



Playbook to Fight Cancer

1 Choose to join **Geno's Cancer Team!**

Review the attached pages for ways to [get involved](#). You will find examples that apply to everyone: [fans](#), [teams](#), [officials](#), even [newlyweds](#). Determine how your "team" would like to participate. It can be as simple or as involved as you wish. For example, donate a portion of the proceeds from the gate or sponsor a season-long Three-Point Attack. The choice is yours!

2 Just fill out and submit your [Game Day Kit](#). We will be in touch with you to confirm your participation and to help you with your event.

Fax your completed form to 860-523-0507

Mail to
Geno's Cancer Team
2 Colonial Drive S
Bloomfield, CT 06002

3 Execute your Game Plan and raise money to beat cancer!

4 After your fund-raising event, please mail the [Post Event Recap Form](#) and all checks (please do not send cash) to:

Geno's Cancer Team c/o Mrs. Merle Kaplan
2 Colonial Drive South
Bloomfield, CT 06002



Fans

There are many ways to become players on Geno's Cancer Team without picking up a basketball – Here are just a few ideas. Be creative and share your new ideas with us. We will post them on this our site.

1. **Tail Gate for Geno's Cancer Team.** Use your college football tailgate party to get other fans involved. Place a loose change jar at your tailgate site or send your kids to ask other fans to join our team and support the V Foundation.
2. **Loose Change Drive** - Ask a local restaurant or business to collection loose change. Donations boxes will be provided at no charge.
3. **Have a special birthday party.** Do you really need more "stuff"? Ask friends and family to make a donation in your honor to Geno's Cancer Team and the V Foundation.
4. **Hold a neighborhood garage/Tag sale.** Invite your friends and neighbors to dig into their closets for new or barely used toys, games, and books. (Everyone will be very delighted to unload some of their "clutter.") Price the items to sell! Donate leftover items to a worthy organization such as a nearby shelter for families or an after-school program. Everyone wins!
5. **Have a No Bake Sale.** Everyone is pressed for time and do you really need those extra calories? Ask friends and family to donate the cash they would have spent on baked goods to the NO BAKE sale.
6. **Calling all Brides and Grooms!** In lieu of gifts for you wedding or shower, consider asking guests to make a donation to Geno's Cancer Team and The V Foundation in honor of your event. All deductions are 100% tax deductible.



Schools and Teams

You don't have to play basketball to join Geno's Cancer Team. Cancer can strike anyone at any age and the more money we raise the closer we come to beating this disease for good. If you play soccer, field hockey, football, baseball or lacrosse for your school, town or private league here are some FUNdraising ideas to support Geno's Cancer Team and The V Foundation.

Here are some simple and creative FUNdraising ideas:

1. **Hold a Spring/Winter/Fall Sports Day.** Get every team member, coach, cheerleader and fan involved. Add \$1.00 to gate admission, put a spare change jars at key locations around school and on the field. Create and sell shirts, hats, pins.
2. **Hold a Psych Party/Pasta Dinner before a big game.** Ask a local business or restaurant to donate the dinner and charge \$5.00 per person to attend. You can also create tie-die and sell your t-shirts.
3. **High School Students - Parking for Sale.** Sell parking spaces in the student parking lot. Spaces closest to the building go for a higher price. Or sell all spaces for the same amount. Place the parking space numbers in a hat. Then let each student who pays the fee to draw from the hat his or her assigned space number.
4. **Garage sale.** Hold a school-wide garage sale on the playground or in the gym. Invite parents to dig into their closets for new or barely used toys, games, and books. Price the items to sell! Use the proceeds to fund the painting of a playground map or to achieve another school-wide goal. Donate leftover items to a worthy organization such as a nearby shelter for families or an after-school program.
5. **Concession Stand.** Set up a stand to sell healthy snacks and drinks at each game.
6. **Bottle and Can Drive.** Hold a bottle and can drive. Pick a game date and promote the event. Community members can drop off clean bottles and cans at your field and team members can then bring the bottles and can to a recycling center and collect the cash.
7. **Pizza to Go.** This is a great fundraiser for any time of year but work especially good for Super Bowl time in January. Pack up all the ingredients needed for a great-tasting pizza and sell them for a profit. This can be done by players and parents
8. **Community Service Hours.** Does your school or religious organization require community service hours and a community service project. Work on your own Geno's Cancer Team fundraiser. Remember, no donation is too small!
9. **Anti-Dance.** Dances are always fun. But some kids are uncomfortable in such settings, and some schools prefer to plan other social events that they feel are more appropriate for students. For the Anti-Dance, each classroom plans a special activity. One classroom might be transformed into a dance floor while others might offer bowling or a movie or a fun game. Let students choose where to go for 30-minute periods. Ring a bell to signal students to move to the next venue. Charge \$5.00 per student and see how fast your profits add up!
10. **Car Wash** Hold a car wash on a sunny afternoon. Everyone stays cool and the cars get clean.



Officials

No sporting event could take place without the hard work and dedication of officials. In February 2008 the officials of the Connecticut ECC Conference chose to donate the stipend from one game to the ongoing fight against cancer.

In support of our new partnership with the V Foundation for Cancer Research, Geno's Cancer Team invites the officials from all sports on all levels to unite in support of the annual **Blow the Whistle on Cancer!**[®] campaign. **Blow the Whistle on Cancer!**[®] encourages officials to donate all or a portion of their salary from one sporting event to The V Foundation. Donations made to Blow the Whistle on Cancer! Help fund essential cancer research nationwide.

Please visit www.jimmyv.org for more information on the **Blow the Whistle on Cancer** campaign