

Steps to create Coaches vs. Cancer night

(Created by Caryn Brown wife of Nick Brown coach at Arlington HS)

1. Form a committee to work on the Coaches vs. Cancer game.
2. Work with your athletic director on this event.
3. Contact your Leadership Class/ASB and National Honor Society students to help out.
4. Contact your local American Cancer Society office as they would love to be involved and are very helpful.
5. Advertise with posters around the school and gym prior to the event.
6. Contact the referees to let them know about the event so they are aware of what is going on.
7. Contact the cheerleaders to let them know about the event.
8. Inform the school band about the event and let them know what will be going on.
9. Keep the opposing coach/school informed of the agenda for the night.
10. Choose honorary coaches for the evening. We chose people related to boys in the program and we also contacted all principals at the schools in our district to see if they had a student in their school who was a cancer survivor that would like to be involved in this event. I feel this is important as the kids love to be involved and it really affects the fans to see a young child who has survived cancer. It would be very thoughtful to put your honorary coaches (+guest/family) on a pass list so they do not have to pay an entrance fee to the game. Reserve seats in the stands for family or guests of honorary coaches if needed.
11. Contact your local newspaper/sports reporter to let them know about the event.
12. Be setup and ready to bring awareness/fundraise during freshman and JV games also.
13. Contact your local hospital's community relations department and ask them if they would like to be involved somehow.
14. Contact your local ACS Relay for Life representatives and ask them if they would like to be involved.
15. Fundraising ideas for American Cancer Society
 - a. Sell t-shirts and any other items you can think of (we sold shirts, made buttons to sell, tattoos from ACS, wristbands, beads to wear around neck).
 - b. Donation buckets
 - c. Use halftime to raise funds with Pop-a-Shot
 - d. Raffle to shoot a half court shot- find a sponsor to donate a prize
 - e. Coaches vs Cancer logo die cuts for people to purchase and display on the wall.

- f. Prior to the event ask the concession stand if they would be willing to donate a portion of their proceeds to ACS. Place donation buckets at the concession stand.
- g. Ask for portion of the gate/entrance fee to be donated to ACS.
- h. Contact your uniform/clothing supplier to see if they will donate special coaching shirts for the evening.

Pregame (10-15 minutes)

1. Announcements/introductions/thank yous
2. Starting lineup – announce honorary coaches (with a short bio on each honorary coach) and the team
 - a. Present honorary coaches with flowers/gift
 - b. Take a team picture on court (assign photographer)
 - c. National anthem with honorary coaches on floor