



**CANCER EDUCATION, AWARENESS, AND FUNDRAISING**

***"THE HANDBOOK"***





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### ABOUT US:

Spike It for Life was established in 2009 as a community service project of the Longmeadow High School (LHS) Girls Volleyball Team. It is a unique collection of independently run volleyball events in Western Massachusetts designed to raise money and awareness for various Cancer research programs and supporting services.

### OUR STORY:

Cancer touches and affects all of us in one form or another. In an effort to raise Cancer awareness and funds for local Cancer programs and supporting services the LHS Girls created Spike It for Life. Throughout Western Massachusetts, during the month of October, independent fundraiser events will be run to benefit various local Cancer programs. Spike It for Life is unique because each host school is allowed to choose their own cause to raise funds for.

### OUR MISSION:

Spike It for Life is the brand of a growing community of volleyball coaches, players and events across Western Massachusetts with the specific purpose of combining sport and philanthropy to raise money for Cancer research and supporting services.

### OUR OBJECTIVES:

- To increase awareness of cancer among high school students, staff and the community
- Raise funds for cancer research and supporting services
- Use a competitive sporting venue for one common goal

### OUR CHALLENGE:

We are challenging each high school in Western Massachusetts that plays volleyball to dedicate one home volleyball match to promote cancer education, awareness, and fundraising. Spike It for Life is rapidly spreading because schools can tailor events to their own needs, and cancer has such an expansive reach.



## OUR TEAM:



**George Mulry** :: (413) 250-1196 :: [george@spikeitforlife.org](mailto:george@spikeitforlife.org)

George Mulry is the Creator and Head Division II Coordinator of Spike It for Life. In three seasons as head coach of Longmeadow High School, Coach Mulry has led the Lancers to three League and Sectional championships ('07, '08, & '09). The 2007 championships were the first in program history and included an undefeated 16-0 league record as well as the best finish in school history at 20-3. Mulry's record at Longmeadow is 57-10 overall and 38-2 in league matches.

Read More about Mulry at [www.LongmeadowVolleyball.com](http://www.LongmeadowVolleyball.com)

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**Sean MacDonald** :: (508) 361-8464 :: [blocktheline@yahoo.com](mailto:blocktheline@yahoo.com)

Head Division III Coordinator - Sean MacDonald has been the coach at Frontier Regional since 2003 with a career record of 149-13 including 6 consecutive League Championships and 5 consecutive Sectional championships. Coach MacDonald is involved with volleyball as a player, coach and official. He has coached for Pioneer Valley Junior Olympic Volleyball Club, and for the West region of Baystate Games. He has coached at the college level at DII.

Read More about MacDonald at [www.FrontierVolleyball.net](http://www.FrontierVolleyball.net)

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**Stefanie Mulry**

Stefanie Mulry handles on-site event management and a lot of the back-end work. The wife of Spike It for Life creator George Mulry and a former stand-out volleyball player at Holyoke High School, Stef brings a love of the game and a passion for philanthropy. Stef also organizes events for other fundraising entities including the Leukemia and Lymphoma Society's Light the Night Walk.



## HOW CAN YOU HELP?

There are many ways you can help Spike It for Life reach its goals. AND WE NEED YOUR HELP! Below is a list of activities you could participate in:

### *Host Events*

Host a volleyball match or tournament. Contact George Mulry at (413) 250-1196 or [george@spikeitforlife.org](mailto:george@spikeitforlife.org) for more information. You can tailor your event to fit your needs and raise money for the cause of your choice. It's a great community service project for your team and raises awareness about important topics.

### *Fundraise*

Go out and raise funds for the cause. Use our web site ([www.SpikeItForLife.org](http://www.SpikeItForLife.org)) to find a cause you'd like to get behind and contact the host to find out how you can help. Even better, you could host your own Spike It for Life event.

### *Volunteer*

Become a Volunteer. Event Coordinators are always looking for help doing various tasks at their events and promoting the events! Volunteers are chosen based on need by the event host. Please visit our Upcoming Events page on our website for volunteer opportunities.

### *Sponsorships*

We have many different sponsorship levels and most are unique to each event. We need your participation. We believe an informed, involved community can make a difference in this battle so courageously waged daily by countless numbers of our family and friends. While the federal government and private sector organizations support many of the needs for research, development and treatment solutions we still do not have a cure or the required knowledge to cost-effectively manage this disease. Every new dollar counts in the battle.

Corporate grants and/or donations will greatly assist Spike It for Life in achieving its annual goal of giving, by allocating a portion of corporate donations to defray event overhead expenses and permitting us to donate 100% of our event collections to local Cancer Programs and research organizations.

### *Donations*

Show your support by donating today! Since each Spike It for Life event is independent, the donations may support different Cancers, local Hospitals, Programs, etc. Please visit the Upcoming Events page or our Teams Page on our website for specific donation instructions.



