



CRUCIAL CATCH

INTERCEPT CANCER



Youth & High School Toolkit

cancer.org/youthcrucialcatch | 1.800.227.2345





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American
Cancer
Society®



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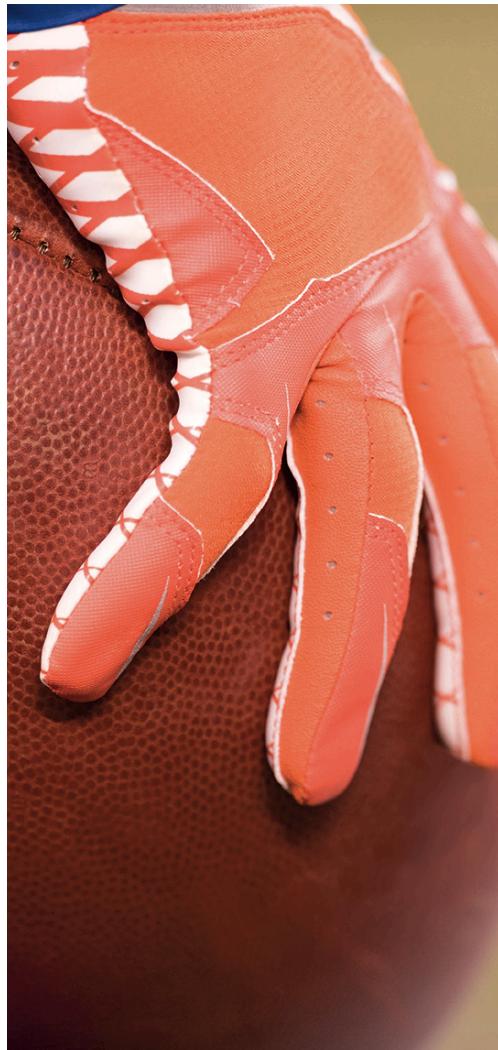
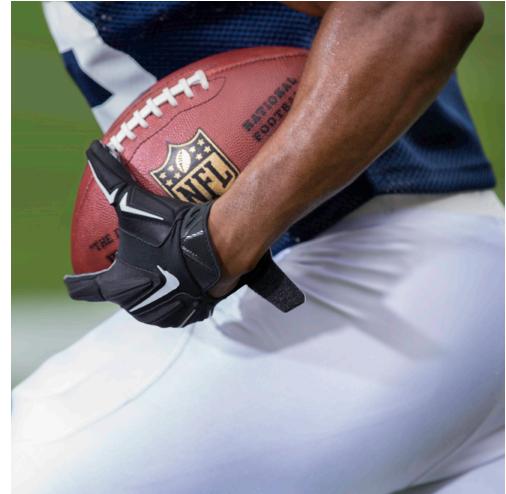


UNITE to save lives!

For nearly a decade the National Football League (NFL) and the American Cancer Society have teamed up in the fight against cancer.

And, each year, youth and high school teams from across the country have done their part to raise funds and help the NFL in these efforts. Once again this season, we invite schools and leagues to unite with the NFL and join Youth Crucial Catch to raise funds to beat cancer. Teams around the country have already signed up to participate.

Don't sit on the bench. Join in to help fight cancer!



What is Crucial Catch?

The NFL is proud to support the American Cancer Society through their impactful Crucial Catch initiative focusing on early detection, education, and access to lifesaving screening to catch cancer early, when it's most treatable.

Since 2009, our partnership has raised more than \$17 million in support of the American Cancer Society's mission to save lives from cancer by funding grants to help people in underserved communities receive potentially lifesaving screening resources at low or no cost.

Crucial Catch and the NFL

This year, Crucial Catch will be even bigger and better! The NFL will continue its focus on early detection and screening, but expand these efforts to include all cancers. With this new approach, NFL teams are now encouraged to support the cancer-fighting efforts that best impact their own community.

Many teams will extend the reach of the NFL's nationwide platform through local grassroots efforts focused on promoting cancer screening, honoring cancer survivors, and planning special in-stadium or pre-game events in partnership with the American Cancer Society.

