currently, more than 130 high schools (orange dots) and 21 universities (blue squares) have joined the Coaches vs. Cancer team in the American Cancer Society's High Plains Division.

Any team can participate — basketball, football, baseball, soccer, cheerleading — and participation is easy! Coaches (or their representatives) select their level of involvement by choosing the activities best suited for their schedule, school, and community.

Contact us at 1-800-842-7144 to join the team today!



What you can expect when you participate in Coaches vs. Cancer

What's it like to help the American Cancer Society fight cancer through participation in Coaches vs. Cancer? We will let our dedicated coaches tell you themselves:



"We are all passionate about fighting this disease — we've all had family and friends affected by it and we want to do something about it. When you take on the role as head coach of any sports team at any level, it's not just about coaching the games — it's about being a bigger part of the community. If we can help make a difference in the fight against cancer, that is an outstanding win for us."

"The Coaches vs. Cancer program is not just about raising money to battle cancer. It's about heightening awareness, promoting research, and urging people to be proactive with early and regular screenings."

"The great thing about this program is that it allows your average sports fan the chance to make a difference in the fight against cancer. We recognize that it will take a collective effort on all our parts to conquer this disease and, through this program, we are able to bring more people to the fight."



"As coaches, we compete against each other, but there is something more important in life — it's what you do for others and how you help others in need. Raising money for cancer research has helped a lot of people we know, but most importantly, it's helped a lot of people in our community that we don't know."



"The Coaches vs. Cancer program is a way to give back to our wonderful community. We don't want any more families to suffer — we want to eliminate this disease affecting so many people in so many ways. If our support and commitment to this effort helps save just one life, that would be special."

"When I lost my dad to cancer three years ago, the anguish and suffering that he and our family went through was extremely difficult. I don't want anyone to go through that experience, and I hope that one day, by being a member of the Coaches vs. Cancer team, we can play a big part in stopping cancer and not letting anyone else suffer from this disease."

What does a Coaches vs. Cancer event look like?
Take a look!



The ABCs of

fundraising to fight cancer

There are many creative ways for your school to raise money to support the American Cancer Society. Below are some of the ABCs of fundraising (sample materials and templates can be downloaded from cvcteam.org).

A

- **Alumni Game:** Host an alumni game before your event (alumni vs. alumni or alumni vs. varsity team). Take donations to watch the game!
- **Art Show:** Have art and photography students sell their own masterpieces and candid community photos at an art show.

B

- **Bingo/Board Game Night:** Host an evening of games! Entrants pay \$10 to participate in the fun.
- **Book Sales:** Clean off those bookshelves and hold a used book sale in the gym.

C

- **Car Wash:** Hold a car wash and accept donations.
- **Change Jars:** Set out change jars (provided by the Society) in local businesses and restaurants.
- **Chili Supper:** Have a school group host a chili supper prior to your activity to raise funds.
- **Concession Sales:** Ask your school to donate a portion of concession sales during your game.

D

- **Dog Walking:** Have players walk neighborhood dogs to emphasize physical activity while raising funds.
- **DVD Sales:** Collect used DVDs and have a sale!

E

- **Email:** Use email to invite school alumni, friends, and family to attend the event or make a donation.
- **Errand Service:** Have players run errands for folks in your community in exchange for a donation.
- **Exhibition Scrimmage:** Have elementary students host an exhibition scrimmage at halftime and collect donations from the crowd afterwards.

Top 10 Fundraising Activities

1. **Pass the Bucket:** Have cheerleaders and/or student groups collect donations from the crowd between quarters and at halftime. Ask local businesses to match whatever is raised.
2. **T-Shirt Sales:** Ask a local business to purchase customized Coaches vs. Cancer t-shirts from cvc.compet.com to sell to raise money.
3. **Walls of Hope:** Sell paper cut-outs (provided by the Society) in honor or memory of loved ones who've battled cancer and hang them in your school. Ask a local business to sell them and create a Wall of Hope in their business, too!
4. **Coin Wars:** Hold Coin Wars between grades or homerooms to see who can collect the most change. Offer the winners a prize.
5. **Halftime Activities:** During halftime, invite fans to participate in competitive contests, such as a jump shot contest or dance off, for a donation.
6. **Miracle Minute:** More than 577,000 Americans will die from cancer this year. Put 57 seconds on the clock and have cheerleaders collect donations from fans before it winds down. Ask local businesses to match whatever is raised.
7. **Challenge the Team:** Agree to do something embarrassing, like get a pie in the face, if every player reaches their fundraising goal.
8. **Sponsorships:** Ask local businesses to sponsor your activity by making an outright donation to the Society or matching the funds you raise.
9. **Auctions:** During the game, auction homemade dinners/desserts, a prime parking space, student artwork, and items donated from businesses.
10. **Bake Sales:** Hold a bake sale during your game or during lunch the week prior to your event.



The ABCs of

fundraising to fight cancer

F

- **Facebook Fanatic:** Use social media sites to spread the word about your event and recognize sponsors.
- **Film Premiere Drawing:** Ask your local cinema to donate tickets to a special screening of an upcoming movie. People can enter the drawing for a donation.
- **Final Four Party:** Host a Final Four Party and ask for donations at the door.
- **Fitness Open House:** Ask a local fitness center to host an open house where anyone can use their facility for a donation. This emphasizes the Society's recommendation for people to be physically active.
- **Flower Bouquet Drawing:** Ask a local florist to donate a certificate for a free flower bouquet. This drawing is perfect for events taking place around Christmas, Valentine's Day, or Mother's Day.

G

- **Garage Sales:** Clean out the garage, attic, and basement to hold a team garage sale.
- **Gift Wrapping:** During the holidays, set up a gift wrapping station at the local mall or in a particular store and wrap gifts for donations.
- **Grocery Gift Certificates:** Ask a local grocer to donate a gift certificate for a free turkey, ham, or BBQ package. For a donation, people can enter the drawing to win. This is perfect around any holiday!

H

- **Hair Painting/Braiding:** Ask a local salon or hair stylist to offer hair painting, extensions, braiding, or even haircuts for a donation for your event!
- **Haunted House:** During October, host a community haunted house. Accept donations at the door.

I

- **Ice Cream Social:** Get all the fixings for sundaes then sell them as an extra at concession stands.

J

- **Jail and Bail:** For a donation, students have a teacher or parent "arrested." The detainee then posts bail for an additional donation or calls friends to help.

K

- **Karaoke Night:** Let people showcase their talents at a Karaoke Night. Accept donations as entry fees!

L

- **Lawn Services:** Have students mow neighborhood lawns for a donation.

M

- **Midnight Madness:** Host a Midnight Madness 4-on-4 basketball tournament between team members.

N

- **Name Beads:** Make personalized bracelets, key chains, or other popular items for a donation. Add clever sayings, your school name, or school mascot.

O

- **Odd Jobs:** Have players do odd jobs for neighbors, family members, and friends for a donation.

P

- **Pancake Breakfast:** Host a pancake breakfast to raise funds for your event.
- **Percentage of Sales:** Ask local businesses to designate a percentage of one day's sales to your fundraising efforts. Be sure to let the public know so they will buy more that day.
- **Photo Contest:** Ask each player to bring a baby photo they believe no one can identify. For a donation, students make a guess at naming the photos. Give winners a donated prize.
- **Pledges:** Have players collect donations or pledges from family, friends, and neighbors. Pledges can be made per basket during a single game or throughout the season.

The ABCs of

fundraising to fight cancer

Q

- **Quilt Drawings:** Is there a quilting group in your community? Ask them to donate a special quilt to your game. People can enter the drawing for a donation.

R

- **Rivalry Competitions:** Using any of the ideas in this list, organize fundraising competitions between rival schools or, during halftime, hold a timed race to see which school's cheerleaders and/or mascot can collect the most donations from the crowd. Announce the winning school during the game.

S

- **Say it with a Card:** Have players create homemade greeting cards then package them up for purchase. Offer various designs and sell packages of 4 cards for \$5.
- **Shave Your Head:** Be an inspiration and honor students everywhere who are currently battling cancer by agreeing to shave your head once a certain amount of money is raised.
- **Soup Delivery:** Host a Soup Day prior to your game. Have students deliver the soup to people's homes for a donation. Perfect during cold winter months!
- **Spaghetti Dinner:** Host a spaghetti dinner for donations. Have student groups help set-up, serve, and clean up.
- **Student/Faculty Game:** Host a sports competition between students and faculty — basketball, football, baseball, etc. — and ask for donations at the door!
- **Summer Camp:** Have the varsity team host a sports summer camp for middle school players and donate the registration fee.
- **Super Bowl Party:** Host a Super Bowl Party and ask for donations at the door. This is a great idea for a team member or restaurant with a big screen TV!