## GET YOUR EVENT ROLLING

- Planning begins in July/August
- Get approvals from the Athletic Director, Coaches, and Athletic Boosters from both schools to host/participate in the event
- Determine the number of uniform t-shirts your team will need. We suggest purchasing shirts for both Varsity and Junior Varsity to involve as many students as possible. The uniform shirts are \$13 each. They are legal uniforms, custom numbered, with your team name on the reverse side. You can also purchase libero uniform shirts at the same price. The t-shirt order form can be found at the end of this handbook.
- Make sure you send in your event information to [george@spikeitforlife.org](mailto:george@spikeitforlife.org) for updating on the website. You will be able to make changes as needed to any information submitted by simply contacting George Mulry.
- Varsity captains from both schools should meet to coordinate fundraising, media, t-shirt sales, etc. Include all varsity, jv, and freshman teams for ideas and planning so together they “own” the event.
- Be sure you have pink/white volleyballs to use during the match. These can be ordered online or at your local sporting goods store. You may also be able to borrow/share with teams not playing on your events night.
- Find ways to involve the entire school (pep band, cheerleaders, etc) and community (door prizes, local celebrities, etc) in the event
- You may want to solicit corporate donations/sponsorships for your event to off-set any costs which may include: uniforms, t-shirts, decorations, etc.
- Talk up the fan/player t-shirts! They don’t have to be sold for profit but they certainly can be. You may prefer to sell them at cost to get as many out in the community as possible! They are affordable at only \$5 each and most schools sell them for \$10.
- Let the girls “own” the event. It is amazing what these kids can do if they put their minds to it.
- Be creative in raffles, fundraisers, etc.
- Have fun!!!



## **PUBLICITY – GETTING THE WORD OUT!**

To have a successful event, you must **PACK THE STANDS**. Spike It for Life will send a press release to the Springfield Republican Newspaper and all local television stations. There is a sample media release at the end of this Handbook you may edit and send to your town newspaper, town website, school newspaper, etc.

### ***Get the students, school, and community excited and involved***

- Hang signs (if allowed) - Use hot pink attention grabbing paper and write different things on each one. For example:
  - Help us “PACK THE STANDS WITH PINK!”
  - Game @ 7!
  - Wear pink Friday (the day of the game)!

Hang signs in classrooms, cafeterias, gyms, offices, libraries, and anywhere people will see them! Also hang signs outside of school (grocery stores and popular places)! Recycle old “political” signs by covering them up with white paper and writing Spike It for Life information!

- Announcements - A few times a week have the school make PA announcements to remind students to buy raffle tickets, wear pink, or mark their calendars for the big game!
- Word of Mouth - This is the easiest, cheapest and most successful way to get the word out about something!! Make sure everyone on the team is talking the event up to friends, classmates, teachers, family members, anyone and everyone!
- Table during lunch - Set up a table in the middle of the cafeteria a couple weeks prior to the event. At the table provide information and promote the event:
  - stickers
  - bracelets
  - pamphlets on cancer
  - ribbons
  - Anything!
- E-mail, Internet, Cell phones - Use technology!
  - Send emails and text anyone in your address books or contact list about the event. Send emails out to any influential people in the community (mayors, athletes, businesses, doctors)
  - If your school has a web page ask if they can put a graphic on the front page to advertise. Also bring it up with your school newspaper!
  - Encourage a team member who has Facebook to make a group or event for your Spike It for Life match!



## PUBLICITY – GETTING THE WORD OUT! (Cont’d)

- Bracelets - The day of the game pass out hot pink paper bracelets at school (like the ones at amusement parks)! Beforehand write little messages on each bracelet like: “Game at 7!”, “Spike It for Life tonight!”
- Candy - The day of the game distribute lollipops! Print out labels that say “Spike It for Life!”, “Game at 7”, etc. On each lollipop place the label around the stem and create a flag with the saying.
- WEAR PINK!! - The day of the game go to school decked out in PINK! Wear game jerseys, and accessorize with long pink velvet gloves, pink beads, pink boas, GET CREATIVE! Also, make sure to advertise for everyone to wear their “Spike It for Life” t-shirts the day of the game to school.
- Chalk - In the school parking lot advertise for the game with pink chalk!
- Balloons - The day of the game have pink balloons throughout the school.
- Involve other school groups
  - Invite the band, drum line or pep band to provide pre-match and between match entertainment.
  - Ask the choral group to sing the National Anthem.
  - Ask the Student Government or Pep Club to organize a Spirit bus if it is an “away” match.
  - Invite the health teachers to share educational materials and models.

