



# COACHES VS. CANCER

## PLAYBOOK



# COACHES VS. CANCER



[coachesvscancer.org](http://coachesvscancer.org)

Coaches vs. Cancer is a nationwide collaboration between the **American Cancer Society** and the **National Association of Basketball Coaches (NABC)**. For 30 years, this program has united coaches, fans, and members of the basketball community in fundraising and educational initiatives that fuel the mission of the American Cancer Society—to end cancer as we know it, for everyone.

**Every cancer. Every life.**



*"Teaming with coaches throughout the nation to support and grow Coaches vs. Cancer has been a personal highlight. No matter how much our industry evolves, staying united and finishing this fight against cancer must remain a priority for us. We've made such an impact throughout the years. We must keep competing for continued progress."*

**- Lon Kruger, Coaches vs. Cancer Council Chair  
Collegiate Basketball Hall of Fame**



*"Nothing better embodies the ability for sport to be a force for good than an entire profession of basketball coaches—from the largest Division I arenas to the smallest high school gyms—uniting in support of Coaches vs. Cancer. Whether you host a fundraiser, plan a Suits And Sneakers Week game, or simply offer encouragement to a friend battling the disease, you play a critical role in advancing the life-saving work of Coaches vs. Cancer, and I thank you for your efforts. We won't stop fighting until the battle to defeat cancer for good is won."*

**- Craig Robinson, Executive Director, NABC**

## Your Coaches vs. Cancer Contacts

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**General Questions**

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# INVOLVEMENT & ENGAGEMENT OPTIONS

AT A GLANCE

There are a variety of ways for you to participate in Coaches vs. Cancer.

Simply get in where you fit in!

# INVOLVEMENT & ENGAGEMENT OPTIONS

AT A GLANCE



**Suits And Sneakers Week**



**Set the Screen**



**Events & Auctions**



**Team Activations**



**Content Development**



**Media Opportunities**



**Host a Game**



# SUITS AND SNEAKERS WEEK

January 22-28, 2024

# ASK OF COACHES

Coaches vs. Cancer's **Suits And Sneakers Week** is a nationwide event that unites basketball coaches across the country for a common cause—saving lives from cancer by promoting the importance of regular screening.

During the last week of every January, coaches at all levels of the game are encouraged to wear their suits with sneakers in support of Coaches vs. Cancer and the American Cancer Society.

## What should Coaches do for Suits And Sneakers Week?

### Wear your Suits And Sneakers...

- We're asking every coach to wear their suit with sneakers during a game(s)\* from **January 22–28, 2024**. Make sure to pick a pair of sneakers that stands out! (Custom sneakers encouraged!)
- Talk to the media about why you are wearing your sneakers with your suit for this game during interviews and press conferences.

*\*Don't have a home game that week? You can choose to participate during a different home game or participate during an away game that week.*

### I Suit Up For...

- Record a short video (20–30 seconds) detailing who you will **#suitup** for during Suits And Sneakers Week. Please use the provided **"I Suit Up For" sign** as a visual for the video.
- Fan Engagement/Social Media: Please post a video on the coach's personal and team social channels. The signs can be utilized by the coaching staff, team members, athletic department staff, etc. for social media, marketing, fan engagement, and more. *Who will you #suitup for?* Please use provided social media instructions for sample posts, tagging, etc.

### Add some fun and flare into your game...

- Want to engage your student-athletes and fans in Suits And Sneakers Week? Or create some custom sneakers? Ideas are included on the next few pages!

# GAME-DAY ACTIVATIONS



## I Suit Up For...

- Create signs, rally towels, shooting shirts, etc. Templates are provided!
- Use for team, coach, and fan engagement
- Post on social (see social templates for suggested posts and hashtags)
- Variations such as "I Play For" or "Today I Honor" are OK!



