
COACHES VS CANCER[®]



2020-2021 COLLEGE, YOUTH, AND HIGH SCHOOL BASKETBALL TOOLKIT

coachesvscancer.org | 1.800.227.2345

Coaches vs. Cancer Council*

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**COACHES
VS
CANCER**

NABC



*Council members as of August 2020

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.

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

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

Coaches vs. Cancer Suits And Sneakers fundraising supports childhood cancer through our Gold Together campaign, a national program that raises funds to support childhood cancer research, support services and awareness, and cancer prevention efforts targeting children.*

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

*If your event has historically supported another American Cancer Society program, you may continue to do so. If your coach(es) prefer to support the full mission of the American Cancer Society, you may opt out of the restriction to childhood 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 29% decline in the cancer death rate 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 \$130 million in support of the American Cancer Society's mission to save lives from cancer!

Coaches vs Cancer High School/Youth Council*

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Holiday Tournament

RANDALL RISLEY
Zeigler-Royalton High School

MICHAEL SANFORD
William Penn High School

LENA SPOTLESON
North High School

GARY WUSTERBARTH
Steilacoom High School

*Council members as of August 2020



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 Wear sneakers with suits. January 25-31, 2021, is Coaches vs. Cancer Suits And Sneakers® Week, a nationwide event that unites basketball coaches across the country 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.

2 Set up your team's fundraising page. Visit suitsandsneakers.org and select "Register your team." Follow the prompts to set up and customize your team's online fundraising page. Your page will have a unique URL you can share with your supporters to easily collect donations.

If you are unable to host a game during Suits And Sneakers Week, please know that you can host your event any time – you can even host your event virtually!

3 Designate a home basketball game as a Coaches vs. Cancer Suits And Sneakers event, where players, coaches, students, and the community rally in support of the American Cancer Society's mission.

Games will ideally be held during Suits And Sneakers Week, but can be held any other time in January or during the rest of the season when your game schedule permits. Raise funds. Raise awareness. Increase education about cancer prevention and early detection. It's easy to do:

- Identify a volunteer committee representing athletes, the school's student body, administration, athletic department, parents, boosters, survivors, web broadcasting, and marketing classes to organize the event and drive fundraising success.
- Encourage your fans to join in the effort by wearing their sneakers, and even suits, to your designated game.



As of March 1, 2020, the American Cancer Society is supporting 60 multi-year grants totaling \$34 million specific to childhood cancer. Cancer is the leading disease-related cause of death for ages 1-19. **With your help, we can change that.**



Game-day fundraising ideas

For great ideas on ways your team can raise funds virtually, see page 6.

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

Pledge Donations – Email your fan base and/or have athletes, students, and other participants collect pledges for free throws, rebounds, steals, total points scored, or any other important stat during your designated game in support of the American Cancer Society.

Free Throw Challenge – Encourage each player on your team to shoot 100 free throws during practices and request pledges from family, friends, and fans for each one made. Collect all pledges to see who is the free throw champion!

Challenge other schools to join your efforts and start a friendly competition. Identify a player captain and campus or community captain to lead the efforts.

Conference-wide Involvement – Challenge fellow coaches across your conference or league to designate a game 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.

Gold or Other Color-out Game – This is often the most popular way to get the students, fans, and parents involved. Choose gold for childhood cancer or another color of your choice (if you choose to do so), and "color out" the entire basketball game site! 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 fan donations or pledges collected. Local businesses love these opportunities! Colleges should be sure to work with their Learfield IMG contact first.



Additional game-day fundraising ideas:

Pre-game donations – Send an email to fans, friends, and parents before the big game asking them to make an online donation to your fundraising page. Visit suitsandsneakers.org to set up your page and get your unique URL to share in the email.

Contests – Invite students and fans to “bling out” a pair of sneakers and collect donations as votes to determine a winner. Hold a mascot dance-off at halftime. Hold a “flip for tips” challenge to see which cheerleader can tumble furthest down the court. Hold a pre-game or halftime free throw contest with small entry fee.

