



Hillview Service Team's 4th Annual Relay for Life Friday, May 18, 8-11pm, 2018



Welcome to Hillview's 4rd Annual Relay for Life!

We hope this document will provide helpful information and instructions. If you have any questions, please email our team at hillviewserviceteam@gmail.com or post your question to our Edmodo group. You can request to join the Edmodo group (if needed) and we will accept your request. If you have any other tips to share with the group, please let us know.

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 - Login to the Relay for Life website - page 9
 - Personalize your personal Relay for Life page - pages 10-14
- Send emails requesting donations - page 15
- Handle donations of cash and checks - page 16 (we prefer credit card or check donations because we have to have special processing to handle cash. Checks should be made payable to the American Cancer Society.)
- Thank your supporters, provide a receipt, and check the status of your donations - page 17-19
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3rd Annual Relay for Life - Hillview Edition

FRIDAY, MAY 18, from 8-11pm

after the 6th-7th grade dance at the Hillview track and field

There is no registration fee to participate. Students and staff may ask for donations if they would like to help raise funds for the American Cancer Society.

There will be a DJ playing music, snacks for purchase, lights on the field, lots of amazing students and staff and parent chaperones, lots of inspiration and FUN!





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Additional Event Info

- **Who is participating in this event?** All Hillview students and staff have been invited to sign up. As of the first week of April we have about 300 students in 6-8th grade signed up to participate!
- **Is there a registration cost?** No, the event is free. However, many students are excited to ask for sponsorship donations to support the American Cancer Society (ACS). All proceeds raised go directly to ACS except for the profits from the bake sale that will help cover event costs (DJ, lights, generator, etc.).
- **Will this event be supervised?** Yes, each team of 10 (or less) students MUST have at least one parent chaperone present for the entire time the team is at the event. The chaperone(s) cannot leave until all their students have been picked up. There will be some Hillview administration at the event as well.
- **Can students still sign up and join a team?** The official sign up period has ended. However we will still process/add new team members if the team does not already have 10 team members. If they would go over 10, they might want to make 2 smaller teams (they can keep the same name plus add team 1 and team 2 to differentiate). To add a new team member, please send an email to hillviewserviceteam@gmail.com with the team name, student name, email address, grade, academy, parent info (name, email, cell), t-shirt size, and if they have known anyone with cancer.



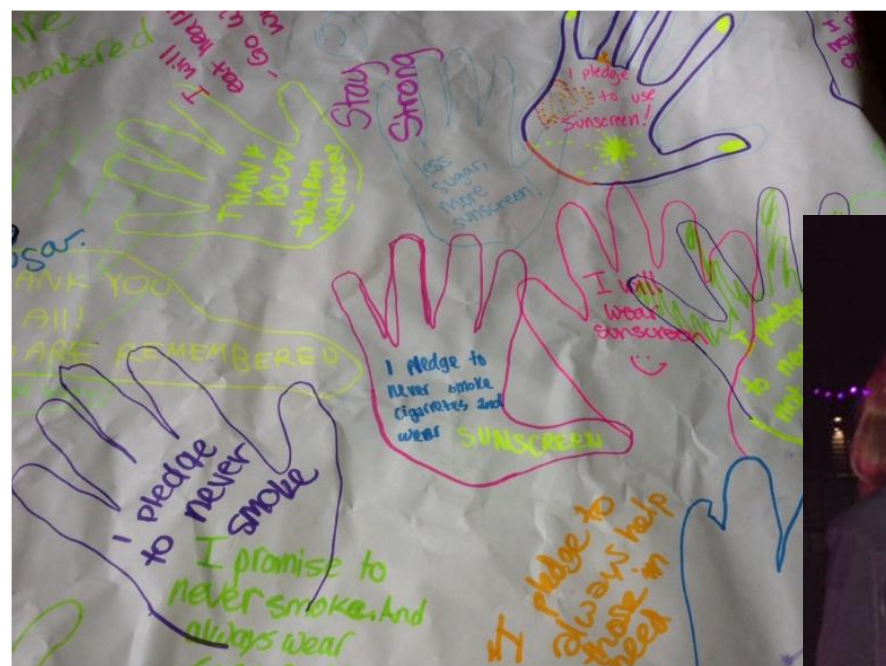
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What is Relay for Life?

- American Cancer Society's largest fundraiser
- Helps to raise awareness and raise funds to fight cancer through research to find a cure and services to help those battling cancer (from wigs to wheelchairs)
- Events held annually in over 5,000 cities worldwide
 - Hillview will hold its own Relay for Life on May 18th
 - Additionally, Menlo Park will have a city wide 24 hour event starting Saturday, August 11 at Burgess Park





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The students and staff participating in the Hillview Relay for Life event raised over \$65,000 last year (May 2017) and raised over \$38,000 the year before (May 2016)!

We are excited to see what the students and staff will do this year!



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How does the money raised get used?





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How can parents support their student(s)

- **Encourage them** - Tell them how proud you are that they have joined an event to help fight cancer and help provide services for people battling cancer.
- **Make a donation** - We prefer online donations if possible but checks and cash are also accepted.
 - To donate online, go to the Relay for Life Hillview Event website ([click here](#)). Login with your student's school email address (ending in @mpsd.org) and password **Hillview!**. Click on the purple "Donate" button and follow the instructions on the next page to donate.
 - To donate by check (made out to "American Cancer Society") or cash, have your student bring in all their donations in an envelope (with their name and their team name) to any of the mandatory student Relay for Life meetings held on Thursday's during lunch in the PAC (meeting dates 4/26, 5/3, 5/10, 5/17). Alternatively, you can make or accept a check or credit card donation using the free mobile app (instructions in this document).
- **Help your student with fundraising** -
 - Help your student send email or texts or call family and friends to ask for their support. Help them find their personal URL to include so donations go directly to their account.
 - if you want you can download the free ACS FUNdraising app to process any check donations (or credit cards). Instructions are on pages 20-22 in this document. We accept cash donations but prefer checks or credit cards due to extra processing we need for counting cash donation.
 - You can also post their personal URL to your Facebook page (see page 12). There are detailed instructions in this document.
- **Volunteer to help** - We need parent volunteers to help with various activities leading up to the event (bake or sell concessions at the Talent Show with proceeds benefiting the RFL event) and at the RFL event on May 18. Email hillviewserviceteam@gmail.com.



