



2019-20 PLAYBOOK

Attacking cancer is our goal.





Hello,

Thank you for joining our team and committing to help us defeat the world's biggest opponent. By supporting the American Cancer Society and Red Card Cancer, you are helping further the efforts of top researchers working tirelessly to make an incredible difference in the lives of cancer patients and their families by finding innovative ways to diagnose and treat this disease.

Everyone has been touched by cancer in some way, and with your help – and that of the global soccer community – we will give cancer a red card.

This playbook has been developed to assist you in sharing the American Cancer Society and Red Card Cancer with others in your community. Please use this information to successfully participate in #ACSFutbolFriday and host your own Red Card Cancer game. Do not hesitate to reach out to the American Cancer Society with any questions that you may have.

Good luck, and welcome to our team!

A handwritten signature in black ink, appearing to read "Paul Payne".

Paul Payne
Founder, Red Card Cancer
Past President, National Soccer Coaches Association of America

A handwritten signature in black ink, appearing to read "Chris Branscome".

Chris Branscome
Chief Executive Officer, Eastern Pennsylvania Youth Soccer

A handwritten signature in black ink, appearing to read "John Harkes".

John Harkes
National Soccer Hall of Fame Member
Former US Men's National Team Captain

What is Red Card Cancer all about?

Mission: Attacking Cancer Is Our Goal.

Red Card Cancer is a call to action to help defeat the world's biggest opponent by uniting the global game of soccer in the fight against cancer.

Vision

Everyone has been touched by cancer. Red Card Cancer is committed to raising money and awareness for cancer research and has partnered with the American Cancer Society to drive engagement and fundraising even further.

By engaging and working with all levels of the greater soccer community, Red Card Cancer and the American Cancer Society seek to become *the* platform for how the soccer community fights cancer together.



Join our team!

Whether you are a coach, parent, player, referee, or tournament director – getting involved in the fight against cancer is easy! This event guide will help you get started – and remember that our dedicated American Cancer Society staff is here to support you along the way.

Getting started

- ✓ **Sign up.** Register your team online at www.crowdrise.com/red-card-cancer and start fundraising. We'll give you all the online tools you'll need.
 - To register your team, click on the **Join the Team** button and follow the prompts.
 - To donate to the campaign without starting a team or supporting a specific team, click on the **Donate Now** button and follow the prompts.
- ✓ **Designate a Red Card Cancer game or tournament.** Select a home game(s) or tournament as a Red Card Cancer awareness event where players and staff can wear special uniforms, shoelaces, socks, ribbons, or whatever is possible. Get the fans involved through some of the fundraising ideas detailed on page 4.
- ✓ **Challenge other teams** to sign up or create friendly competition within your league or state association.
- ✓ **Identify** a player captain and a community captain (parent, coach, or other influential person) to assist in leading the efforts and driving fundraising success.



#ACSFutbolFriday

On **Fri., Sept. 13**, wear your favorite jersey to work or school to help increase awareness of Red Card Cancer – and schedule your own #ACSRedCardCancer game. Snap a photo wearing your jersey with the downloadable Red Card from our Crowdrise site, post it to social media, and hashtag it #ACSFutbolFriday. See suggested social media messaging on page 8.

You can also turn it into a fundraiser by asking colleagues or classmates to donate a minimum of \$5 to your Crowdrise page.

**Please participate in #ACSFutbolFriday regardless of when your Red Card Cancer game is scheduled.*

FUNdraising ideas

After registering your team, get started today by reviewing these fundraising ideas! Reach out to your American Cancer Society staff partner if you need assistance. If you don't know your local staff partner, please contact **Carol Danylak** at carol.danylak@cancer.org to get connected.

Here are some effective fundraising ideas, but feel free to be innovative and create your own fundraisers.



- **Take advantage of a rivalry game:** Partner with a rival team and designate your game as the Red Card Cancer game. Host a fundraising competition in the weeks leading up to the big game and announce the fundraising champion at halftime.
- **Make a pledge:** Have players, students, and other participants collect donations from family and friends in support of the American Cancer Society's research program. Or consider a "pledge-a-thon" based on the number of shots, assists, goals, or your preferred statistic.
- **Color game:** Encourage fans to wear apparel in a color that represents a specific cancer (ie gold for pediatric cancer, pink for breast cancer, etc...). Partner with a local vendor to have t-shirts created, sell them as a fundraiser, and encourage fans to wear them at the game.
- **Sponsorships:** Ask local businesses to sponsor your event by donating to the American Cancer Society or by matching any funds raised by your team.
- **Pass the bucket:** Place donation buckets on a table by the main entrance or in a high-visibility area (like concessions or tent with tournament standings) where attendees can make donations. In addition, have cheerleaders, survivors, or designated volunteers pass the buckets through the stands during halftime.
- **Hold a Red Card Cancer moment:** Sell Red Card Cancer pinup cards – available from your American Cancer Society staff partner – for \$1 (or more) and have markers available so fans may dedicate it in honor or memory of a loved one. During halftime, recognize everyone's connection to cancer and honor survivors and caregivers with a recognition ceremony (see script on page 8), and then encourage fans to pin their Red Card on a large rectangular board to build a giant Red Card display.
- **Donate gate proceeds:** Consider donating all or a percentage of your gate proceeds for your Red Card Cancer game. If you don't typically charge admission, consider doing so for this game or request a suggested donation of \$5-10 per fan.