Auctions – Secure donations from coaches/teams/famous alumni for signed items, team jerseys, sports passes, and unique fan experiences and offer them as either an online or offline auction leading up to the big game.

Round-up Donations – Ask fans to round up their purchase to the next dollar at the concession stand to benefit the American Cancer Society.

Campus Relay For Life – Have a Relay event at your school on the morning of the big game as an additional way to raise funds and awareness.

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.

Halftime Activities – During halftime, invite fans to make a donation to the American Cancer Society during a Miracle Minute or Pass the Bucket challenge. Engage the school’s cheerleaders, dance team, or other volunteers to go through the stands collecting donations.



Additional game-day activities

- Honor cancer survivors attending the game during pre-game activities or at halftime. Celebrate and recognize their fight. You can also use “Today I Honor” signs, available through your American Cancer Society or via download at SuitsAndSneakers.org.
- Take pictures and video, and tag @SuitsAndSneakers to share on social media.
- Ask fans or family members of players to 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 Suits And Sneakers program may be exactly what they are looking for.
- Contact your campus or local media outlets and let them know about your efforts.



Sample Event Planning Timeline

The following is a suggested timeline. Please note that a game can be organized in as little as a few weeks and still raise significant dollars for the fight against cancer, so it is never too late to schedule a game.

1-2 months out

- Designate a game(s) and date(s) 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 25-31, 2021), but you can plan an event anytime during your season.
- Register your team for their Suits And Sneakers fundraising page by visiting SuitsAndSneakers.org. Decide if you will invite fans to pledge for stats, ask for general donations, and/or concentrate your efforts on game-day fundraisers. Either way, you will be able to track your fundraising totals on your game's webpage. Make sure to always share your fundraising page URL to collect donations.
- Form a committee of students, parents, boosters, school administrators, survivors, athletic department staff, and others to help plan and organize activities leading up to your Coaches vs. Cancer Suits And Sneakers 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 to build your momentum and maximize your dollars raised.
- Engage faculty and administration to support and promote your efforts throughout the school.
- Rally your team and fans to make donations or pledges for your Suits And Sneakers game.

- Build excitement by promoting your Coaches vs. Cancer Suits And Sneakers game during all your home games.
- Meet with the committee to solidify your plan for fundraising leading up to your Coaches vs. Cancer Suits And Sneakers game.

Month of fundraising event/game

- 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 campus and your community, send emails to your contact lists with the URL to your team's fundraising page, 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, emails, and social media posts asking for online donations).

Post-event

- Collect all funds raised, with checks payable to the American Cancer Society.
- Submit the total of offline funds collected that you want to show on your event fundraising page (see page 9 for instructions).
- Celebrate your success. You are helping to save lives from cancer!

VIRTUAL FUNDRAISING IDEAS

While the official Suits And Sneakers Week is January 25-31, 2021, games and/or fundraising can take place any time during your season. Fundraising can be done at games, online through your team's fundraising page, or a combination of both. We realize COVID-19 has presented unique challenges to high school and college athletics programs nationwide, so we encourage you to do what works best for your teams and communities!

Create Your Online Fundraising Page

Colleges: Please reach out to your local staff partner, who can help you create your fundraising page. If you are not sure who your staff partner is, please email coachesvscancer@cancer.org.

High Schools: You can set up your team's page anytime by visiting suitsandsneakers.org and clicking on the high school tab. This can also be done by your local staff partner or anyone who supports your program.

Game-day Fundraising Without Fans:

- After creating your fundraising page, pick a stat (free throws, layups, etc.) and ask supporters to make a pledge for every time a player makes that play. Supporters can also choose to make a flat donation on the page.
- Livestream the game(s) and host an online watch party. Send out invitations and include the link to your fundraising page to encourage everyone watching to donate.

Create your own
online fundraising page
and challenges!