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Fundraising tips and things to know

- **It's okay to ask for donations.** There are many people who have had cancer or had a friend or family member who have been impacted by cancer and they want to do something to help find a cure and to help people who have cancer (from wigs to wheelchairs). Some people will be very happy to have an opportunity to donate to help this cause. Other people will not make a donation because they may already give a lot to other worthy causes.
- **Should I ask people to donate based on the number of laps I walk around the track?** We suggest you keep it simple and ask people to donate any amount to support you in the event (not based on your # of laps).
- **Make it personal.** Personalize your webpage if you'd like with your parents' permission. Update the "Why I Relay" with your story. Add a photo of you or your team if you want. Make personal phone calls if you can.
- **Send emails, texts, or make phone calls.** See tips in this document
- **Do I have to fundraise?** No, there is no cost to participate. You may choose to fundraise if you would like to help the American Cancer Society.
- **Some people need reminders.** Some people are very busy and you may need to remind them if they do not answer your emails, texts, or phone calls the first time. It's okay to politely resend several reminder communications to people you have not heard from. Give about 1-2 weeks in between your reminder communications to give them a chance to respond. You can send a final reminder 1-2 days before event day telling them it's the last chance to donate before the event.
- **You can ask your parents if they will post to Facebook (page 19).** Even though not many middle school students use Facebook, many adults do. I posted my daughter's personal page link on Facebook and a manager I worked with 20 years ago in China made a \$100 donation. You never know how many people out there have been impacted by cancer and would be happy to support this cause.
- **Plan a bake sale with your team.** Buy or bake items to sell in your neighborhood, park, etc. Make sure to ask permission at the location before setting up a bake sale. You can accept credit card and check donations using the free mobile app if someone has an iphone. You can also accept cash (but cash is not preferred).
- **Go door-to-door with some team members.** Ask your neighbors to support you and donate. You can accept credit card, and check donations using the free mobile app if someone has an iphone. You can also accept cash (but cash is not preferred).
- **Donations are tax deductible** using this info for the American Cancer Society - ACS Tax ID # 13-1788491



Hillview Service Team's 4th Annual Relay for Life Friday, May 18, 8-11pm, 2018



How to use the Relay for Life website

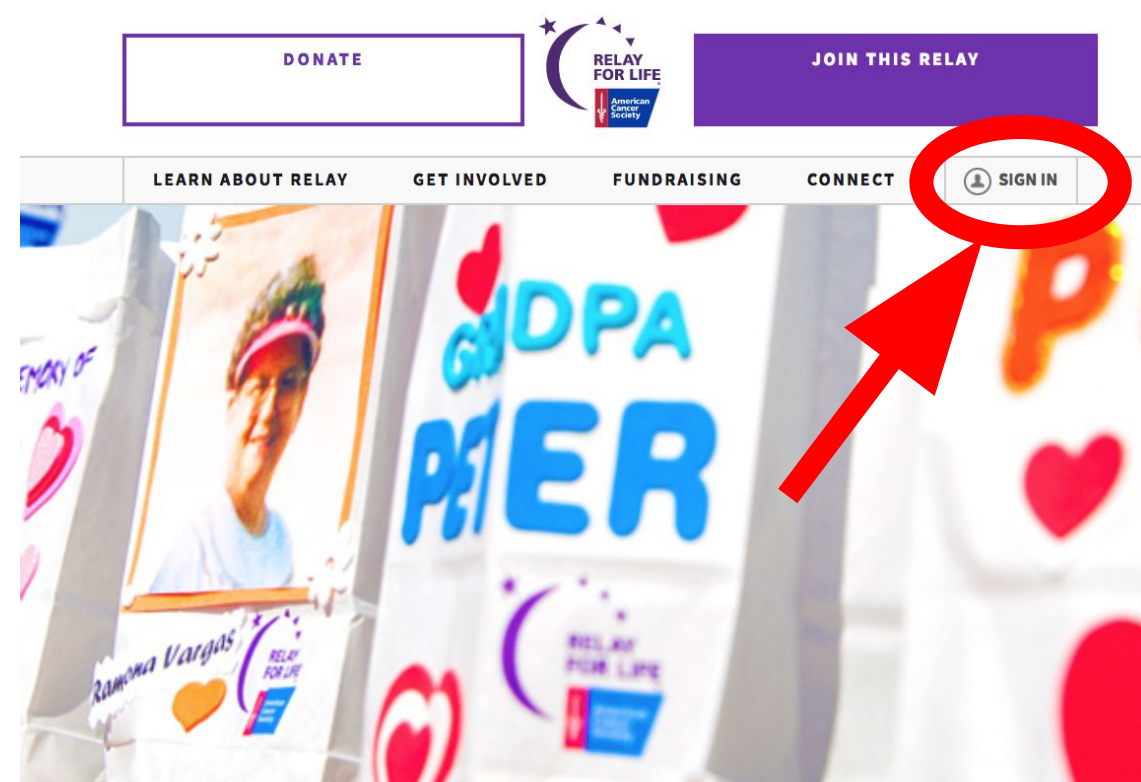
All students have been set up in the Relay for Life Website.