# GAME-DAY ACTIVATIONS

## Custom Kicks



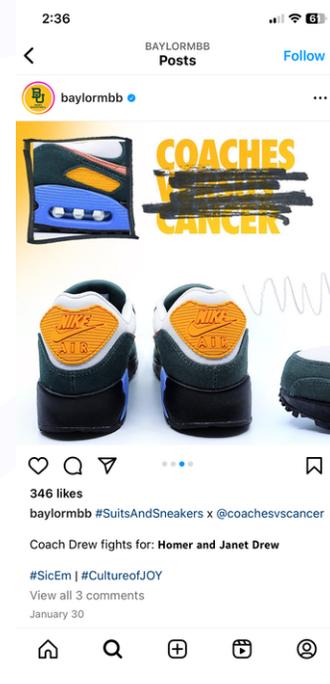
## Pink Out



# GAME-DAY ACTIVATIONS



Telling a story through sneakers...  
A creative way to share personal cancer connections.



# ASSETS



## for Suits And Sneakers Week Assets including...

- [Logos](#)
- [Videos](#)
- [Media Kit, including:](#)
  - In-Game Messaging/PA Reads
  - Coach Talking Points
  - Media Alert
  - Social Media sample posts
- [Graphics & Signage](#)
- ["I Suit Up For" templates](#) (primary sign)
- ["Today, I Honor" templates](#) (alternative sign)
- [Branding Guidelines](#)



Looking for something additional? Contact  
[coachesvscancer@cancer.org](mailto:coachesvscancer@cancer.org)

SUITS AND SNEAKERS

# SET THE SCREEN

Check out some videos from last year!

- [Set the Screen Recap](#)
- [Coach Fred Hoiberg & Hudl](#)
- [Coach Lamont Paris & local attorneys](#)
- [Coach Pete Herrmann & Mark Rodgers](#)
- [Coach Dana Ford & O'Reilly Auto Parts](#)
- [Coach Sean Miller & Dinsmore and Shohl](#)

# SET THE SCREEN

Coaches vs. Cancer's **Set the Screen** is a unique campaign focused on getting the message out about the importance of cancer screening. To do this, we are leveraging the platforms that coaches and leaders (CEOs) in our communities have and amplifying the message that **cancer screening saves lives** during our biggest week of the year—Suits And Sneakers Week (January 22–28, 2024).

## The process is simple:

- Coaches can opt-in by selecting a CEO/Executive to participate with them OR ask ACS to pair them with a local CEO/Exec.
- The CEO/Corporation will choose one of three levels of participation (\$5K–\$10K).
- Filming will take place in September/October PRIOR to the start of the season.
  - If a company opts to participate at the \$10K level, the participating Coach and CEO will film 2–3 short screening scripts together with a mutually agreed upon film crew at a mutually agreed upon location (at a company or university).
- CvC will package up the videos for the company—**the primary use of the videos is for the company**. They will share these with their employee base and on social media during Suits And Sneakers Week. The MBB program/Athletic Department will also be able to utilize the videos on their own social (not required, but encouraged!).

[\*\*CLICK HERE\*\*](#)

**to register to participate in Set the Screen!**  
(Registration requested by 10/1)

For more information, contact  
[\*\*amy.rohrer@cancer.org\*\*](mailto:amy.rohrer@cancer.org)



# EVENTS & AUCTIONS

Golf, Gala, Tip-off,  
Digital Fundraising

# LOCAL

Galas, Tip-off events, and golf outings held in communities across the country are the largest fundraising component of the Coaches vs. Cancer program. Your local American Cancer Society staff member is ready to work with you on hosting great events that will build stronger relationships with our program's constituents, while helping to raise funds to fight cancer.

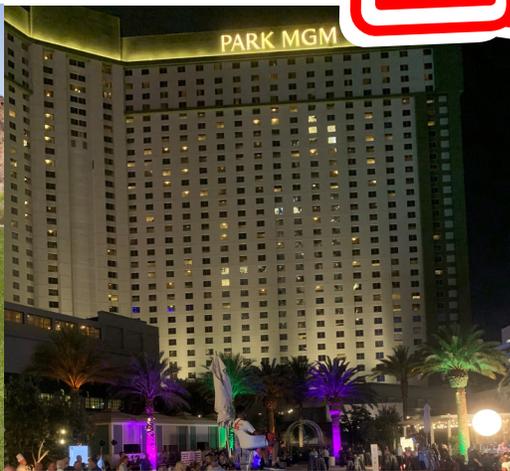


Interested in participating in a local event?  
Contact: [coachesvscancer@cancer.org](mailto:coachesvscancer@cancer.org)

# NATIONAL

Coaches vs. Cancer hosts two national golf events each year.