How You Can Join the Team

Tips and Ideas for Success



Crucial Catch and You

We encourage you to sign up, recruit others, and fundraise to support Crucial Catch. Here's how to start!

- **Sign up online** (cancer.org/youthcrucialcatch), start a team, and start fundraising to show your support. We equip you with all the online tools you need to fundraise and spread the word.
- **Select an October home football game** as "Crucial Catch Game Day." Designate it as a cancer awareness game where players and coaching staff can wear special uniforms, wristbands, shoelaces, and more, and raise funds in support of the American Cancer Society's mission.
- **Challenge other teams** to sign up, or create friendly competition within your school by forming different teams.
- **Identify** a player captain and a community captain (parent or other influential individual) to assist in leading the efforts and driving fundraising success.

For more game-day fundraising ideas, sign up today! Once you sign up, you'll have access to all the fundraising tools through your Fundraising Dashboard.

Game-day fundraising ideas:

Rivalry Game – Partner with a rival team and designate your game as the Crucial Catch Game. Host a fundraising competition in the weeks leading up to the big game. Announce the winner at halftime of the game.

Pledge Donations – Have athletes, students, and other participants collect donations from family and friends in support of the American Cancer Society. Another idea is a "pledge-a-thon" for the number of touchdowns, sacks, field goals, or other important plays during the game.

"Color"-out Game (choose color based on cancer type you're focusing on) – T-shirts or other apparel

whose color represents a particular cancer (e.g., blue for colon cancer, gold for childhood cancer), or choose lavender to represent getting rid of all cancers. Offer them for sale prior to the game - with proceeds going to the American Cancer Society - and encourage fans to fill the stadium with that color on game day.

Sponsorships – Ask local businesses to sponsor your event by making a donation directly to the American Cancer Society or by matching any funds raised by your team.

50-50 Raffle – Hold a 50-50 raffle and the funds can be added to the total amount raised in support of the designated Crucial Catch Game.



Additional game-day fundraising ideas:

Admission and Concession Sales – If there is a charge to watch the game, add \$1-\$2 to the fee and/or donate a portion of concession sales to the American Cancer Society. Be sure to consult with your American Cancer Society staff partner to ensure compliance with any applicable regulations.

Wall of Hope – Create a Wall of Hope by providing Crucial Catch football-themed donation cards and displaying them in the gym or other common area. Download the template at cancer.org/youthcrucialcatch.

Halftime Activities – During halftime, invite fans to make a donation to the American Cancer Society and participate in a contest such as kicking a field goal or throwing the longest pass.

Silent or Live Auction – During the game, auction homemade meals or desserts, a prime parking space, student artwork, or items donated from local businesses in the community.

Community and media involvement are key to fun and success!

- Local TV, newspapers, and radio stations always are looking for a great story, and your team's involvement with the American Cancer Society and the NFL may be exactly what they are looking for.
- Template media releases and photo alerts are available at cancer.org/youthcrucialcatch for your team to announce Game Day and invite media coverage.
- Talking points – available at cancer.org/youthcrucialcatch – cover everything from your fundraising goals and sponsorships, to how American Cancer Society fights cancer in your community.

Luminaria – Sell and decorate small paper bags in honor or memory of those affected by cancer, and display them with a candle or glow stick at your game. Hold a special ceremony during halftime to celebrate and remember loved ones touched by the disease.

Beat the Clock Challenge – Put 60 seconds on the clock and have cheerleaders pass buckets collecting donations as the clock counts down. Ask local businesses to match the amount raised. You can also use a time that correlates with a cancer fact in your state, such as “Every ## seconds, someone in [State] will be diagnosed with cancer.” Find cancer facts at cancer.org/research.

Additional activities:

- Have fans or family members of players create posters to be displayed at the game.
- Honor cancer survivors on the field during the national anthem.
- Contact your local coaches' association to help spread the word and work together on a project.