Student privacy: We have used the students' first names but only the first initial of the students' last names. We have used the school address and have set their personal fundraising pages to "private". Only people to whom they have sent the URL for their personal fundraising page, can see their first name.

Go to

www.relayforlife.org/HillviewCA

and click on "Sign In".



RELAY FOR LIFE OF

Hillview Middle School



FRIDAY, MAY 18,
2018



HILLVIEW MIDDLE
SCHOOL



FOLLOW EVENT
f t



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How to use the Relay for Life website (continued)

Log in with your student email and password **Hillview!**. If that password doesn't work, use the "forgot password?" steps. If that does not work, contact us with info on page 24.

The screenshot shows the login page of the Relay for Life website. The page has a dark blue header with the Hillview Service Club logo on the left and the American Cancer Society Relay For Life logo on the right. The main content area is white and contains the following elements:

- Log In** (purple text)
- Are you a new participant? [CREATE AN ACCOUNT](#)** (blue text)
- Log in with your social account: ?** (blue text)
- Facebook Log in** (blue button)
- Google** (blue button)
- Or log in with your email or username:** (blue text)
- Email or Username:** (text input field containing "cparks@mpcsd.org")
- Password:** (password input field with dots)
- LOG IN** (blue button)
- [Forgot password?](#)** (blue text link)
- Need help? Please visit our [FAQ](#) or contact us at 1-877-957-7848.** (blue text)

Red annotations are present on the page:

- A red arrow points from the text "Log in with your Hillview student email and password of Hillview!" to the "Email or Username" input field.
- A red arrow points from the text "If that password does not work, click on 'Forgot password?' and they will email you a link to create a new password. Set your new password to Hillview!" to the "Forgot password?" link.
- The "Email or Username" input field and the "Forgot password?" link are circled in red.

At the bottom of the page, there is a footer with the following links: [Privacy](#), [Accessibility](#), [Term of Use](#), [State Fundraising Notices](#), and [Site Comments](#).



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How to use the Relay for Life website (continued)

Check that your first name appears correctly in the purple bar.

Click on "My Dashboard" to go to your personal fundraising page.

MY ACCOUNT ►

JOIN A RELAY

If your name is spelled incorrectly, you can click on "My Account" to change your name. For privacy reasons, please do not put in your full last name.

DONATE

LEARN ABOUT RELAY

GET INVOLVED

FUNDRAISING

CONNECT

 SIGN OUT

Welcome, Cece

MY DASHBOARD

MY EVENT

RELAY FOR
LIFE





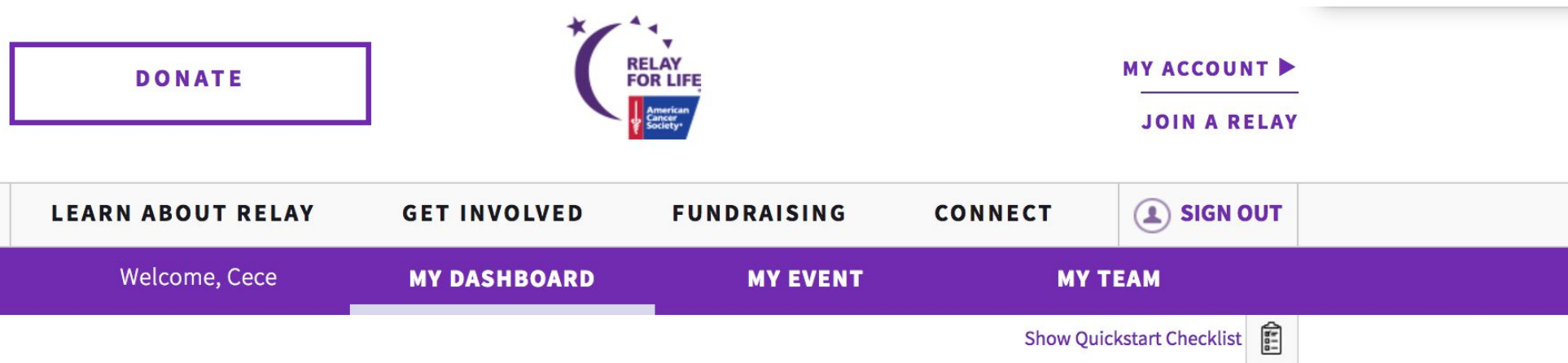
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How to use the Relay for Life website (continued)

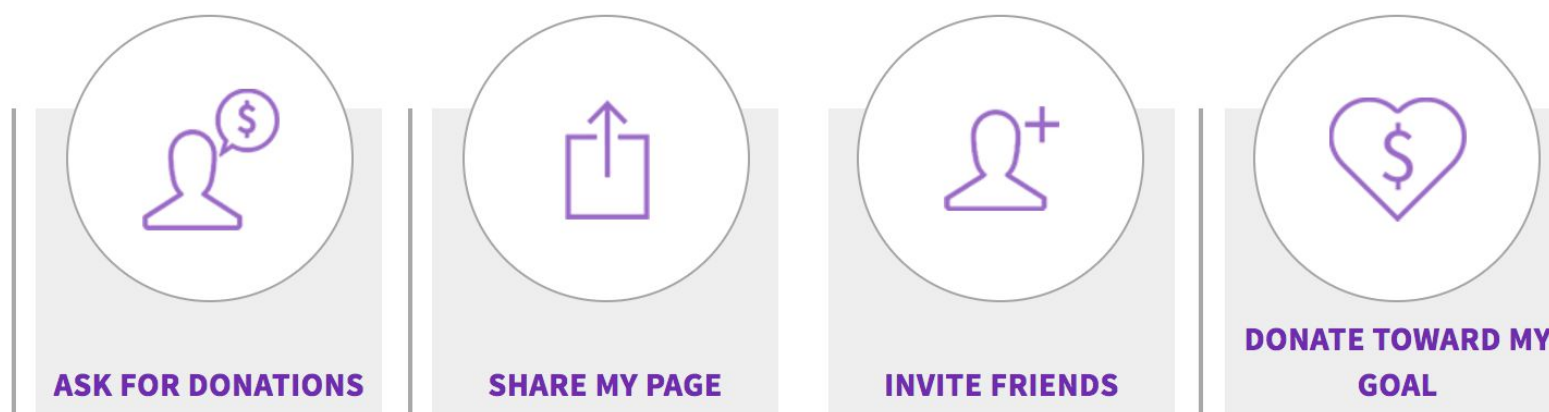
This is the top of your personal fundraising page. You can scroll down to see more.