- **Coaches vs. Cancer Las Vegas Golf Classic** • [cvclasvegsgolfclassic.org](http://cvclasvegsgolfclassic.org)
  - **May 19-21, 2024** at Shadow Creek Golf Club, Southern Highlands Golf Club, Cascata, and TPC Summerlin
- **Coaches vs. Cancer National Golf Classic** • [cvcnationalgolf.org](http://cvcnationalgolf.org)
  - **June 9-10, 2024** at Oak Hill Country Club (Rochester, NY)



Interested in participating in either national golf event?  
Contact: [coachesvscancer@cancer.org](mailto:coachesvscancer@cancer.org)

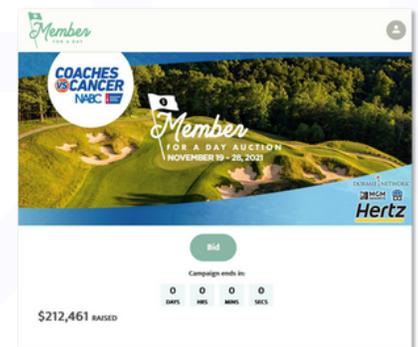
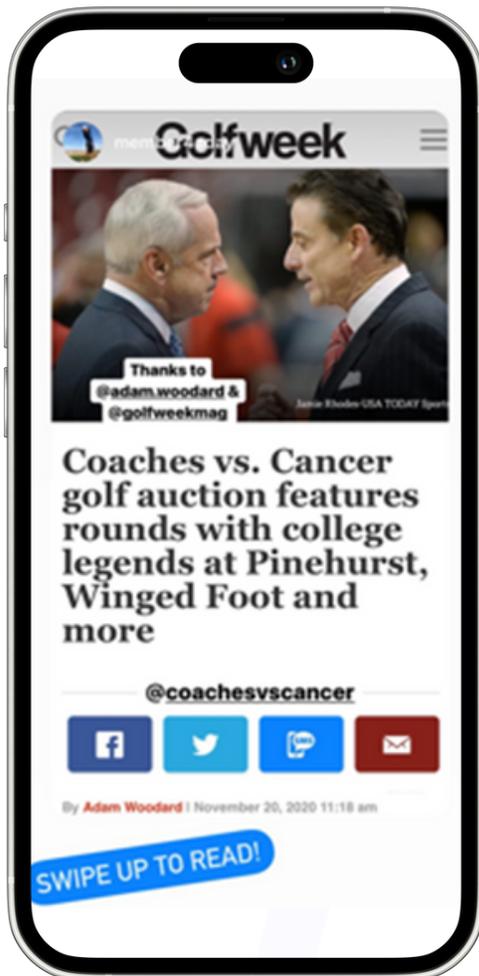
# AUCTIONS



Coaches vs. Cancer is proud to partner with Member for a Day to auction off once-in-a-lifetime golf experiences. Over the past three years, we have raised over \$500K for this campaign.

## How does it work?

- 50-75 coaches, broadcasters, and celebrities will each donate a foursome at courses across the country and their commitment to play a round when it works for them.
  - Not a golfer? You can also donate a VIP Game Experience to auction off!
- These once-in-a-lifetime packages will be packaged up for an online auction with proceeds benefiting Coaches vs. Cancer.
- The auction will run in November 2023.



Interested in donating a package for the auction?  
Contact: [coachesvscancer@cancer.org](mailto:coachesvscancer@cancer.org)



# TEAM ACTIVATIONS

# ENGAGE YOUR TEAM

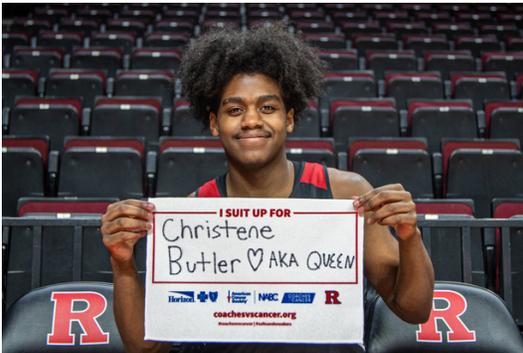
There are a variety of meaningful ways you can involve and engage your **student-athletes** in Coaches vs. Cancer, including (but not limited to!):



## Hope Lodge Team Visit

Take your team to one of our 30+ Hope Lodge communities around the country. Serve a meal, talk to cancer patients and their families, or conduct a supplies drive. There are so many ways to support this important patient resource that provides a FREE place to stay during cancer treatment.