T

- **Ticket Sales:** Ask your school to donate a portion of the game's ticket sales or add \$1 to the price of admission to donate to your fundraising efforts.
- **Turkey Subs:** Ask a local sub/pizza shop to donate 50 cents from each "Cold Turkey" sub sold the week of your game. This is a perfect tie-in to smoking hazards and the need for smokers to quit.

U

- **Unwanted Presents:** Have students and faculty arrange a post-Christmas sale of unwanted presents and donate the proceeds to your activity.

V

- **Video Game Sales:** Have team members sell the video games they don't play anymore and donate the proceeds to your event.
- **Vegetable Eating:** Worried about your students' diet? Teach them the importance of eating their greens by having them collect pledges for each serving of vegetables they eat.

W

- **World Series Party:** Host a World Series Party and ask for donations at the door. This is a great idea for a team member or restaurant with a big screen TV!

X

- **"X" Marks the Spot:** Host a Geocaching Event and ask for donations to participate. This is a great way to get active and see your community!

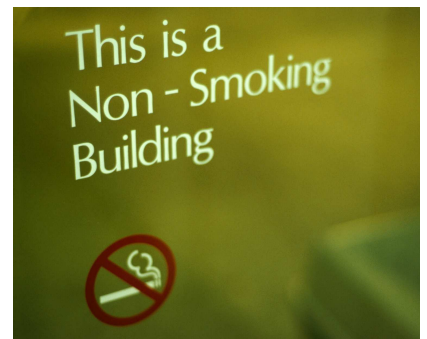
Y

- **Yard Sales:** Have students clean out their closets and host a team yard sale.

Z

- **Zumba Day:** Ask a local fitness center to host a Zumba Day where anyone can attend a Zumba class for a donation. This emphasizes the Society's recommendation for people to be physically active.

What's the best thing about Coaches vs. Cancer?
Making a difference!



Incorporating cancer

education into your activity

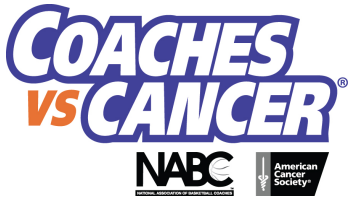
There are many ways to incorporate cancer education into your activity. While some were mentioned in the ABCs of Fundraising, cvcteam.org offers more information and materials for the following activities:

- **Honor Cancer Survivors:** Dedicate your game to local cancer survivors. Recognize them and/or have them share their story before or during your game.
- **Cancer Trivia:** Have your students take a quick quiz to find out if they are cancer savvy. Topics include nutrition, the dangers of tobacco, and sun safety.
- **Eat This, Not That:** Host a Healthy Living assembly focusing on the benefits of good nutrition, regular physical activity, and maintaining a healthy weight.
- **Great American Smokeout:** Tobacco use is the most preventable cause of premature death in the country. Teach students about tobacco, then have them challenge smokers to quit during the Great American Smokeout (third Thursday in November).
- **PA Announcements:** Share cancer facts at school and during your game to highlight prevention, early detection, and maintaining a healthy lifestyle.
- **PJ Day:** Getting a good night's sleep is important for maintaining a healthy weight. Hold a PJ Day at school to remind students to get plenty of sleep.
- **Slip! Slop! Slap! Wrap! Day:** Let students dress in accordance with the Society's guidelines for sun safety — slip on a shirt, slop on sunscreen, slap on a hat, and wrap on sunglasses. Then have students take a quiz to learn how to be sun safe every day.
- **Suits and Sneakers:** Have coaches wear sneakers with their suits/dress clothes during games to raise awareness about staying physically active.

How Your American Cancer Society Saves Lives

We have been waging war against cancer for nearly a century, and our commitment to defeating the disease has never wavered. We provide hope to the 1.5 million people who will be diagnosed this year because, together with our supporters, we are saving lives by...

- **Helping People Stay Well:** We help you take steps to prevent cancer or detect it early, when it is most treatable. Whether it's helping you quit smoking or providing information on which cancer screenings are right for you, we turn what we know about cancer into what we do about it.
- **Helping People Get Well:** We provide free services like transportation to/from treatment and a place to stay while receiving treatment. Whether it's the middle of the day or night, we're in your corner every minute of every day to guide you through your cancer journey.
- **Finding Cures:** We are the largest funder of cancer research besides the U.S. Government, and we've played a role in nearly every major cancer breakthrough. Whether it's discovering new medications or pioneering new treatments, we are finding cancer's causes and cures.
- **Fighting Back:** We work with lawmakers to make this world a healthier place. Whether it's passing smoke-free laws or improving access to quality health care, we fight **every** cancer every day in every community.