Fundraise With Your Team Outside of a Game:

- Ask players to participate from their homes (or wherever they have a hoop) by shooting a set number of free throws towards an overall team goal. Ask supporters to donate on your fundraising page when your team hits your free throw goal.
- Start an email campaign and have coaches and players send emails to current and past supporters (individuals and companies) sharing why this cause is important to them. Ask them to support your campaign via your team's page.



Sample Social Media Posts

Facebook | Tag: @coachesvscancer

Join [INSERT TEAM NAME] and @coachesvscancer Suits And Sneakers as we fundraise for the American Cancer Society! Make a donation before or during the game scheduled for [INSERT GAME DATE] at [INSERT GAME LOCATION], and wear your sneakers on game day. The team at the top of the leaderboard will be crowned the Suits And Sneakers Champion! We need your help to beat our rivals AND beat childhood cancer. Donate now at SuitsAndSneakers.org #CvCSuitsAndSneakers [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 <insert URL to your team’s fundraising page> to get involved.

Twitter | Handle: @CoachesvsCancer

Let’s beat our rivals AND cancer by supporting our Suits And Sneakers fundraising. Donate now at SuitsAndSneakers.org. @CoachesvsCancer #CvCSuitsAndSneakers

Join our team! Donate now at SuitsAndSneakers.org to beat [INSERT CONFERENCE RIVAL NICKNAME] AND beat childhood cancer. Help [INSERT SCHOOL NICKNAME] become the #SuitsAndSneakers Champion! @CoachesvsCancer

Join the [INSERT TEAM NICKNAME]. Donate. Wear sneakers. Beat cancer. Come and play for us at SuitsAndSneakers.org. @CoachesvsCancer #CvCSuitsAndSneakers

[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

Instagram | Handle: @CoachesvsCancer

Join [INSERT TEAM NAME] as we fundraise for @CoachesvsCancer Suits And Sneakers for the American Cancer Society! Every donation can help us save more lives every day. We need your help to beat our rivals AND beat childhood cancer. Join our team. Make a donation. Beat cancer. Donate now at SuitsAndSneakers.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 to get involved.



In-game Public Address Announcements

- Thank you to the coaches, players, and fans for supporting Coaches vs. Cancer and the American Cancer Society during our Suits And Sneakers game!
- When you support Coaches vs. Cancer, you are helping save lives from childhood cancer. You can also make a donation online after the game at SuitsAndSneakers.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. Donations from this year's program are being restricted to childhood cancer through the American Cancer Society's Gold Together movement. Together, we'll help save more lives. Before they turn 20, about 1 in 264 children and adolescents in the US will be diagnosed with cancer. To learn more about how you can help save lives, visit cancer.org.
- For more information about childhood cancer and other cancers, ways to prevent them and find them 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 when it may be easier to treat. Learn how important lifestyle choices can help reduce your cancer risk at cancer.org.



Coaches vs. Cancer Post-event Offline Donation Instructions

The best way to submit your offline funds raised and have them posted to your team's fundraising page is to contact your local American Cancer Society staff partner.

If you have not been working with an American Cancer Society staff partner, please follow the instructions below.

To submit any offline funds raised by your team:

- Email coachesvscancer@cancer.org and put "CVC Offline Donation" in the subject line.

In the body of the email, please include the following information:

- Name of primary contact for questions and what your role is (*coach, team parent, teacher, etc.*)
- School/team name
- City and state
- Preferred email address
- Phone number
- Online fundraising page URL
- Exact amount you are submitting

We will notify your local staff partner, who will contact you with instructions for submitting your offline funds.

Please allow up to 7 business days from the day your email is received for the offline funds to be reflected on your online fundraising page.

Contact:



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

Cancer hasn't stopped and neither have we. We continue to invest in lifesaving research, provide 24/7 information and support, and work to ensure that individuals in every community have access to cancer prevention, detection, and treatment.

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.

Thanks in great part to supporters like you, we've seen a 29% reduction in cancer mortality rates since 1991. That's more than 2.9 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, call us at 1-800-227-2345 or visit us at cancer.org.

We're here 24 hours a day, 7 days a week, to answer your questions by phone or online.

You can also search our FAQs and Online Help page on 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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