[CLICK HERE](#) to get more information on visiting a Hope Lodge.



## "I Suit Up For"

Student-athletes are impacted by cancer, too. Give them a platform to tell their story and who they #suitup for during Suits And Sneakers Week. More info and ideas are in the Suits And Sneakers Week section.

## NIL Opportunities

Coaches vs. Cancer and the American Cancer Society have a unique opportunity to engage student-athletes to spread mission messages on their social platforms. Linked here are some simple scripts that can be used.

## Campus Initiatives/Engagement

Bring Coaches vs. Cancer to your campus by hosting a gala, fundraiser, or event to raise awareness around our mission.

Dane Goodwin @danegoodwin23 · Jan 16  
The work that @CoachesvsCancer and @AmericanCancer do to support cancer patients, caregivers, researchers and more is a personal mission for me and my family. Donate or find ways to get involved at [coachesvscancer.org](https://coachesvscancer.org).



2 17 145 10K



Want more information about these opportunities?

Contact: [coachesvscancer@cancer.org](mailto:coachesvscancer@cancer.org)

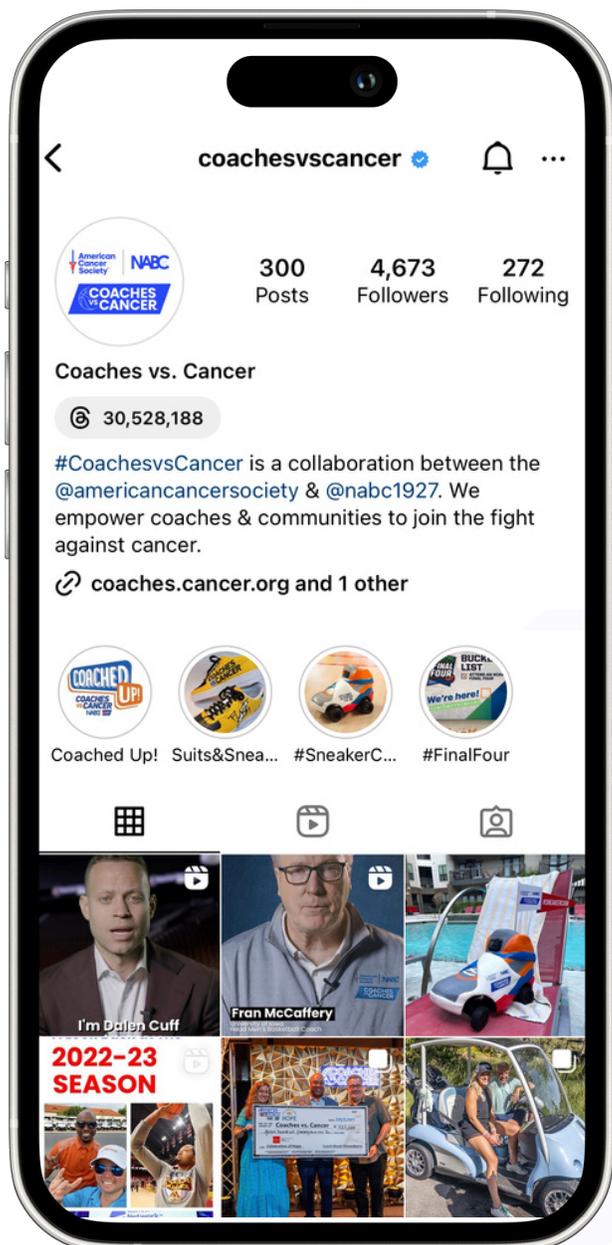


# CONTENT DEVELOPMENT

Social Media, Mission Videos

# SOCIAL MEDIA

We encourage you to share any content you wish to coach and team accounts as well and tag **Coaches vs. Cancer** and the **American Cancer Society** with the handles listed below. If posting to your Instagram Feed, you can also add Coaches vs. Cancer as a Collaborator. Some sample copy can be found below, but we encourage you to customize it to your team's voice and style!



