

Relay For Life of Second Life
VOLUNTEER GUIDE

“If you can dream it, you can do it.”

- Walt Disney



WELCOME TO RELAY FOR LIFE OF SECOND LIFE!

The American Cancer Society Relay For Life is the world's largest fundraising event to save lives from cancer. Our Relay For Life in Second Life is among the top events in the world, with more participants from various countries and more donations made per event. Throughout the season & during the event in June, we celebrate people who have been touched by cancer, remember loved ones lost, and take action for lifesaving change.

WHY WE FUNDRAISE

Relay For Life is the ultimate team fundraiser for the American Cancer Society that brings communities together to fight cancer. It's an opportunity for us to raise necessary funds to provide support and services to cancer patients, survivors, and caregivers right here in Second Life. Funds raised are also used to help fund the American Cancer Society's research program and Hope Lodge program, among others. We also provide funding for specific global initiatives, including the construction of the Kenyatta Hope Hostel in Kenya, Africa.

Research is the key to the American Cancer Society's efforts. 49 Nobel Prize winners have been supported by research grants from the American Cancer Society, grants supported by YOUR Relay For Life Donations. No other organization has achieved this level of success through research.

Cancer has no nationality and neither does Relay For Life. Each year, more than 4 million people in 26* countries take part in Relay For Life, uniting communities and taking action against cancer. Our global health program is focused on cancer prevention & early detection, cancer treatment, patient support, and capacity development in lower-income countries. We also work with partners throughout the world to help shape the global policy agenda as it pertains to global health and cancer control.

TABLE OF CONTENTS

WELCOME TO RELAY FOR LIFE OF SECOND LIFE!	2
WHY WE FUNDRAISE	2
TABLE OF CONTENTS	3
Our 2025 Theme	5
YOUR 2025 RELAY FOR LIFE	6
LEADERSHIP STRUCTURE	6
10 THINGS YOU SHOULD KNOW ABOUT RFL OF SL	7
FUNDRAISING TIPS	8
FUNDRAISING CLUB	9
2025 Fundraising Club Levels	9
FUNDRAISING SECURITY	10
FUNDRAISING TOOLS	11
FUNDRAISING PROMOTION	12
ACHIEVEMENTS PROGRAM	13
Cancer Education Achievement	13
Thematic Campsite Achievement	13
Laps Walked Achievements	14
FUNDRAISING ACHIEVEMENTS	15
Top In-World Fundraising Team	15
Top Website Fundraising Team	15
Top Overall Fundraising Team	15
Top Website Fundraising Individual	15
SPIRIT OF RELAY AWARDS	16
Spirit of Relay - Team	16
Spirit of Relay - Individual	16
WHY WE RAISE MONEY FOR THE AMERICAN CANCER SOCIETY	17
OUR IMPACT IN SECOND LIFE	17
OUR GLOBAL IMPACT	18
American Cancer Society in Second Life	
Relay For Life of Second Life TALKING POINTS	20

Our 2025 Theme

The 2025 Relay For Life of Second Life theme is: THE MAGIC OF HOPE - representing the 110 years of the American Cancer Society as well as 21 years since volunteers began fundraising in Second Life.



Our community in the virtual world is stronger than ever, after raising a record total of \$472,333 in 12 months.

The 2025 Relay For Life Second Life Logo was designed by Sass Winchester. Known for her incredible design skills, Sass brings a unique ability to fuse imagination with purpose, capturing the essence of hope in a visually stunning form.

“The logo is elegant in its simplicity, capturing the essence of magic without falling into cliches,” said Stingray9798 Raymaker, Director of the American

Cancer Society in Second Life.

Its vibrant colors and fluid lines evoke a sense of optimism, wonder, emotion and innovation. The design strikes a perfect balance - refined and understated, yet rich with meaning. The theme, Magic of Hope, can lead to several different interpretations. Our logo is intentionally universal, which will allow all of our Relay For Life of Second Life teams to interpret the theme in any way that fits their personality.