Please share any fun and effective fundraisers with your American Cancer Society staff partner so we can celebrate your success and encourage other teams to follow your lead!

Promote your event

Consider using social media and reaching out to any local reporters you know to promote your upcoming Red Card Cancer event. This will help increase cancer awareness, fundraising, and attendance at your event.

Options include:

- ✓ Share event information – including why this is important to your team and how the community can support you – via social media. Does your school, team, coach and players use Instagram, Facebook, or Twitter? Feel free to customize our suggested social media templates on page 8.
- ✓ Ask the school/league to include event information on its website or newsletter.
- ✓ Send a press release to your local sports reporters. A template press release is included on page 7.
- ✓ Hang posters or distribute flyers for the event around the community or school.
- ✓ Invite people to your event via Facebook.
- ✓ Join Red Card Cancer and the American Cancer Society on Facebook, Twitter, and Instagram: @AmericanCancer, @CancerNYNJ, @ACSPittsburgh, @ACSNewEngland

The big day

After considering our recommendations, brainstorming your own ideas, and consulting an American Cancer Society staff partner – it's now time to host your Red Card Cancer event!

Post-event procedures

After your event is completed:

- ✓ Count total funds raised and let your American Cancer Society staff partner know.
- ✓ Mail any offline funds to your American Cancer Society staff partner or make an online donation of the same amount to your Crowdrise fundraising page. Please make checks payable to the American Cancer Society and indicate Red Card Cancer in the memo line. (Please do not send cash.)
- ✓ Optional but encouraged—share your success via the aforementioned media outlets.
- ✓ Take pride in what you have contributed in the fight against cancer!



Ways to give

There are a variety of ways to support the American Cancer Society and Red Card Cancer. All gifts raised in conjunction with this campaign will be allocated to cancer research.

- **Online:** Using an online donation platform makes it easy to get support from friends and family that live out of your area. Use your team's Crowdrise page – or consider creating a Pledge It campaign for performance-based fundraising (as permitted by league rules).
- **By Mail:** Send your donations by check or money order to your local American Cancer Society staff partner or to:
Margaret Belch
American Cancer Society
132 W 32nd St.
New York, NY 10001





Sample press release

NEWS

For media inquiries, contact:

INSERT COACH NAME

INSERT PHONE NUMBER

INSERT EMAIL

FOR IMMEDIATE RELEASE: DATE

[TEAM NAME] Soccer Team Faces Off Against Cancer *Team hosts Red Card Cancer Game to benefit the American Cancer Society*

CITY, STATE (DATE) — Cleats, shin guards and a full bottle of water are now the newest weapons in the fight to end cancer. [HOST TEAM NAME] will take on the [CHALLENGER TEAM NAME] on DATE in a Red Card Cancer Game to benefit the American Cancer Society. Regardless of which team scores the winning goal, the real winner here is the fight against cancer. Funds raised during the game will benefit the American Cancer Society's mission to end cancer through groundbreaking research.

[INSERT DETAILS OF THE FUNDRAISING COMPONENT]

Red Card Cancer has teamed with the American Cancer Society to attack cancer from every angle. Red Card Cancer is a call to action to help defeat the world's biggest opponent by uniting the global game of soccer in the fight to end cancer.

Since 1946, the American Cancer Society has supported researchers at pivotal points in their career – to give them the support they need to keep great research going or to take their ideas from dream to reality. Dollars are invested at institutions nationwide to investigate the causes, prevention, and early detection of cancer, as well as new treatments, cancer survivorship, and end of life support for patients and their families.

To support the [INSERT TEAM NAME]'s Red Card Cancer game, visit [insert crowdrise site]. The game will be held on DATE, Time, LOCATION.

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Social media templates

Consider using these social media template when crafting your social media messages. Please use the hashtags **#ACSFutbolFriday** and **#ACSRedCardCancer**.



Facebook

- Join us on Sept. 13 for #ACSFutbolFriday by wearing your favorite jersey to raise awareness and support @AmericanCancer research! Snap a photo, share it, and tag it #ACSFutbolFriday.
- [Insert day] our [insert team] will take on [opponent team] in a #ACSRedCardCancer game to benefit the @AmericanCancer mission to end cancer! Join us at [STADIUM NAME and Time] as we battle for the winning goal on the field and raise donations to support groundbreaking research! [insert crowdrise link]

Twitter

- Join [insert team] on Sept. 13 for #ACSFutbolFriday by wearing your favorite jersey to raise awareness and support @AmericanCancer research! Snap a photo, share it, and tag it #ACSFutbolFriday.
- For Game Promotions: [Insert day] our [insert team] will take on [opponent team] in a #ACSRedCardCancer game to benefit the @AmericanCancer mission to end cancer! Join us at [STADIUM NAME and Time] as we raise funds to support groundbreaking research! [insert crowdrise link]

Survivor & caregiver recognition script *(ideal for use during halftime)*

At today's Red Card Cancer game, we celebrate the Survivors and Caregivers here with us. The American Cancer Society considers a person a Survivor from the moment of diagnosis. ACS stands with these tenacious fighters through their cancer journey just as we ask them to stand here today. If you are a Cancer Survivor please stand and raise your red card. Please stand and raise your red card if you are or have been a Caregiver to someone with cancer. Stand and raise your red card if you know someone who has cancer. Look around and you can see that all of us are connected to this disease, and we are thankful you are here to help raise awareness to end cancer for good. For more information about the American Cancer Society, please [visit their table – if applicable] [call 1-800-227-2345].