MY DASHBOARD

EVENT: **Menlo Park**

TEAM: **HV Walking Winners**





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How to use the Relay for Life website (continued)

Scroll down further on your dashboard page for your personal fundraising info.

Find your personal page URL to include in emails or texts that you send. This URL will take people directly to your personal donation page.

MY PROFILE

[VIEW MY PUBLIC PAGE >](#)

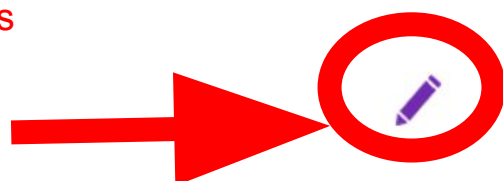
PERSONAL PAGE URL

<http://main.acsevents.org/goto/cecep>

UPDATE



You can click on the purple crayon to edit your photo. You can post a photo of yourself or a team photo if you'd like. This is what visitors to your personal page will see. Please ask for your parents approval to post a photo of yourself or team.



I'VE RAISED

\$0

MY GOAL

\$1,000

135

DAYS LEFT

You can click on the purple crayon to edit your fundraising goal.



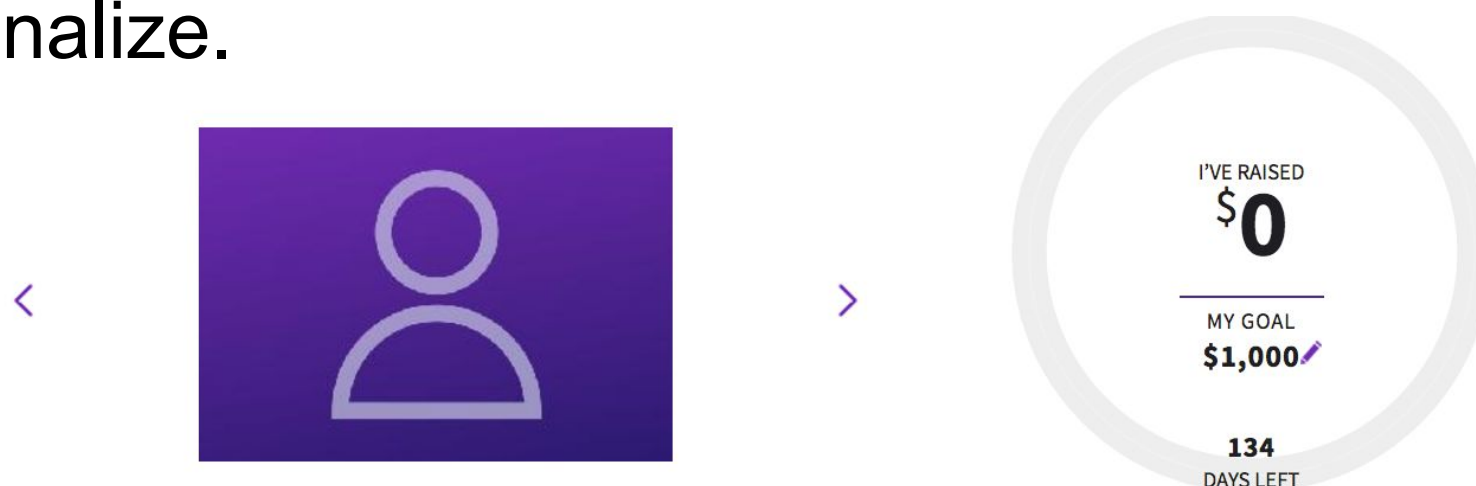
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How to use the Relay for Life website (continued)

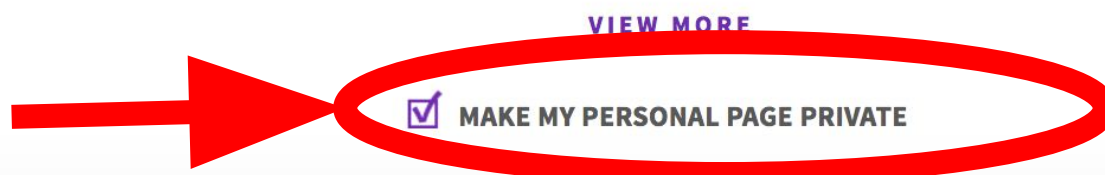
Scroll down further on your dashboard page for more items you can personalize.



Click on the little purple crayon to edit your statement on why you are participating in Relay For Life. We are not inviting people to walk in our Hillview relay, so we need to delete any invitation to walk with us.



Please keep this check to keep your personal page private. Only the people you send your link to will see your name.