## For Social Media Assets

[CLICK HERE](#)

### Our Accounts

Coaches vs. Cancer  
American Cancer Society

## Follow and tag us in your posts!



General Hashtag: #coachesvscancer

Additional tags during Suits And Sneakers Week: #suitsandsneakers #suitup

# MISSION VIDEOS

Your face and your name are powerful when telling the American Cancer Society and Coaches vs. Cancer stories. Content creation helps tell those stories throughout the entire year. Topics include Hope Lodge, Road to Recovery, cancer screening, events and auctions, Suits And Sneakers Week, stewardship and thank you's, and more!

- Allow us to photograph or video you at national and local events, media days, etc.
- Share your testimonial in videos and media interviews.
- Use your social channels to share your reason for supporting the Coaches vs. Cancer program, or to repost content from our channels.



Would you like to record video content?

Contact: [coachesvscancer@cancer.org](mailto:coachesvscancer@cancer.org)



# MEDIA & DIGITAL OPPORTUNITIES

# TALKING POINTS

To promote the Coaches vs. Cancer initiative and encourage fans to learn more about the American Cancer Society's work, we encourage you to use the following talking points in media opportunities.

## General Talking Points

- Coaches vs. Cancer is a partnership between the American Cancer Society and the National Association of Basketball Coaches (NABC).
- Coaches vs. Cancer unites coaches, fans, and members of the basketball community in supporting the American Cancer Society's work to improve the lives of people with cancer through research, patient support, and advocacy.
- With more than 5,000 coaches engaged in education, awareness, and fundraising activities, the program currently raises approximately \$10 million annually.
- Since 1993, the initiative has raised over \$155 million to support the American Cancer Society's mission to end cancer as we know it, for everyone. Visit [coaches.cancer.org](https://coaches.cancer.org) to learn more.

## Mission-Specific Talking Points

- The American Cancer Society impacts 55 million total lives each year.
- ACS provides direct patient support in prevention, screening, lodging, transportation, navigation, survivorship, and education.
- The American Cancer Society has invested \$3.1 billion in cancer research since 1991, contributing to 3.8 million fewer cancer deaths.
- Cancer affects everyone but not equally. To ensure everyone has the opportunity to be healthy and cancer-free, the American Cancer Society advances health equity through patient support, advocacy, and research.

# SNEAKERCAM

The American Cancer Society's **Coaches vs. Cancer Sneakercam** can travel to your campus. Sneakercam is a GoPro on an RC car that can be used to capture content.



Interested in hosting Sneakercam at your game or event?  
Contact: [coachesvscancer@cancer.org](mailto:coachesvscancer@cancer.org)



# HOST A GAME & FUNDRAISING

[coachesvscanceracs.org](http://coachesvscanceracs.org)



# Coaches vs. Cancer Games and Fundraising

Every year, basketball coaches from across the country unite to put a full-court press on cancer. The Coaches vs. Cancer program engages coaches, players, and fans alike to help end cancer as we know it through fundraising and education initiatives.

## Making progress together

All funds raised through the Coaches vs. Cancer campaign will benefit the American Cancer Society's lifesaving mission.

Thanks to our supporters, we've seen a **33% reduction in cancer mortality rates since 1991.**

Approximately **3.8 million lives have been saved** in that time.

Educating people on the importance of screening, which can **catch cancer early when it may be easier to treat.**



**55 million total lives impacted each year. And counting.**

## Fundraising Timeline

Coaches vs. Cancer games and fundraising efforts can take place **any time during your season until March 31.** Fundraising can be done at games, online through your team's fundraising page, or a combination of both. Do what works best for your team!

Have questions or need more information?

Please contact **[coachesvscancer@cancer.org](mailto:coachesvscancer@cancer.org)**

Or visit **[coachesvscanceracs.org](http://coachesvscanceracs.org)**

# Fundraising

Fundraising provides much-needed support for the American Cancer Society. There are lots of fun ways your school can raise funds, including creative virtual activities.

## Create your online fundraising page

### Coaches:

You can set up your team's online fundraising page anytime by visiting [coachesvscanceracs.org](https://coachesvscanceracs.org), and clicking "Sign up." This can also be done by someone at your school on your behalf. If you don't have a relationship with a local American Cancer Society partner and have additional questions about setting up your page, please feel free to contact [coachesvscancer@cancer.org](mailto:coachesvscancer@cancer.org).