Sample Event Planning Timeline

Spring and Summer

- Designate a date for your school's or league's Crucial Catch game to be held in the fall.
- Form a committee of students, parents, boosters, and others to help plan and organize activities leading up to and at the game. Set a fundraising goal. Aim high!
- Hold a kickoff meeting to decide which fundraisers and awareness activities you want to focus on, and assign each task to members of the planning committee.
- Reach out to the coach of your game's opposing team to engage them as well.
- Recruit local businesses in the community to sponsor your game.
- Plan fundraising activities to hold during the summer and/or leading up to the game.
- Engage faculty and administration to gain support for your efforts throughout the school.

Summer and Early Fall

- Hold pre-event fundraisers such as car washes, pumping gas for tips, bottle drives, and bake sales.
- Meet with the committee to solidify your plan for fundraising strategies when school resumes.

Beginning of School through Game Day

- Promote your event! Have team members and the planning committee post event details on social media; include in school newsletters, on school or league websites; hang posters throughout your community; and send a news release to local media.
- Hold pre-event fundraisers and other activities to promote awareness during the week leading up to the game (e.g., pledge drive, T-shirts, Wall of Hope).

Post-Event

- Collect all funds raised with checks made payable to the American Cancer Society.
- Return the Crucial Catch post-event participation form at the end of this toolkit, along with all contributions, to the American Cancer Society.
- Celebrate your success! You are helping to save lives from cancer!



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Our mission is to save lives, celebrate lives, and lead the fight for a world without cancer.

We promote healthy lifestyles to help reduce risk for cancer. For those who are diagnosed, we're there every minute of every day. We help people stay healthy and thrive after treatment. We research ways for survivors to not only live longer, but live better.

Not only do we invest more in cancer research than any other private, nonprofit cancer organization, but we also provide free services to those affected by cancer – such as 24/7 information and support, rides to treatment, and free lodging when treatment is far from home. In addition, we work to ensure that individuals in every community have access to cancer prevention, detection, and treatment.

Thanks in great part to supporters like you, we've seen a 25% reduction in cancer mortality rates since 1991. That's 2.1 million lives saved! **Together, we are stronger than cancer.**



Contact Us

If you have a question or suggestion about the NFL's Crucial Catch campaign, or an American Cancer Society program or service, just call us at the number below or visit the American Cancer Society at cancer.org.

We're here 24 hours a day, 7 days a week to answer your questions by phone or online. At cancer.org you can also find the location of your local American Cancer Society office. Note: Local offices are open Monday through Friday during standard business hours.

Also, try our FAQs and Online Help page for answers to commonly asked program or technical questions. If you have other questions, feel free to let us know!



Public Address Announcements

- Thank you to the coaches, players, and fans for supporting the American Cancer Society and the National Football League's Crucial Catch campaign!
- When you support the American Cancer Society, you are helping save lives from cancer. You can also fundraise online at cancer.org/youthcrucialcatch. Thank you for supporting the American Cancer Society!
- The American Cancer Society and the NFL's Crucial Catch campaign raises funds and awareness to fight cancer and provide hope to people facing the disease. Together, we'll help the American Cancer Society save more lives. To learn more about how you can help save lives from cancer, call 1-800-227-2345 or visit cancer.org.
- For more information about cancer, ways to prevent it and find it early – or to join the fight to end the disease forever – contact your American Cancer Society at 1-800-227-2345 or visit cancer.org.
- The American Cancer Society saves lives by helping people take steps to reduce their risk of all types of cancer – or find it early. Learn how important lifestyle choices can help reduce your cancer risk at cancer.org.



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Crucial Catch Post-event Participation Form

Please return this form with your donations. You can also fundraise online at cancer.org/youthcrucialcatch

Contact name: _____

School/Organization or league name: _____

Address: _____

City/State/ZIP: _____

Phone: _____

Email: _____

We helped save lives from cancer by holding an event in support of Crucial Catch!

Date of event: _____

Description of event: _____

Amount raised: _____

Other comments or suggestions: _____

Please complete and mail this form, along with any event photos and donations, to: