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# COACHES VS CANCER<sup>®</sup>



## YOUTH & HIGH SCHOOL TOOLKIT

[coachesvscancer.org](http://coachesvscancer.org) | 1.800.227.2345

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# COACHES VS CANCER<sup>®</sup>

**NABC**  
NATIONAL ASSOCIATION OF BASKETBALL COACHES

 **American  
Cancer  
Society<sup>®</sup>**





# Come and Play for Us

The American Cancer Society and the National Association of Basketball Coaches (NABC) have teamed up in the fight against cancer.

Each year, youth and high school teams across the country have done their part to raise funds and awareness in these efforts. Once again, we invite schools and leagues to unite with basketball coaches across the country this season to raise funds to beat cancer. Teams have already signed up to participate.

As a coach and leader in your community, we're asking you to use your influence to promote cancer awareness and raise funds for the American Cancer Society.

Don't sit on the bench. Join in to make a difference in the fight against cancer.

## What is Coaches vs. Cancer?

For more than 25 years, the American Cancer Society and the National Association of Basketball Coaches have collaborated to unite basketball coaches and fans through the Coaches vs. Cancer program to defeat a common enemy – cancer. Because of their passion and dedicated support, the impact has been felt in communities nationwide.

Through fundraising and education initiatives, the Coaches vs. Cancer program has supported the American Cancer Society in helping to save more lives from cancer. In fact, we've seen a 26% reduction in cancer death rates since 1991! But the fight isn't over, and we need you on our team.

## Teaming Up to Save Lives

The Coaches vs. Cancer program was founded in 1993 by Norm Stewart, former University of Missouri head basketball coach, when he asked fans to pledge a dollar amount for every 3-point shot made by his team during the season. All pledges were donated to support the fight against cancer.

This concept evolved into a nationwide effort uniting coaches, fans, players, and communities across the country to fight cancer. Thanks to the efforts of thousands of passionate high school and college coaches, we've raised more than \$115 million in support of the American Cancer Society's mission to save lives from cancer!

## Coaches vs. Cancer Council

**LON KRUGER, CHAIR**  
University of Oklahoma

**MIKE ANDERSON**  
University of Arkansas

**WARNER BAXTER**  
Ameren

**JAY BILAS**  
ESPN

**JIM BOEHEIM**  
Syracuse University

**GARY BOWNE**  
Hickory Christian Academy

**TAD BOYLE**  
University of Colorado

**MIKE BREY**  
University of Notre Dame

**JIM CALHOUN**  
University of Saint Joseph

**BOBBY CREMINS**  
Retired Head Coach

**FRAN DUNPHY**  
Temple University

**DONNIE EPPLEY**  
International Association  
of Approved Basketball  
Officials, Inc.

**ERAN GANOT**  
University of Hawai'i  
at Manoa

**FRANK HAITH**  
University of Tulsa

**MITCH HENDERSON**  
Princeton University

**RON HUNTER**  
Georgia State University

**JEFF JONES**  
Old Dominion

**MIKE KRZYZEWSKI**  
Duke University

**DAVID LEVY**  
Turner Broadcasting System,  
Inc.

**PHIL MARTELLI**  
St. Joseph's University

**FRAN MCCAFFERY**  
University of Iowa

**GREG MCDERMOTT**  
Creighton University

**REGGIE MINTON**  
NABC

**GARRY MUNSON**  
Whitney Capital Company,  
LLC

**DAVE PILIPOVICH**  
Air Force Academy

**MICHAEL PIZZO**  
GCA Advisors, LLC

**DAVE ROSE**  
Brigham Young University

**BO RYAN**  
Retired Head Coach

**BOB SANSONE**  
iTrust Advisors LLC

**MIKE SHULT**  
Edgewood College

**ORLANDO "TUBBY" SMITH**  
High Point University

**NORM STEWART**  
Retired Head Coach

**BRAD UNDERWOOD**  
University of Illinois

**BRUCE WEBER**  
Kansas State University

**ROY WILLIAMS**  
University of North Carolina

## Coaches vs. Cancer High School/Youth Council

**GARY BROWNE (CHAIR)**  
Hickory Christian Academy

**MATT BARE**  
Minnesota Timberwolves  
& Lynx

**BRIAN FRUSCIO**  
The Albany Academy

**GREG GRANTHAM**  
North Carolina Basketball  
Coaches Association

**DENNY HUNT**  
Missouri Basketball Coaches  
Association

**ANDREW KETTEL**  
Scranton Preparatory School

**JOHN LAZENBY**  
Glencoe High School

**DON LOGAN**  
Iowa High School Basketball  
Coaches

**GREG RANSOM**  
IIABO/IAAFO Saint Louis Cvc  
Holiday Tournament

**RANDALL RISLEY**  
Zeigler-Royalton High School

**MICHAEL SANFORD**  
William Penn High School

**GARY WUSTERBARTH**  
Steilacoom High School



# HOW YOU CAN JOIN THE TEAM

## Tips and Ideas for Success

### Coaches vs. Cancer and You

Sign up, recruit others, and fundraise. It's easy. And it's fun! Here's how to start.

- 1 **Designate a home basketball game** as Coaches vs. Cancer Day, where players, coaches, students, and the community rally in support of the American Cancer Society's mission. Raise funds. Raise awareness. Increase education about cancer prevention and early detection.



- 2 **Wear sneakers with suits.** January 21-27, 2019, is Coaches vs. Cancer Suits And Sneakers® Week, a nationwide event when basketball coaches across the country unite for a common cause – saving lives from cancer. Coaches and their staff across the nation wear sneakers with their suits during games to raise awareness and funds in the fight against cancer.



- 3 **Join the 3-Point Challenge.** In January, square off with teams from across the country in the Coaches vs. Cancer 3-Point Challenge. Fans pledge a dollar amount for every 3-point shot your team makes to beat your rival AND cancer! OR Choose the metric you would like to track - free throws, steals, etc. Visit [3pointchallenge.org](http://3pointchallenge.org) to register your team today.

- Challenge other teams to sign up and participate in Suits And Sneakers Week and the 3-Point Challenge.
- Identify a player captain and community captain (parent or influential individual) to assist in leading the efforts and driving fundraising success.

### Game-day fundraising ideas:

**Rivalry Game or Tournament** – Partner with your rival team(s) and designate your game or a tournament as a Coaches vs. Cancer event. Host a fundraising competition in the weeks leading up to the big game(s). Announce the winner at halftime.

**Pledge Donations** – Have athletes, students, and other participants collect pledges via [3pointchallenge.org](http://3pointchallenge.org) as a part of the 3-Point Challenge and in support of the American Cancer Society. Pledges don't have to be just for 3-pointers. They can be for free throws, steals, or any other important stat during the games!

**Conference-wide Involvement** – Challenge fellow coaches across your conference or league to designate a game, join the 3-Point Challenge, or establish a

tournament in support of the American Cancer Society. See who can raise the most money and awareness in the fight against cancer.

**Color-out Game** – This is often the most popular way to get the students, parents, and fans involved. Choose a color based on the type of cancer your event will focus on (if you choose to do so), and "color out" the entire basketball arena! Proceeds from shirt sales or admission can be donated to the American Cancer Society!

**Sponsorship** – Ask local businesses to sponsor your Coaches vs. Cancer game (or game shirts) or match the pledges of your 3-Point Challenge efforts. Local businesses love these opportunities!



## Additional game-day fundraising ideas:

**50-50 Raffle** – Hold a 50-50 raffle and add the funds to the total amount raised in support of the designated Coaches vs. Cancer Day game. Be sure to check and comply with local and/or state gaming rules.

**Wall of Hope** – Create a Wall of Hope by providing Coaches vs. Cancer-themed donation cards and displaying them in the gym or other common area of your school. In exchange for a donation, students and faculty can honor a loved one who is facing or has faced cancer.

**Customized Wrist Bands and Swag** – Create customized rubber wristbands in honor of an individual or the fight against cancer, and have students and community members sell them with proceeds benefiting the American Cancer Society. Order the wristbands or other items in the color that signifies the type of cancer your event will focus on (if you choose to do so).

**Halftime Activities** – During halftime, invite fans to make a donation to the American Cancer Society and participate in a contest to shoot a 3-pointer, free throw, or even a half-court shot.

## Additional game-day activities

- Honor cancer survivors in the stadium during the national anthem or at half-time. Celebrate and recognize their fight.
- Take pictures and video, and tag @coachesvscancer to share on social media.
- Have fans or family members of players create posters to be displayed at the game.
- Contact your local coaches' association to help spread the word and work together on a project.

## Community and media involvement – keys to success

- Local TV, newspapers, and radio stations are always looking for a great story, and your team's involvement with the American Cancer Society and the Coaches vs. Cancer program may be exactly what they are looking for.
- Contact your local newspaper and let them know about your efforts.





## Sample Event Planning Timeline

### September-November

- Designate a game and date for your school's or league's Coaches vs. Cancer game(s). Ideally, your game(s) will take place during Suits And Sneakers Week, January 21-27, 2019.
- Register your team for the 3-Point Challenge by visiting [3pointchallenge.org](http://3pointchallenge.org). Decide what stat fans will make pledges for during the month of January (e.g., 3-point shots made, free throws made).
- Form a committee of students, parents, boosters, and others to help plan and organize activities leading up to your Coaches vs. Cancer game. Set a fundraising goal. Aim high!
- Reach out to the coach of your opposing team to get them engaged as well.
- Recruit local businesses to sponsor our game.
- Plan fundraising activities to hold during the weeks leading up to the game.
- Engage faculty and administration to support and promote your efforts throughout the school.

### December

- Rally your team and fans to raise pledges for your 3-Point Challenge.
- Build excitement by promoting your Coaches vs. Cancer game and participation in the 3-Point Challenge during all your home games.
- Meet with the committee to solidify your plan for fundraising leading up to your Coaches vs. Cancer game.

### January Through Game Day

- Promote your event! Have team members and the planning committee post event details on social media, include in school newsletters and 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 payable to the American Cancer Society.
- Return the Coaches vs. Cancer 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!





## Sample Social Media Posts



**Facebook** | Tag: @coachesvscancer

Join [INSERT TEAM NAME] in the @coachesvscancer 3-Point Challenge for the American Cancer Society! Pledge to donate for every 3-pointer the [INSERT TEAM NICKNAME] score in January. The team at the top of the leaderboard will be crowned the 3-Point Challenge Champion! We need your help to beat our rivals AND beat cancer. Pledge now at [3PointChallenge.org](http://3PointChallenge.org) #CvC3PtChallenge [INSERT VIDEO, IMAGE, ETC.]

[INSERT TEAM NAME] fans – we need you on the team! Join @coachesvscancer and help us lead the fight for a world without cancer. Come and play for us. Visit [coachesvscancer.org](http://coachesvscancer.org) to get involved.



**Twitter** | Handle: @CoachesvsCancer

Let's beat our rivals AND cancer by pledging for every 3-pointer made! Pledge now at [3PointChallenge.org](http://3PointChallenge.org) @CoachesvsCancer #CvC3PtChallenge

Join our team! Pledge now at [3PointChallenge.org](http://3PointChallenge.org) to beat [INSERT CONFERENCE RIVAL NICKNAME] AND beat cancer. Help [INSERT SCHOOL NICKNAME] become the #CvC3ptChallenge Champion! @CoachesvsCancer

Join the [INSERT TEAM NICKNAME]. Pledge. Beat Cancer. Come and play for us at [3PointChallenge.org](http://3PointChallenge.org) @CoachesvsCancer #CvC3ptChallenge

[INSERT TEAM NAME] fans – we need you on the team! Join @CoachesvsCancer to help us lead the fight for a world without cancer. [coachesvscancer.org](http://coachesvscancer.org)



**Instagram** | Handle: @CoachesvsCancer

Join [INSERT TEAM NAME] in the @CoachesvsCancer 3-Point Challenge for the American Cancer Society! Pledge to donate for every 3-pointer the [INSERT TEAM NICKNAME] score in January. Every pledge can help us save more lives every day. We need your help to beat our rivals AND beat cancer. Join our team. Make a pledge. Beat cancer. Pledge now at [3PointChallenge.org](http://3PointChallenge.org)

[INSERT TEAM NAME] fans – we need you on the team! Join @CoachesvsCancer and help us lead the fight for a world without cancer. Come and play for us. Visit [coachesvscancer.org](http://coachesvscancer.org) to get involved.



## Public Address Announcements

- Thank you to the coaches, players, and fans for supporting Coaches vs. Cancer and the American Cancer Society!
- When you support Coaches vs. Cancer, you are helping save lives from cancer. You can also fundraise online at [coachesvscancer.org](http://coachesvscancer.org). Thank you for supporting Coaches vs. Cancer and the American Cancer Society!
- The Coaches vs. Cancer program raises funds and awareness to help the American Cancer Society fight cancer and provide hope to people facing the disease. Together, we'll help save more lives. To learn more about how you can help save lives, visit [cancer.org](http://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](http://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 when it may be easier to treat. Learn how important lifestyle choices can help reduce your cancer risk at [cancer.org](http://cancer.org).





## Coaches vs. Cancer Post-event Participation Form

Please return this form with your donations.

Contact name: \_\_\_\_\_

School/Organization or league name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

☐

We helped save lives from cancer by holding a Coaches vs. Cancer event in support of the American Cancer Society.

Date of event: \_\_\_\_\_

Description of event:

Amount raised: \_\_\_\_\_

Other comments or suggestions:

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

Contact:

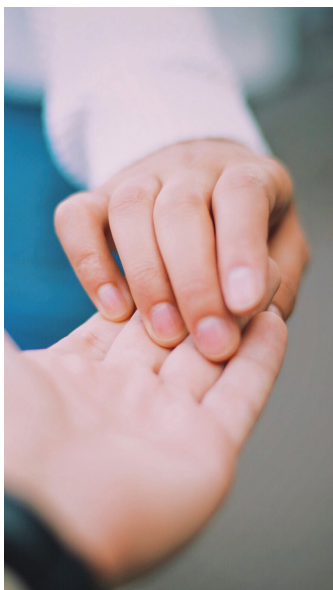


## Our mission is to save lives, celebrate lives, and lead the fight for a world without cancer.

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 26% reduction in cancer mortality rates since 1991. That's nearly 2.4 million lives saved! **Together, we are stronger than cancer.**



## Contact Us

If you have a question or suggestion about the Coaches vs. Cancer program or an American Cancer Society program or service, just call us at 1-800-227-2345 or visit us at [cancer.org](https://cancer.org).

We're here 24 hours a day, 7 days a week to answer your questions by phone or online. You can also visit [cancer.org](https://cancer.org) to 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 on **[cancer.org](https://cancer.org)** for answers to commonly asked program or technical questions. If you have other questions, we're here to help.

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