## EDUCATING THE SCHOOL

- Have a table set up at lunches/before school with educational materials.
- Present quick facts about your type of cancer during the week of the event on school announcements
- Ask the health classes to teach their cancer unit during the week of the event/mention the event during class.

## EDUCATING THE COMMUNITY AT THE EVENT

- Have a table set up in a prominent location with educational materials.
- Have the announcer present quick facts about your type of cancer during the match.

## HONOR CANCER SURVIVORS AND FAMILIES

- Observe a moment of silence at the event for Cancer Survivors and families who have been affected by Cancer.



## FUNDRAISING IDEAS

- Bake sale
- Concession items (pizza, sandwiches, etc.) donated or discounted from local restaurants
- 50/50 Raffle
- Silent/live auctions
- Raffle off donated items
- Donation jars
- Event t-shirt sales (\$5 or less each when ordered from Spike It for Life)
- Monetary donations from businesses and members of the community
- Sale of pink items to be worn at the event such as beads, bracelets or hats.
- BE CREATIVE!!! There are so many possibilities!!! Make this a FUN event!!!

## FAN FUN...INTERMISSION IDEAS

- **WORLD UNDERPANTS CHAMPIONSHIPS: TIGHTY-WHITIES VS. GRANNY PANTIES (Using giant underpants)** Have 2 students (wearing the pants) from each school + 10 students (underpants stuffers with volleyballs) from each school from stands. Meet outside the hallway right before the end of the second game. Have the 2 students wear the underwear and stand at the serving line. At opposite serving line are their 10 teammates with a ball. The first of the 10 people team has to run down the court, stuff the ball in the pants and run back. Second through tenth in line does the same. Once all ten balls are in the underpants, the two students run back. First to cross the finish line with all ten balls wins. You can get the underwear at [www.greatbigstuff.com](http://www.greatbigstuff.com).
- **SERVING CONTESTS** - Fans serve balls into ball carts, hula hoops, onto tarps or event t-shirts for prizes.
- **5 MINUTE GAME** - Fans from each school play each other in a 5 minute game
- **FACULTY vs. FACULTY** - Faculty members from each school compete against each other in a serving contest or 5 minute game.

## EVENT SUPPLIES

- Player uniform t-shirts (order form attached)
- Fan & Player T-Shirts (order form attached)
- Spike It for Life silicone wristbands
- Spike It for Life 3' x 8' banner (*see above right*: Free to use with advanced notice)
- [www.greatbigstuff.com](http://www.greatbigstuff.com) – Extra large novelty items like the HUGE underwear for intermission games
- Pink/White Game Balls – check your local sporting goods supplier or borrow.





## HOW TO HANDLE DONATIONS

- Teams are responsible for collecting their own money. Each event host is responsible for reporting their donation amount to Spike It for Life after their event for updating on the website.
- If you want access to the money being donated to pay for expenses: Ask for checks to be written to your school (athletic boosters) with "Spike It for Life" written at the bottom of the check. Your athletic boosters should write a receipt of acknowledgement for that donation with your school's tax id information.
- You may also ask donors to write their checks directly to your chosen cause. Simply keep track of the money coming in and pass it along with all of your other proceeds at the end of your event. If your cause is a registered non-profit organization you can ask them to provide their tax id information and IRS documentation so the donation can be "written-off" by the donor.
- At the end of your event (not necessarily the very next day after your match, but fairly soon thereafter): Forward donor checks, if any, and all proceeds from any fundraising activities which should be written to your chosen cause. **SPIKE IT FOR LIFE DOES NOT HANDLE ANY MONEY SO PLEASE DO NOT FORWARD YOUR DONATIONS TO US!** We would, however, like to know your fundraising total so we can update the information on our website.
- Thank you notes: Teams are encouraged to send a thank you note (sample provided in the back of this handbook) to each donor and have every player sign it. This is an excellent way to show appreciation and we urge you to do this.



## WHIP'S SPORTING GOODS :: T-SHIRT ORDER FORM

### Uniform T-shirts

To make the pink night complete, we have secured a deal with Whips Sporting Goods to outfit players with legal pink (black for libero's) uniforms. These are custom numbered on the front and back, have the Spike It for Life logo and your school's name.



### Fan Shirts

Fan shirts are bright pink with the Spike It for Life logo centered on the chest. School's can sell t-shirts for any price they deem acceptable but the general range is \$5-\$10. **The profits from selling fan shirts are a great way to pay for your uniforms!!**

**ONLY THE EXACT NUMBER OF SHIRTS ORDERED IN ADVANCE WILL BE PURCHASED**

Team Name: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Contact Phone: \_\_\_\_\_  
 Contact E-mail: \_\_\_\_\_

*ALL SHIRTS ARE MEN'S CUT 50/50 BLEND – HELICONA (Bright Pink) or AZALEA (Pale Pink)*

### Uniform Shirts (Write #'s wanted for each size)

Ex. Size: 1, 7, 9, 10, 14, 15

Small: \_\_\_\_\_  
 Medium: \_\_\_\_\_  
 Large: \_\_\_\_\_  
 XL: \_\_\_\_\_  
 XXL: \_\_\_\_\_

Libero #'s and sizes: \_\_\_\_\_

Color (circle one): Heliconia or Azalea

# OF SHIRTS \_\_\_\_\_ X \$ \_\_\_\_ = TOTAL DUE \$ \_\_\_\_\_

### Fan Shirts (Write # of each size ordering)

Ex. Size: 12

Small: \_\_\_\_\_  
 Medium: \_\_\_\_\_  
 Large: \_\_\_\_\_  
 XL: \_\_\_\_\_  
 2X: \_\_\_\_\_  
 3X: \_\_\_\_\_

Color (circle one): Heliconia or Azalea

# OF SHIRTS \_\_\_\_\_ X \$ \_\_\_\_ = TOTAL DUE \$ \_\_\_\_\_

Please take your order form to:  
 Whip's Sporting Goods  
 509 Page Blvd., Springfield, MA  
 (413) 739-0069



## **SAMPLE MEDIA RELEASE**

*(Spike It for Life will send a press release to the Springfield Republican Newspaper and all local television stations. Use this sample release to send to your town newspaper, town website, school newspaper, etc.)*

Media Release  
(INSERT TODAY'S DATE)

### **Spike It for Life - 2010** "Cancer Education, Awareness, and Fundraising" **Event Facts**

Who: (INSERT TEAMS PLAYING) Volleyball match

Date: (INSERT EVENT DATE)

Time: (INSERT EVENT TIME)

Place: (INSERT EVENT LOCATION)

The purpose of this event is to increase awareness of all cancers among high school students, staff and the community and to raise funds for (INSERT YOUR CAUSE).

We need to PACK THE STANDS WITH PINK to show support for our cause. Before, during and after the volleyball match there will be (INSERT SPECIAL EVENTS SUCH AS: A RAFFLE OF DONATED ITEMS, NOVELTIES, SOUVENIRS, ETC.)

Admission will be (INSERT PRICES) for those wearing pink.

The hot new "Spike It for Life" event t-shirts will be sold for \$(INSERT SALES PRICE). The following sizes are available (INSERT SIZES). Event t-shirts can be purchased at (INSERT PLACE, TIMES). For more information concerning t-shirts, please contact (INSERT T-SHIRT CONTACT PERSON NAME) at (INSERT E-MAIL ADDRESS AND/OR PHONE NUMBER).

(INSERT BUSINESS NAMES) will be sponsoring the event.

For more information about the event, please contact (INSERT CONTACT PERSON NAME) at (INSERT E-MAIL ADDRESS AND/OR PHONE NUMBER).



## SAMPLE FUNDRAISING LETTER

(INSERT TODAY'S DATE)

Dear (PROSPECTIVE DONOR);

During the fall of 2010, Western Massachusetts High School Girl's Volleyball Teams will participate in "Spike It for Life" to benefit LOCAL Cancer programs and supporting services. All the proceeds from these events will directly benefit these local organizations.

Please join us as we support the efforts of the young women of teams throughout Western Mass. These events will PACK THE STANDS WITH PINK as attendee's watch the girls play for the cure while contributing to cancer awareness and education. Be a part of the cure by supporting Spike It for Life in your community.

All businesses making a contribution will be recognized via announcements at the event and on all print materials at the local event for which they make a contribution.

THANK YOU sincerely for your consideration of the request for donations from the girl's volleyball teams in your community.

Yours truly,

(INSERT COACHES NAME AND/OR PLAYERS NAMES)



## SAMPLE THANK YOU LETTER

(INSERT TODAY'S DATE)

Dear (INSERT DONOR NAME),

Thank you, sincerely, for supporting our 2010 Spike It for Life – Cancer Education, Awareness, and Fundraising event held on (INSERT EVENT DATE).

This event was bigger than we could have imagined. It was great to see the majority of the high school students wear pink to school on the day of the event and the support at the (INSERT HOME/AWAY SCHOOL) match was incredible. Over (INSERT EVENT ATTENDANCE NUMBER) people attended the event and it was a sea of pink as we looked over the crowd.

Thanks to the support of the school administration, local businesses, and the community we were able to raise awareness of Cancer and funds for (INSERT YOUR CAUSE). THANKS for joining in our promise to find a cure.

We couldn't have done this without you!!!

(INSERT CAPTAINS NAMES)

(INSERT SCHOOL NAME) Varsity Volleyball Team Captains

(TAKE PICTURE OF BOTH TEAMS AND INSERT HERE)