Hope, like magic, can provide strength and courage in the face of adversity. Just as magic can create something out of nothing, hope can give those fighting cancer the will to keep fighting through challenging times. Like magic, hope can be a source of inspiration and belief, motivating cancer patients and caregivers to persevere and overcome obstacles - just like our Relayers do in Second Life.

We would like to thank everyone who submitted logo concepts over the last several weeks and we're excited to unveil the final version of the 2025 Relay For Life of Second Life Theme Logo. You can get a copy of both logos in the “logo section” of the Relay Building on the American Cancer Society Island in Second Life.

YOUR 2025 RELAY FOR LIFE

LEADERSHIP STRUCTURE

Stingray9798 Raymaker - Director of ACS in Second Life

MamaP Alter & Trager Alter - American Cancer Society Executive Leadership Team

Selene Jashan - Relay For Life Leadership Team

Jenny Anatine - Relay Weekend

Allison Flow - ACS Events Calendar

Prettykitty Gumbo - Fundraising Club & Awards/Achievements

Nuala Maracas & Cathy10 Longoria - Sponsorship

Heath Pevensey & Rory Larnia - Trophies

Sass Winchester - Design/Building

10 THINGS YOU SHOULD KNOW ABOUT RFL OF SL

1. Relay For Life is the signature fundraiser for the American Cancer Society. It is held in over 3,000 communities and in more than 27 countries around the world. We've been Relaying in Second Life since 2005, and have raised more than \$5.0 million in that time.
2. Relay For Life funds cancer research and patient/caregiver programs, through the American Cancer Society. This includes support groups right here in Second Life! Funds raised in Second Life are also used to support various global projects that involve the American Cancer Society & our international partners.
3. The people and communities who participate in Relay For Life of Second Life are able to express themselves in their own way.
4. All donations made to a RFL fundraising tool go directly to the American Cancer Society. The tools are scripted to automatically transfer your donation from the kiosk owner to an account owned and managed by the American Cancer Society.
5. You can stay informed about all things Relay by following our Facebook group, by joining the Relay For Life Volunteers group in SL, or through our website, www.slacsinfo.com
6. Fundraising isn't all we do, but all we do depends on fundraising. Set a team goal, communicate often w/ your team, plan and delegate, don't be afraid to ask for donations. Don't take it personally if someone says "no." Often, "no" means "not now." Promote your team fundraising events.
7. There's no wrong way to Relay - diversity is celebrated - and that diversity allows you to fight cancer in your SL communities.
8. Relay weekend is a 24-hour marathon where your team members take turns walking for the duration of the event. Your team can reserve (and build) your own "campsite" to reflect your team's interpretation of the annual theme. For information about campsites: bit.ly/rflcampsiteinfo
9. Stay engaged. Don't be shy! You get out of this what you put into it.
10. ACS campus exists as a resource for cancer patients, survivors, and caregivers in Second Life. It also houses key assets, resources, and information that you will need at various times throughout the year.

FUNDRAISING TIPS

1. Set goals with your team and share your fundraising goals with others, ask them to help you reach that goal. Selene Jashan and her team are excited to guide you and your team through the goal-setting process. Just send them an IM and they'll be happy to respond.
2. Use your fundraising dashboard. When you register at relayforlife.org/secondlife, you get access to a fundraising dashboard that can be used to send emails and set up Facebook fundraisers to collect donations from outside Second Life. Participants who use the dashboard raise 7 times more than participants who don't.
3. Download the ACS Mobile FUNdraising app. The app is connected to your dashboard, and features the ability to send SMS text messages to ask for donations. It also allows you to scan checks & credit cards if you collect donations, in person.
4. Promote your team's fundraising web page on social media & in local chat during team fundraisers.
5. Ask friends and family to dedicate a luminaria through your team fundraising web page. Luminaria that are dedicated via the web page will be displayed along the track at the Relay event in June.
6. Share your personal story when asking for donations. People are more willing to support you if they understand why this is important to you.
7. Share our mission when asking for donations. People want to know how we will use their donation to fight cancer. The better you are at explaining this, the more likely they will make a donation. Mission information can be found in the next section of your Volunteer Packet.
8. Find sponsors for the event and/or your team. Sponsors are a great way to boost your fundraising totals.
9. Scroll through your groups and find out which of them are most active and would be most willing to get involved if you asked...and then ask! The most common reason why people don't get involved or donate is because they were never asked.
10. When you plan a fundraising event for your team, be sure to delegate. The more people you get involved in your event, the more successful it will be.