How to send emails to request donations

There are several ways you can send emails that include your personal URL:

- Use your student email or personal email account -
 - Click on [this link](#) for instructions and a sample email template.
- Use the Relay for Life Website -
 - Login with their student email address and password 'Hillview!'. Click on 'my dashboard' in the purple bar. Scroll down to 'personal page url'. Copy and paste your unique URL in an email to family and friends. You can also click on "ask for donations" on my dashboard (directly under the team name) and it will take you through steps.
- Use the free Mobile App - instructions later in this document on sending emails and texts

Please keep track of your donors and thank each one of them.



Options for handling donations by cash & check

CASH - Cash donations are accepted but donations by check or credit card are easier for us to process if that is an option for your donor. Another option is to give any cash donations to your parent and ask them to make a credit card donation for that amount to your RFL page. This donation will show up immediately. Otherwise follow the instructions below for submitting cash.

CHECKS - Make checks payable to the "American Cancer Society". You can use the mobile FUNdraising app to deposit a check immediately. You simply need to scan the front and the back of the check. Please see page 23 of this document for more instructions. Otherwise follow the instructions below for submitting checks.

Submitting your donations of cash and checks - You can collect the cash and checks in the envelope we gave out at the Relay For Life Kick-Off Meeting at school. You can get an envelope from the office if you didn't get one. You can turn in your envelope at a Service Team Relay for Life meeting and we will turn it over to Relay for Life for them to add to your personal total. This may take a bit of time to show up online however we will keep a log of these donations.



How to Thank Your Supporters and Provide them a Receipt

TO PEOPLE WHO DONATE BY CASH OR CHECK:

There are several ways you can thank people and give them a receipt for donations by cash or check:

- Printing [this document](#) and fill it out and give to the donor.
- Follow the instructions on page 21 to write and send a thank you email or text (page 22) through the mobile app
- Write a thank you note and send from your student email
- Hand write your own thank you notes (like a birthday thank you note)

TO PEOPLE WHO DONATE BY CREDIT CARD or PAYPAL:

You can login to the Relay for Life Website under your account and check your dashboard for these donations. Please see the next 2 pages for further instructions on sending a thank you note. The Relay for Life system will send them a receipt as long as they provided their email address. Otherwise, you can print a receipt for them ([link](#)).



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How to use the Relay for Life website (continued from page 13)

Scroll to the bottom of your dashboard page to see a list of people who have donated to your personal fundraising page.

Please take the time to thank each of your donors.

You can see the status of each donor to see who you have already thanked.

Click on the little purple "THANK" box to thank each donor.

My Communications

My Donors				Contacted	Past Donors	Manage Contacts
DOWNLOAD LIST				THANK ALL		
NAME	AMOUNT	DATE	ACTION			
Janet Ouren Note: Hi Maggie! I hope your walk for cancer is a big success! We are proud of you!	\$100	4.6.2017	THANK			
Alice and Daniel Hom	\$110	4.4.2017	Thank you sent			
Gong Li	\$100	4.4.2017	Thank you sent			
Elizabeth Ouren Note: Way to Go Maggie and Team!	\$100	4.3.2017	Thank you sent			
Elizabeth Ouren	\$5	3.25.2017	Thank you sent			



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How to use the Relay for Life website (continued)

When you click on the purple “THANK” box on previous page, this screen will appear for you to write your thank you email.

Compose Saved Drafts Sent Emails


To: euoren@gmail.com, jouren@gmail.com

Subject: No good deed goes unnoticed No good deed go...

☒ INCLUDE PERSONALIZED GREETING (WHAT'S THIS?)

Body:

THANK YOU for your donation! With much appreciation, Maggie



A link to your personal, team, and/or company page will appear at the bottom of your email

Step 1. Enter email address(es) you want to send thank you email to. Separate multiple email addresses with a comma.

Step 2. Use the drop down menu to select the template thank you note or start with a blank message.

Step 3. Add text to your personal thank you note.

Step 4. Click the “Save as a new template” if you would like to save your personal thank you note to use again to thank other donors. It will prompt you to enter a name for the new template. After naming your template, this new template will appear in the ‘Other’ section in the your drop down menu (from step 2). No one else can see your new template.

Step 5. Press the purple “SEND” box to send your email(s).

SAVE AS NEW TEMPLATE

SAVE AS DRAFT

PREVIEW

SEND



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How to post to Facebook

- **You can ask your parents if they will post to Facebook.** Even though not many middle school students use Facebook, many adults do. I posted my daughter's personal page link on Facebook and a manager I worked with 20 years ago in China made a \$100 donation. You never know how many people out there have been impacted by cancer and would be happy to support this wonderful cause.
- **Instructions** - Have your parents Login to their Facebook account and make a post with some text and include the link to your personal fundraising page (instructions to find link on page 12).
 - Sample text: "My daughter and her friends are walking in the American Cancer Society's Relay for Life event at her middle school in May. If you would like to support her and donate to fund research to cure cancer and services for people fighting cancer (from wigs to wheelchairs), please use this link. I know there are many important causes, thank you for considering this one. There are approximately 300 Hillview students participating this year so feel free to find and support the student(s) you know.
 - Personal page URL - see page 12 on where to find it. Copy and paste the entire URL from the website to the end of your text.
 - When people click on the picture in the post, it will take them to your personal fundraising page and they can make a donation.
 - It is okay to post now and also post again 1-2 days before the event with a final reminder.