Resources for a **successful** Coaches vs. Cancer event

Sample Event Planning Timeline

2 Months Before

- Form a student/faculty/parent committee to help plan and run your activities.
- Hold a committee meeting to decide which activities to partake in and delegate tasks.
- Inform opposing coach of your event and encourage their team to participate too.
- Begin long-term fundraisers — asking businesses for sponsorships, online fundraising, etc.
- Promote your event online via cvcteam.org.

1 Month Before

- Order Coaches vs. Cancer merchandise items to sell from cvc.compet.com.
- Meet with your committee to plan logistics and recruit students/parents to run event activities.

2 Weeks Before

- Promote your event — Have students post event details via social media, hang posters throughout your community, and send a news release to your local newspaper.
- Begin fundraising efforts and cancer awareness announcement messages.
- Check with committee to ensure all are ready.

Game Day

- Provide announcer with a script detailing your activities and cancer facts.
- Collect *all* money raised from your event and deposit it in the school account.

Post-Event

- Complete and return the Post-Event Evaluation Form with a check made to the American Cancer Society.

Publicizing Your Efforts

Facebook

Almost everyone uses Facebook now. Have players post status updates about your event.



School Announcements

Inform students and staff of your efforts through daily PA system announcements.

School Newspaper

Ask your school newspaper to feature a story about your upcoming activities.



Posters in School and Local Businesses

Hang posters in your school and local businesses to ensure more people learn about your activities.

Local Business Signs

Ask local businesses to publicize your event on their business signs the week leading up to the game.



Local Newspapers

Invite your newspaper to attend your activities to take photos. News releases are also great ways to see your event in print.

Local Radio

Ask your local radio station to plug your event during the morning and evening drive times or during game broadcasts leading up to your event.



Resources for a successful Coaches vs. Cancer event

Create an Online Fundraising Page

Register your team at cvcteam.org to create an online fundraising site for your event. With an online site:



- Your players can sign up as team members to join your fundraising efforts,
- Team members can send emails to friends and family asking for their support, and
- You can start a friendly competition between your players to see who can raise the most funds.

Sample Fundraising Email

Hi <NAME>,

Cancer affects everyone, even you and me. That's why I'm participating in <SCHOOL NAME'S> <EVENT> to benefit the American Cancer Society's Coaches vs. Cancer on <DATE>.

I hope you will make a donation to help me reach my goal of raising <AMOUNT> for Coaches vs. Cancer. (Checks should be made payable to the American Cancer Society and mailed to me to turn in at school.)

Your gift means a lot to me and all the cancer patients who really need our help right now. Thanks for supporting me!

<SIGNER>

Sample Fundraising Social Media Posts

- I'm participating in <SCHOOL NAME'S> <EVENT> to benefit Coaches vs. Cancer. We are raising critical funds needed to fight cancer. Please support me with a donation!



- Wanna change the world? Start today! Cancer affects everyone — even you and me. I've already raised <AMOUNT> for <SCHOOL NAME'S> <EVENT> to benefit Coaches vs. Cancer. See what a difference you can make for the cost of a <VALUE MEAL, MOVIE TICKET, ETC.> by supporting my efforts.
- Help me help cancer patients in <TOWN>. Donate to <SCHOOL NAME'S> <EVENT> to benefit Coaches vs. Cancer. 100% of the money raised will go to the American Cancer Society.
- More than 1.5 million Americans will be diagnosed with cancer this year. You can help. Please support me in <SCHOOL NAME'S> <EVENT> to benefit Coaches vs. Cancer.

- You rock! <PERSON/BUSINESS> is supporting <SCHOOL NAME'S> <EVENT> to benefit Coaches vs. Cancer. Join us on <DATE>!



Logo Usage

Coaches vs. Cancer is a trademarked initiative. Logos must be used fully intact and may not be altered or manipulated in any way. By using this program and logo, you are committing that 100% of the proceeds (after expenses are paid, if any) will be donated to the American Cancer Society.

All the resources mentioned in this Playbook, along with other materials and templates, can be downloaded from cvcteam.org, including:

- Cancer quizzes, facts, and statistics
- Sponsorship letters
- Participation stickers
- Promotional flyers, posters, and news releases



What's the secret to Coaches vs. Cancer success?
Make it fun!