FUNDRAISING CLUB

The Fundraising Club is designed to motivate teams to set goals and to reward you along your way to fundraising success. We want the fundraising club to be something that all teams can be a part of and celebrate with each other.

This is a club that everyone has the ability to enter, and teams can be proud of each other's accomplishments as you climb the ranks to reach your full potential. The levels are set so that they are challenging, yet achievable.

The Fundraising Club Awards are based on team totals for In-world + dashboard funds raised. The Fundraising Club Award is updated throughout the season, and teams are recognized at the Relay For Life event, based on the level achieved to that point. Teams have the ability to increase their fundraising totals between the Relay event and the end of the fundraising year (June 30)

Teams are encouraged to display their Club Awards from previous Relay seasons at your fundraising events and at your campsite on Event Day.

2025 Fundraising Club Levels

Bronze: \$50 usd / L\$12,500

Silver: \$200 usd / L\$50,000

Gold: \$500 usd / L\$125,000

Platinum: \$1,000 usd / L\$250,000

Jade: \$2,000 usd / L\$500,000

Sapphire: \$3,000 usd / L\$750,000

Emerald: \$4,000 usd / L\$1,000,000

Ruby: \$5,000 usd / L\$1,250,000

Topaz: \$6,000 usd / L\$1,500,000

Diamond: \$7,000 usd / L\$1,750,000

Crimson: \$10,000 usd / L\$2,500,000

Purple: \$15,000 usd / L\$3,750,000

ALL STAR: \$20,000 usd / L\$5,000,000

SUPER STAR: \$25,000 usd / L\$6,250,000

SUPERNOVA: \$30,000 usd / L\$7,500,000

HYPERNOVA: \$40,000 usd / L\$10,000,000

INTERGALACTIC: \$50,000 usd / L\$12,500,000

FUNDRAISING SECURITY

Be sure you are using the official fundraising tools that are provided by the giver on American Cancer Society island. These tools are scripted to route donations through the owner's account directly to the American Cancer Society's Relay For Life account. This eliminates the need for volunteers and fundraisers to remember to send the money later.

The American Cancer Society has owned the Relay For Life avatar account since 2005. No one has access to this account other than the American Cancer Society.

The American Cancer Society offers information about its involvement in Second Life on the official website, cancer.org. The ACS also posts fundraising results by registered teams on the event website every year: relayforlife.org/secondlife. The fundraising results are based on fundraising performed through official tools.

Linden Lab will not process any credit requests for Relay For Life to any account other than the official ACS owned account, verified by the ACS finance department.

FUNDRAISING TOOLS

Official fundraising tools are available at [American Cancer Society Campus in the Relay For Life area/building](#) or in the [Second Life Marketplace](#). There are several versions of kiosks and vendors available. Set-up instructions are delivered to you each time you rez a tool on the grid.



Join the world's largest effort to fight every cancer for every life.

☒ Mod ☒ Copy ☒ Transfer

Tutorials on how to configure the Tools can be found on the [ACS YouTube Channel](#)

FUNDRAISING PROMOTION

One of the most important factors in planning a successful fundraising event is getting the word out so that everyone knows about it and feels welcome to attend. There are many ways to promote your fundraising event. We recommend choosing the right channels, the right audience, and the right frequency, based on your event.

Some ideas for promoting your event are:

1. [Submit your fundraising event](#) to appear in the [ACS in SL events calendar](#). Events in this calendar are promoted, weekly, to the RFL of SL groups and volunteers in Second Life and via our Facebook page.
2. Submit your fundraising event to appear in the Second Life Destination Guide.
4. Promote your event on **your** Facebook page...and share others' events.
5. Promote your event in relevant groups that you belong to in Second Life. If they allow you to post group notices, send a few!
6. Send invitations, notecards to your teams' supporters.
7. Personally IM people to invite them to attend your events.
8. Promote your event in Second Life community forums.