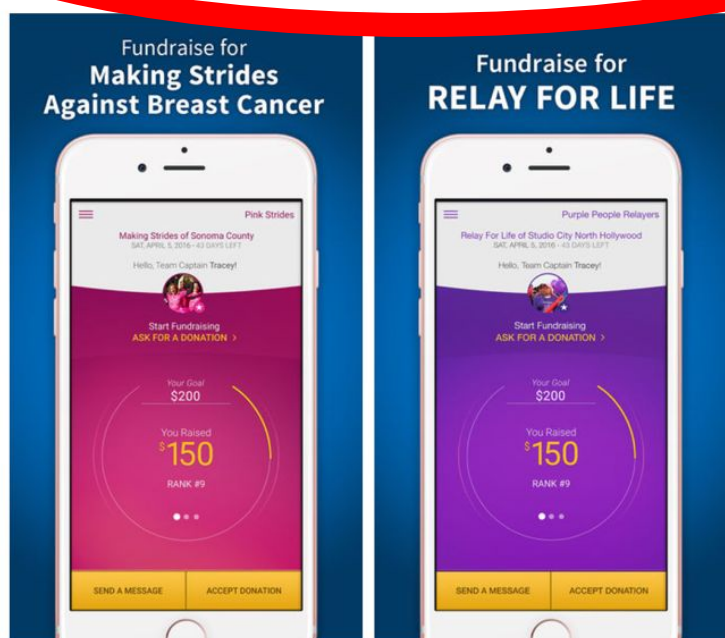
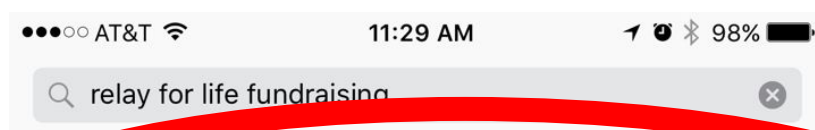


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How to use the ACS Mobile App

The American Cancer Society (ACS) has a free mobile app called FUNdraising that can be downloaded from the App Store. Type "ACS FUNdraising" in the search of the App Store on an iPhone. See login instruction in red in bottom right corner.



If you have an iPhone, go to the Apple Store on your phone and search for the free 'American Cancer Society FUNdraising' app and install for free.



FUNdraising



OR

Email

Password

LOG IN

[Forgot your username or password?](#)

Open the app and login using your school email address and same password as for the RFL website (Hillview!).