### Please remember:

You can create your team's fundraising page and raise funds anytime until **March 31**, when the winners will be announced.

*Please reach out to [coachesvscancer@cancer.org](mailto:coachesvscancer@cancer.org) or call 1-800-227-2345 with any questions.*

## Establish a planning committee

In an effort to maximize reach and engage students, faculty, fans, and the community as a whole, each school can create a small, local planning committee comprised of those interested in driving fundraising support (students, athletes, staff, parents).

### Committee responsibilities:

- Creating a campaign utilizing provided marketing materials
- Developing an activation plan
- Fundraising
- Setting local campaign goals
- Implementing campaign initiatives
- Spreading messaging/awareness to their respective groups/organizations
- Setting up their team's fundraising campaign page at [coachesvscanceracs.org](https://coachesvscanceracs.org) and sharing their unique fundraising URL with all potential donors

## Fundraising ideas

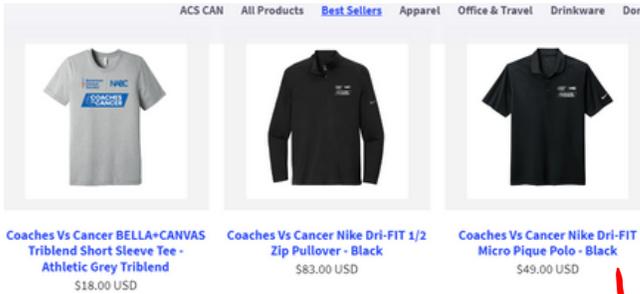
### Game Day fundraising:

- Hold a 50/50 raffle during a game or throughout the week leading up to the game.
- Wall of Hope: Sell basketball-themed donation cards for fans to sign and post on a wall of the gym (available on the resource tab of [coachesvscanceracs.org](https://coachesvscanceracs.org)).
- While creating your fundraising page, pick a stat (free throws, layups, etc.) and ask supporters to pledge per chosen stat.
- Supporters can also choose to make a flat donation on the page.
- Livestream the game(s) so relatives, friends, and supporters can watch from anywhere. Send out watch party invites and include the link to your fundraising page to encourage everyone watching to donate.
- Tell your story. When creating your page, you can customize it to share with supporters why this is important to you and your team. Then, email the link to your page to all your supporters and ask them to donate. Have your players share the link, too!
- 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.



*To submit check donations and ensure they are added to your fundraising page, please contact your local ACS partner or email [coachesvscancer@cancer.org](mailto:coachesvscancer@cancer.org).*

# CVC GEAR & OFFICIALS



Interested in purchasing Coaches vs. Cancer branded gear for yourself or your team? Polos, pullovers, t-shirts, and long-sleeve warm-up shirts are now available at:

[shop.cancer.org/collections/coaches-vs-cancer](http://shop.cancer.org/collections/coaches-vs-cancer)

The **National Federation of State High School Associations** is proud to call the American Cancer Society their philanthropic partner. Each year they work together to accomplish the ACS's vision to end cancer as we know it, for everyone and are calling on all our sports officials to join us in our partnership. Through the **Officials vs. Cancer** program, sports officials can participate in the **Whistle Campaign**.



Getting involved is simple and meaningful. Make a \$25 donation (or more) and receive a Fox 40 Whistle to use while you are officiating.

1. Visit [officials.cancer.org](http://officials.cancer.org)
2. Choose your favorite Fox 40 Whistle color. Color options include blue, purple, pink, and gold.
3. Select the sport that you officiate.
4. Add an additional donation to the American Cancer Society, if you'd like.
5. Provide contact and payment information.

**Limited Edition Item:** We have added a limited-edition Officials vs. Cancer Pin that can be purchased for a \$25.00 or more donation. They can be found at the same link and are available until they are sold out, so grab one today.