ACHIEVEMENTS PROGRAM

Every Relay team has the ability to achieve certain levels of involvement, which unlock additional rewards for your team. The achievement program is designed to inspire you to set personal goals while contributing to the overall event experience.

Cancer Education Achievement

Team campsites should offer cancer information from the American Cancer Society. Information can be related to services provided, cancer education, prevention & early detection, and/or may explain certain elements of The American Cancer Society's mission.

How to Qualify:

- Source content is from [cancer.org](https://www.cancer.org).
- Information is easily/clearly available
- The American Cancer Society is directly referenced
- Campsite is complete by 9am SLT on the Friday before the event

Thematic Campsite Achievement

Team campsites should convey this season's theme: Game On, Cancer! through design and/or an interactive experience.

How to Qualify:

- Campsite should reflect the season theme: Decades of Hope!
- Campsite is complete by 9am SLT on the Friday before the event

Laps Walked Achievements

Each walker earns this personal achievement, based on the number of laps around the track they completed.

Turtle Achievement

All individuals who complete 1 -9 laps around the track.

Rabbit Achievement

All individuals who complete 10-19 complete laps around the track.

Road-Runner Achievement

All individuals who complete 20-30 laps around the track.

Cheetah Achievement

All individuals who complete 31+ laps around the track.

FUNDRAISING ACHIEVEMENTS

Top In-World Fundraising Team

Awarded to the top 3 teams who raise the most Lindens within SL between kick-off & 7pm SLT on the Friday before Relay Weekend.

Top Website Fundraising Team

Awarded to the top 3 teams who raise the most USD via the event website between kick-off & 7pm SLT on the Friday before Relay Weekend.

Top Overall Fundraising Team

Awarded to the team who raises the most Lindens + USD, combined, between kick-off & 7pm SLT on the Friday before Relay Weekend.

Top Website Fundraising Individual

Awarded to the person who raises the most money via the event website between kick-off & 7pm SLT on the Friday before Relay Weekend.

Top Facebook Fundraising Individual

Awarded to the person who raises the most money via a Facebook Fundraiser by 7pm SLT on the Friday before Relay Weekend.

Most E-Mails Sent From Dashboard by an Individual

Awarded to the person who sends the most emails from their Fundraising Dashboard through 7pm SLT on the Friday before Relay Weekend.

SPIRIT OF RELAY AWARDS

Spirit of Relay - Team

Awarded to the team that embodies the “Spirit of the Relay”

This includes an overall performance of the team from Kick Off to Relay Day. It is not representative of just the amount raised. This award takes into consideration the “spirit” of the team, how they embraced Relay For Life and the American Cancer Society Mission, and the enthusiasm displayed. Also considered is the teams participation in Relay activities, as a whole, not only in their own but other team’s events, as well. Did they embody the ‘we’re all one big team’ aspect?

Spirit of Relay - Individual

Awarded to the individual that embodies the “Spirit of the Relay”.

This includes an overall performance of the individual from Kick Off to Relay Day. It is not representative of just the amount raised. This award takes into consideration the “spirit” of the individual, how they embraced Relay For Life and the American Cancer Society Mission, and the enthusiasm displayed. Also considered is the individual's participation in Relay activities, as a whole, not only in their own but other team’s events, as well. Did they embody the ‘we’re all one big team’ aspect?

WHY WE RAISE MONEY FOR THE AMERICAN CANCER SOCIETY

When someone asks what the American Cancer Society does with the money that we raise in Second Life, the answer is....A LOT!

OUR IMPACT IN SECOND LIFE

We raise money in Second Life...for Second Life...and beyond. Since arriving in Second Life in 2005, the American Cancer Society has established and maintained an island that provides information and service to Second Life residents who are cancer patients, survivors, and caregivers.