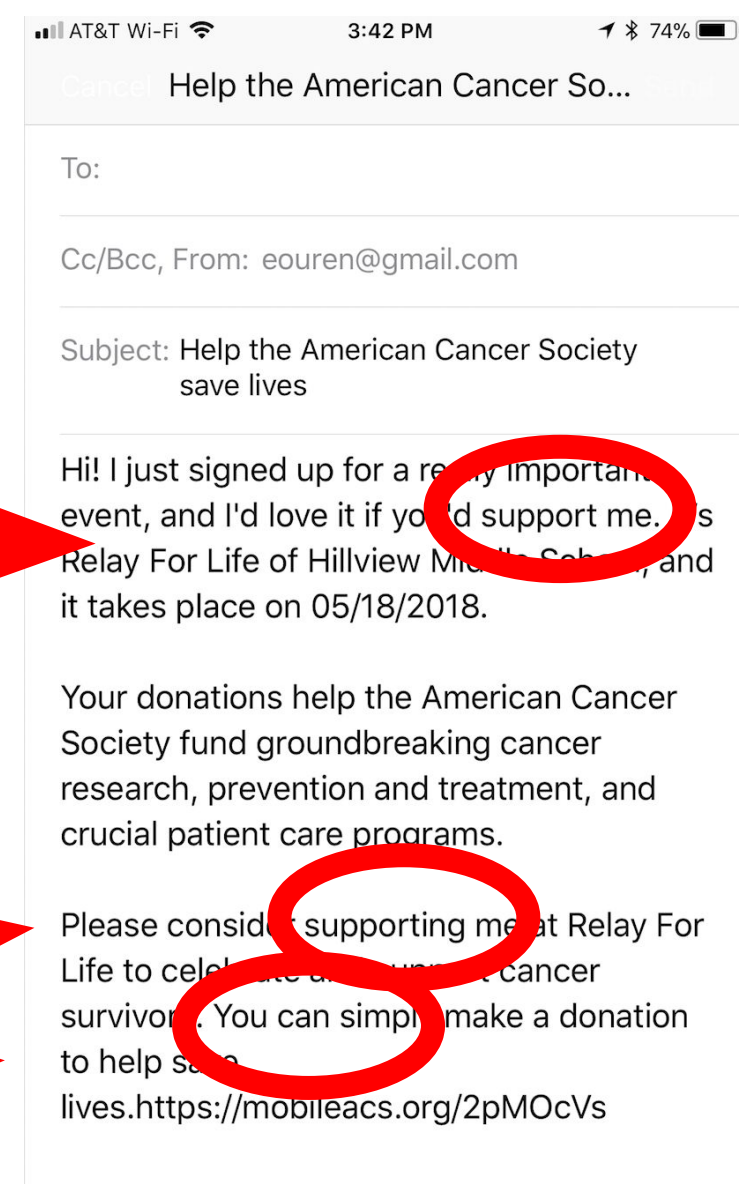
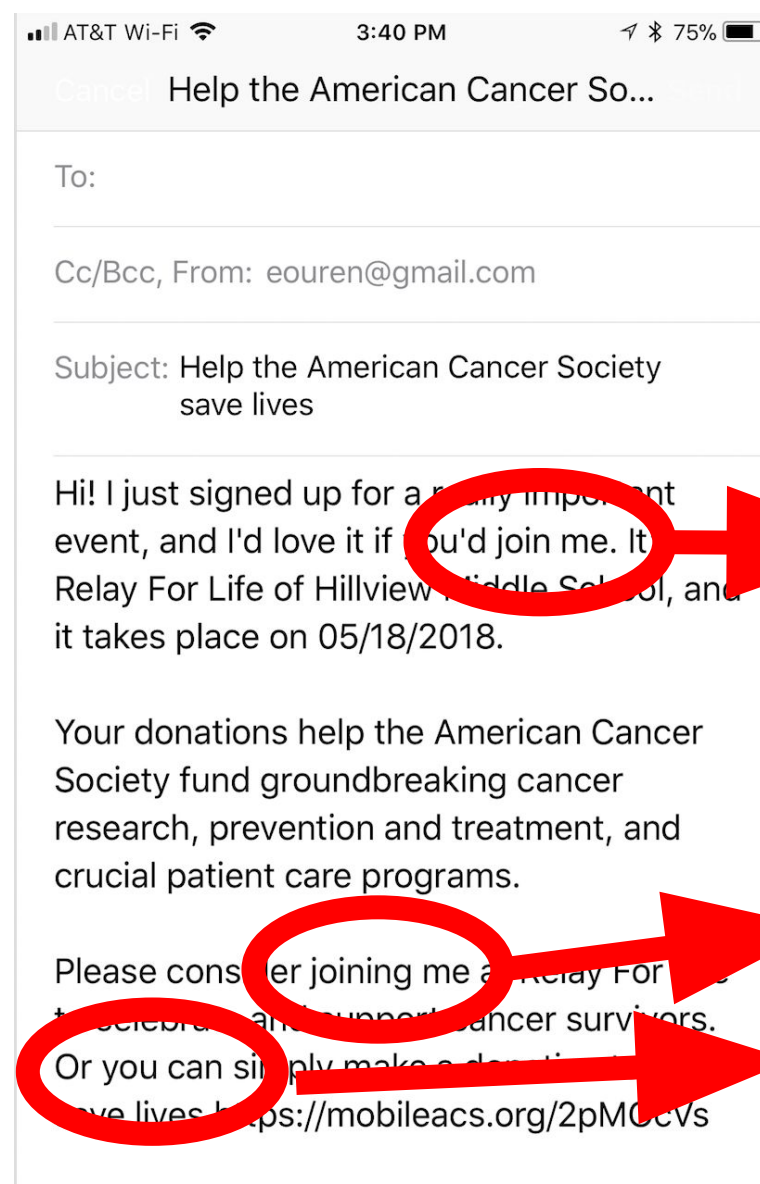
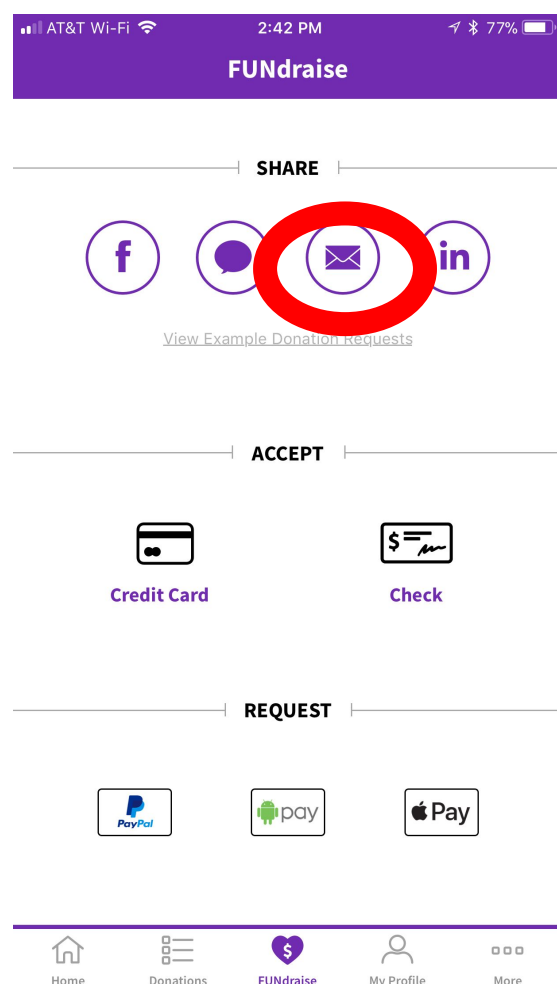
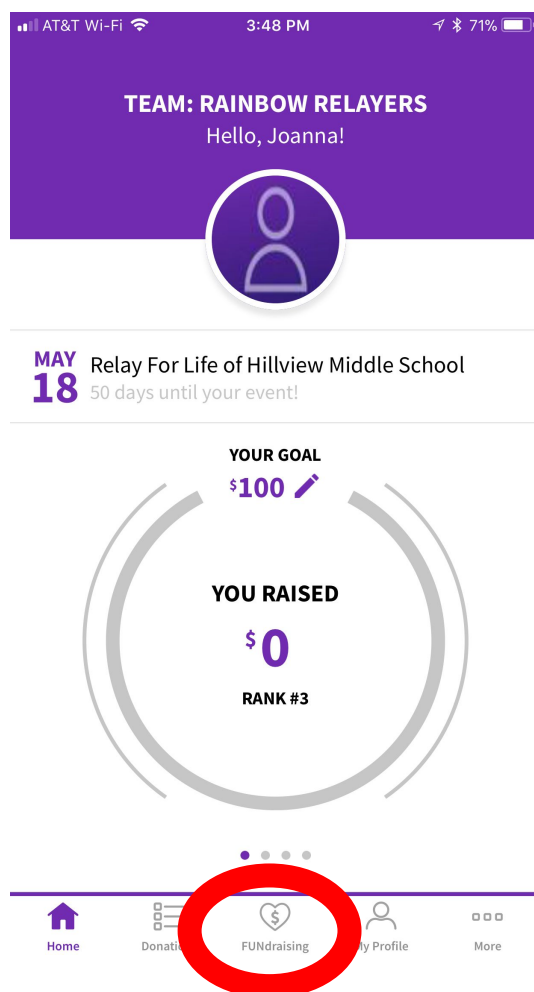
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How to use the ACS Mobile App to email or text donation requests

Choose the FUNdraising icon at the bottom of the screen, and then in the 'Share' section click on the envelope to view an example of a donation request. Below is a screen shot of the sample email with the suggested changes on the right. You will need to copy the sample email from the app, paste it into your email and then make the changes before sending. Instead of asking people to join you, please ask them to support you. You can select the email or the text icon.





