

## April Relay For Life Timeline

**Event:** Indoor Relay For Life in Madison  
**Location:** UW  
**Chairperson(s):** Jessica Linzmeyer, Karen Vaughn  
**Revision Date:**

**Unit:** DNMT  
**Event Date:** April-04  
**Staff:** Angie Rowse  
**Goal:** \$85,530

Quarter 1 (September, October, November)		Date Completed	Comments
Recruit/Train Chairs	September		
Meet with Chairs for Social Contracting	September	08/30/04	
Set event date, time, location.	September		
Recruit Planning Committee			
2004 Committee Member Follow-Up	September		
Interested 2004 Participants off list in 2005 Indoor Folder	September	09/30/04	
<b>First Committee Meeting</b>			
Review last years event	October	10/12/04	
Set Meeting Dates		10/13/04	
Publicity for Fall/Winter		10/14/04	
Colleges Against Cancer		10/15/04	
Committee Assignments		10/16/04	
Youth Summit Information (Stacy)		10/17/04	
Confirm Site	October		
Meet with Sponsorship Committee	October		
Identify potential sponsors			
Prepare Sponsorship/Underwriting Levels			
Plan staff/volunteer presentations			
Prepare and submit grants applications			
<b>Second Committee Meeting before break</b>	November		
Focus on team recruitment			
Review sponsorship/underwriting			
Secure media sponsors (Radio, TV)			
Chalking, Bascom Holl, Posters, etc...			
Follow up with sponsorship meetings - 50% Confirmed			
Follow up with grants			
100% of Committee recruited			
<b>Team Communication #1A - Send out Team Postcards</b>	November		
Follow up with past teams from 2004			
Contact student orgs.			
Frat's and Sorities			
<b>Organize and Plan Kick Off #1</b>	November		
Call and Confirm Kick Off attendance			
Mail Reminder for Kick Off (Save the Date)			
Find and confirm speaker (ie, survivor, researcher, etc...)			
<b>Schedule Team Capt. Meeting #1</b>	November		
<b>Quarter 2 (December, January, February)</b>		<b>Date Completed</b>	<b>Comments</b>
<b>Third Committee Meeting</b>	December		
Sponsorship Finalized			
Focus on Entertainment			
Focus on Team Recruitment			
Ad about Kick Off			
<b>Team Communication #1B "Start your engines..." sent to all past &amp; new participants</b>	January		
Include event information, fundraising ideas, Roster Due Date ( <i>Motivate &amp; Empower</i> )			
<b>Kick Off #1</b>	December		
Why we Relay			
Honorary Chair (Inspirational Speaker)			
Importance of fundraising, online, share best practices			
Packets, Posters			
Where the Money Goes			
<b>Organize and Plan Kick Off #2</b>			
Call and Confirm Kick Off attendance			
Mail Reminder for Kick Off (Save the Date)			
Find and confirm speaker (ie, survivor, researcher, etc...)			
<b>Team Communication #2A - Send out Team Postcards</b>	November		
Follow up with past teams from 2004			
Contact student orgs.			
Frat's and Sorities			
<b>Schedule Team Capt. Meeting #2</b>	January		
<b>Fourth Committee Meeting</b>	January		
Continue team recruitment - 75% of teams confirmed			
Entertainment follow up			
Publicity			
Identify Honorary Chair			
Submit article about Honorary Chair			

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<b>Kick Off #2</b>	February		
Why we Relay			
Honorary Chair (Inspirational Speaker)			
Importance of fundraising, online, share best practices			
Packets, Posters			
Where the Money Goes			
<b>Team Communication #2B</b> "Start your engines..." sent to all past & new participants	January		
Include event information, fundraising ideas, Roster Due Date ( <i>Motivate &amp; Empower</i> )			
<b>Fifth Committee Meeting</b>	February		
Continue Team Recruitment			
Publicity			
Logistics - meet and coordinate needs of various committees			
Secure entertainment			
Luminaria Sales			
Day of event volunteers			
Submit article - Not to Late to Join	February		
<b>Quarter 3 (March, April, May)</b>		<b>Date Completed</b>	<b>Comments</b>
<b>Sixth Committee Meeting</b>	March		
Team recruitment - team confirmation			
Registration process reviewed, confirm necessary security			
Ceremony Review			
Day of Event volunteers			
Publicity	March		
Luminaria Program - Sales Program (stuffers, mailings, etc...)	March		
Team Captain Meeting - Registration fee's, Rosters, T-Shirt orders	March		
<b>Seventh Committee Meeting</b>	March		
Additional Rosters			
Bank Night Review			
100% of Teams confirmed	April		
<b>Bank Night</b>	April		
<b>Wrap-Up Meeting</b>	May		