Our service initiative is known as Hope Haven, and through it, we are able to:

1. Provide group & 1-on-1 support, encouragement, and answers to cancer survivors, cancer patients, & those who care for them (caregivers).
2. Connect avatars in Second Life directly to the American Cancer Society's trained cancer specialists who are able to provide answers and connect you with resources. *(IM support is available on the American Cancer Society island M-F, 5am-4:30pm SLT).*
3. Provide Caregiver Resource Guides from the American Cancer Society to caregivers. It can help you to learn how to care for yourself as a caregiver, better understand what your loved one is going through, develop skills for coping and caring, and take steps to help protect your health and well-being.
4. Connect cancer patients & their families with free lodging if they have to travel away from home in order to receive treatment in the U.S. & Puerto Rico.
5. Provide Personal Health Management (PHM) Kits to cancer patients & caregivers. The PHM Kit helps you to stay organized throughout your cancer journey through tracking tools, cancer information, managing appointments & questions, identifying questions, managing side effects, and more.
6. Offer 24/7 support, answers, and guidance via 1-800-227-2345.

**Non- US patients/ survivors and caregivers are welcome to contact the American Cancer Society at 1-800-227-2345 or via web chat at cancer.org. Trained cancer specialists will be happy to try to direct you to resources available for you in your home country.*

OUR GLOBAL IMPACT

RESEARCH

Our biggest impact on humanity is achieved through our life-saving research program. The American Cancer Society is the world leader in cancer research, and has been involved in nearly every major breakthrough in cancer prevention, detection, and treatment over the last 100 years. In 2022, we invested more than \$145 Million usd into cancer research.

AFRICA

Through the Fantasy Faire & Xmas Expo, we have partnered with the Kenyatta National Hospital to build a Hope Hostel to provide lodging to Kenyans who have to travel to receive treatment. In many cases, having a place to stay is the difference between life and death for cancer patients in Kenya.

ChemoSafe is a comprehensive approach to promote the safe handling and administration of chemotherapy and quality service provision to patients in Sub-Saharan Africa.

EARTH

The American Cancer Society works in low- and middle-income countries to expand access to high-quality chemotherapy, radiotherapy, and pain relief, as well as getting patients diagnosed and in treatment earlier.

The Treat the Pain program is designed to improve access to essential pain medicines. More than 3.2 billion people worldwide lack access to adequate pain relief. The program provides technical support to improve patient access in countries with high unmet need for pain relief.

The Pain Free Hospital Initiative is a one-year hospital-wide quality improvement initiative to integrate pain treatment into service delivery by providing education for patients and staff, raising motivation and awareness, documenting pain levels, improving medicine supply, and communicating impact.

The ACS has begun working with local in-country partners to identify and apply locally-appropriate and innovative solutions that will provide transportation services to cancer patients around the world.

The American Cancer Society also collaborates with our partners around the world to shape policy agenda as it pertains to global health and cancer control.

ONLINE RESOURCES

OFFICIAL RFL OF SL EVENT WEBSITE

Register, donate, team totals, event information, etc.

www.RelayForLife.org/SecondLife

RELAY FOR LIFE OF SECOND LIFE INFO

Year-round news/information/alerts about RFL and ACS in SL

<https://www.acsinsl.org/>

VOLUNTEER GROUP IN SECOND LIFE

Open group for all RFL Volunteers to communicate

secondlife:///app/group/7f1cc591-7968-9204-4082-98c7e544c371/about

ACS & RFL BRAND (LOGOS)

<https://www.acsresources.org/relayforlife/newbrand/>

AMERICAN CANCER SOCIETY ISLAND

Cancer patient, survivor, caregiver services & volunteer resources

<http://maps.secondlife.com/secondlife/American%20Cancer%20Society/128/128/25>

ACS IN SL FACEBOOK GROUP/Page

<https://www.facebook.com/groups/acsinsl>

RFL OF SL ON TWITTER

http://www.twitter.com/@ACS_SL

RFL OF SL ON INSTAGRAM

<https://www.instagram.com/acsinsl>

AMERICAN CANCER SOCIETY

Cancer information from the world's authority on cancer

<http://www.cancer.org>

American Cancer Society in Second Life Relay For Life of Second Life TALKING POINTS

These short facts should be used at all events. Share with hosts for in-world shouts and use in conjunction with the PSAs. All facts are up to date. For more information please reference [cancer.org](https://www.cancer.org).