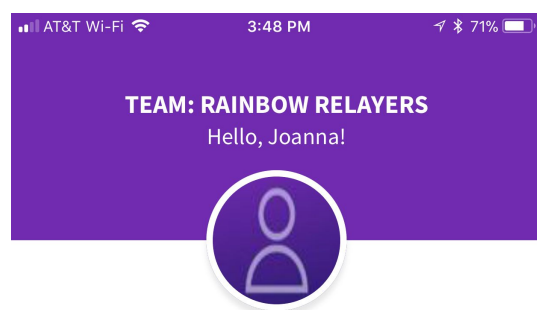
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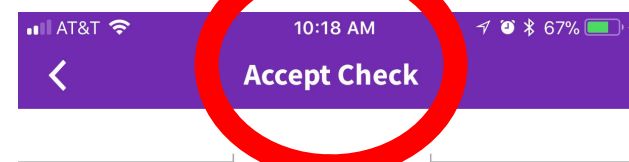
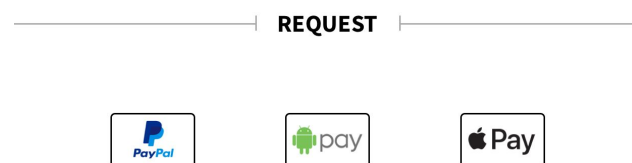
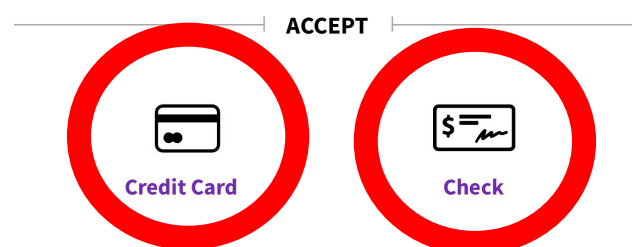
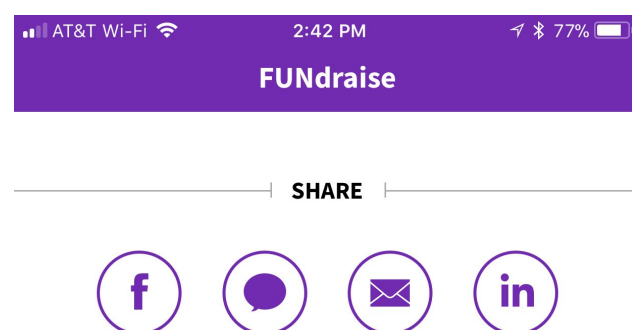
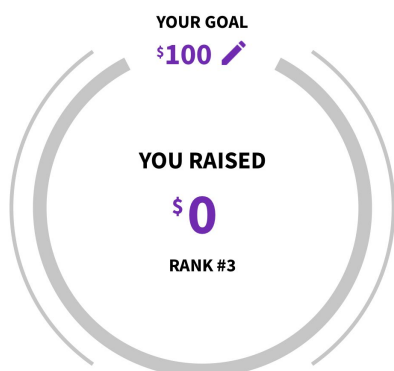


How to use the ACS Mobile App to accept checks and credit cards

Follow instructions on page 20 to down the free FUNdraising app and login. Choose the FUNdraising icon at the bottom of the home screen. Then choose to accept either a "credit card" or "check". Then you can either scan the front and back of the check or scan the credit card to process the donation. Checks should be made payable to the American Cancer Society.



MAY 18 Relay For Life of Hillview Middle School
50 days until your event!



First name

Last Name

Do not display my name to general public.
Only participant and team captain can view.

DONATION AMOUNT

\$35 \$75 \$100 OTHER

Donation Amount

Credit To **Joanna P**

CHECK DETAILS



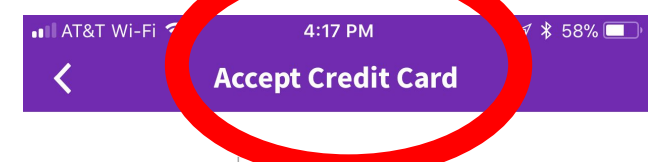
Scan Front



Scan Back

RECEIPT

Email



First name

Last Name

Do not display my name to general public.
Only participant and team captain can view.

DONATION AMOUNT

\$35 \$75 \$100 OTHER

Donation Amount

Credit To **Joanna P**

CREDIT CARD

Credit Card # **SCAN**

Expiration MM/YY CVV

RECEIPT

Email



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Troubleshooting & Feedback

- **My login and/or password does not work** - Next to the blue "Log In" button, click on "Forgot Password" and follow the instructions to reset your password using your Hillview school email address. Please set your password to **Hillview!**. If that still does not work please contact us. See contacts below.
- **Posted money to the team but meant to post it to a student.** Call the Relay for Life help line and they can correct this.
- **Other issues - CONTACT US in one of these ways:**
 - Email hillviewserviceteam@gmail.com
 - Post your question to the Hillview Edmodo Group. You can request to join the Edmodo group (if needed) and we will accept your request.
 - Call or text Elizabeth at 650-269-6068
 - Call the Relay for Life Help Desk between 4am-9pm PST at 1800-227-2235, choose option 2, then choose option 1.
- **Feedback and your ideas** - If you have any other tips to share with the group, please let us know via email or the Edmodo group.