*You will receive your whistle in the mail three to four weeks following your order confirmation. They will be sent through USPS.*

Questions? Contact: [officialsvscancer@cancer.org](mailto:officialsvscancer@cancer.org)





# Youth Sports Offline Donation Form

## Organizer Information

Team Name: \_\_\_\_\_

Team Captain's Name: \_\_\_\_\_

Team Captain's Email: \_\_\_\_\_

## Please Indicate Your Donation Amount Below:

\$500     \$250     \$100     \$50     \$25     Other Amount: \_\_\_\_\_

## Contact Information

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Country: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## Please Indicate Your Team's Sport/Campaign Associated With This Fundraising Below:

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Baseball/Softball (Hope At Bat)<br>SK: E4V3QB | <input type="checkbox"/> Football (Crucial Catch)<br>SK: RWMMHC      | <input type="checkbox"/> Officials Vs Cancer<br>SK: FAV4EY           |
| <input type="checkbox"/> Basketball (Coaches V Cancer)<br>SK: GHES7S   | <input type="checkbox"/> Hockey (Hockey Fights Cancer)<br>SK: U9U3CV | <input type="checkbox"/> Soccer (Red Card Cancer)<br>SK: 7DXTYG      |
| <input type="checkbox"/> Field Hockey<br>SK: HCRDXZ                    | <input type="checkbox"/> Lacrosse (Stick It To Cancer)<br>SK: MCAF8L | <input type="checkbox"/> Volleyball (Spike Out Cancer)<br>SK: 7DXTYG |

### Thank you so much for your contribution!

Please mail this completed form, along with your check, to the American Cancer Society at the address below.

American Cancer Society  
ATTN: Youth Sports  
P.O. Box 2438  
Kennesaw, GA 30156

*The American Cancer Society cares about your privacy and protects how we use your information. Your information will help us better serve your needs of your community, and we do not sell your information to third parties. For questions about our privacy policy, please visit [cancer.org](https://www.cancer.org).*

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# MISCELLANEOUS OPPORTUNITIES

# MORE WAYS TO ENGAGE



## Wives & Friends Committee

The Committee collaborates to raise funds through community events, Suits And Sneakers Week, and social media campaigns to share the American Cancer Society's story. Including individuals from high schools to colleges, the committee works virtually and in-person during the Final Four to promote awareness of Coaches vs. Cancer, the American Cancer Society, and our collective fight against cancer.

## Be a Connector

Serving as a connector to other coaches, media personalities, corporations, etc. who share common core values and priorities as the American Cancer Society is an easy way to participate. Introduce us to someone you know who wants to get involved!



## Lobby Day

Each year, hundreds of Coaches vs. Cancer's top volunteers make their way to Capitol Hill to advocate for the American Cancer Society's top priorities at the annual Leadership Summit and Lobby Day.

[Click here](#) to learn more about how ACS CAN is making a difference.

## Donate Merchandise and/or Autographed Memorabilia

There are many opportunities through our local and national events and auctions to raise funds through autographed items or team gear. Think of Coaches vs. Cancer as you sign that basketball or those shoes!



Want more information about these opportunities?

Contact: [coachesvscancer@cancer.org](mailto:coachesvscancer@cancer.org)



# QUICK LINKS & DOWNLOADS

# CLICK TO DOWNLOAD

## Brand Elements

- [CvC logos \(all versions\)](#)
- [CvC logo embroidery file](#)
- [ACS Brand Guidelines](#)

## Game Day Needs

- [I Suit Up For signs](#)
- [Today, I Honor signs](#)
- [Media Kit](#)
  - PA Announcements
  - Coach Media Talking Points
  - Media Alert

## Social Media

- [Suits And Sneakers Social Media Assets](#)
- [General CvC Social Media Assets](#)

## Digital Assets

- [:15 and :30 second PSA \(Commercial\)](#)
- [General Screening Video](#)
- [Video Board Graphics \(Static and Motion\)](#)
- [Lower Thirds](#)

## Other

- [Click here](#) to subscribe to the CvC Newsletter
- [Click here](#) to follow us on social
- General CvC Site: [coachesvscancer.org](http://coachesvscancer.org)
- Cancer Screening Locator: [coaches.cancer.org](http://coaches.cancer.org)
- Fundraising Website: [coachesvscanceracs.org](http://coachesvscanceracs.org)



# THANK YOU!

BECAUSE OF YOU...

...we are celebrating 30 years of Coaches vs. Cancer! With more than 5,000 coaches engaged, the program has raised over \$155 million since 1993.

**Every cancer. Every life.**