

AGLA

American Cancer Society Relay For Life National Team Program (NTP) Fact Sheet

Things to Bring on Team Recruitment Visits:

- NTP promo flier
- Team recruitment DVD
- Team captain packet
- Kickoff invitation
- Team captain meeting schedule
- Relay poster(s)
- Relay brochure(s)
- Company-specific promo flier (optional)



Team Recruitment Information

Each company has a designated national volunteer leader. Please refer recruited team captains to the American Cancer Society team registration Web site below to connect to the volunteer leader within their company.

Team captains should be encouraged by Relay recruiters to use the company name in their team name for added assistance in tracking teams. Team captains and participants are also encouraged to visit the co-branded Web site below to share stories and team photos.

Special notes about recruiting teams from AGLA:

- AGLA's participation in the Relay For Life NTP will be promoted through their communications department, which will present employees with involvement opportunities and a link to the registration site.

- Teams are encouraged to register online in order to track their fundraising efforts on a nationwide basis and/or fill out the scannable form to reflect their affiliation with AGLA's Relay For Life efforts.
- Relay volunteers are encouraged to offer local involvement opportunities directly to AGLA employees. Employees are not required to participate in American Cancer Society activities, but volunteerism is encouraged.
- American Cancer Society staff should contact the local offices to discuss volunteer opportunities within the Society.



AGLA

American General Life and Accident Insurance Company

AGLA's Relay History:

- Sixth year in the NTP
- 2005: 86 teams, raising \$137,600
- 2006: 50 teams, raising \$133,000
- 2007: 66 teams, raising \$117,895
- 2008: 127 teams, raising \$137,000
- 2009: 77 teams, raising \$106,000
- 2010: 46 teams, raising \$98,001

American Cancer Society Web site for team registration: events.cancer.org/

RFLAmericanGeneral. This Web site connects directly to the local community Web site when selecting "Find a Relay." Team captains are directed to choose "AGLA" in the drop-down menu to connect their team to the nationwide effort. Once a donation has been made to a registered online team, that team will be reflected on the company page.

General Company Information

The president of AGLA and senior marketing vice president are not directly involved in Relay For Life, but the company is very supportive of their employees in volunteer activities nationwide. These executives recently recognized their employees' efforts through the Relay NTP at AGLA's headquarters in Nashville, Tennessee. Their accomplishments were also announced in AGLA's internal newsletter.



Corporate Web site:

americangeneral.com

Matching gifts: Yes. The Relay National Team Program overview packet being mailed to every AGLA office will include a copy of the Matching Grant form and instructions for receiving funds.

Sponsorship opportunities: No

Other American Cancer Society involvement:

Healthy Living newsletter distribution



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