In addition, [DJs should download the Current PSAs here](#) and [Mission Minute tracks from the archives](#).

REPEAT OFTEN AND USE WITH EVERY AND ANY TALKING POINT

WEBSITE: [Cancer.org](https://www.cancer.org) 24/7/365 HOTLINE 800-227-2345

Please copy/paste all embedded urls. They will display as clickable text when posted in local chat, notices and IMs.

Link to Online Document:

https://docs.google.com/document/d/15OmbUDdpvJ0MhGHsJPnc9F_31K4uXgt9vwma8HTHq4A/edit?usp=sharing

KEY TALKING POINTS

The mission of the American Cancer Society is to improve the lives of people with cancer and their families through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer. Every cancer. Every life. Our vision is to end cancer as we know it, for everyone.

- This is the American Cancer Society's 20th year in Second Life and our all time fund raising total stands at nearly 5.5 million dollars and in 2023 our event was ranked 8th among more than 2600 Relay Events Nationwide.
- The 2024 goal of Relay For Life of Second Life is to raise \$500,000. Together we CAN do this!
- Funds raised by Relay For Life of Second Life support the American Cancer Society's Mission and Vision... To End Cancer!
- Your donations Fund Research, Support Survivors and Caregivers and fight cancer on a Global Scale.
- Some of your donations even come back to Second Life, where the [American Cancer Society region](#) is the official 'Local Chapter' of the Society, offering residents support, information, and other resources to aid them in fighting and avoiding cancer.

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- Some funds raised in Second Life are dedicated to special projects and programs. Fantasy Faire supports the Global Initiatives of the American Cancer Society and has been instrumental in supporting the Society's Beacon Initiative as well as the construction of the Hope Hostel, providing lodging for cancer patients in Kenya.
 - The Christmas Expo is dedicated to aiding the fight against Childhood cancers and providing support to our youngest survivors. One project funded directly by Christmas Expo helped to provide VR Goggles for these patients to alleviate the pain and stress of cancer treatments, leading to an all new Society VR Program.
 - The American Cancer Society holds a Four-Star rating from Charity Navigator, the highest possible rating an organization can achieve. This rating designates ACS as an official "Give with Confidence" charity, indicating our organization is using its donations effectively based on Charity Navigator's criteria.
 - We are funding Tomorrow's breakthroughs - today! Society Grants support more than 1000 researchers at nearly 200 nonprofit institutions across the country. We focus on providing funds to early-career investigators to foster the next generation of cancer research.
 - Each year, the American Cancer Society helps nearly one million people via phone, email, or online chat. By calling 1-800-227-2345 or visiting [<http://cancer.org> Cancer.org] - 24 Hours A Day EVERY DAY of the Year!
 - Has Cancer Touched Your Life? Have you or a loved one heard the words "You have cancer?" You are not alone.
 - The American Cancer Society provides support to cancer Survivors and Caregivers in both the virtual and physical worlds. Find out more by calling 800-227-2345, at [<http://cancer.org> Cancer.org] or by visiting the [[http://maps.secondlife.com/secondlife/American%20Cancer%20Society/128/128/25/American Cancer Society](http://maps.secondlife.com/secondlife/American%20Cancer%20Society/128/128/25/American%20Cancer%20Society)]'s Hope Haven right here in Second Life.
 - The American Cancer Society is the Global Leader in the fight against cancer and supports programs and organizations on every continent and in the four corners of the globe.
 - For more information about Relay For Life and other initiatives of the American Cancer Society, please visit the [<http://cancer.org> Cancer.org] American Cancer Society region here in Second Life or call 800-227-2345 24/7/365

Survivor & Caregiver Support & Services

The [Hope Haven in SL](#) is your home to the ACS Cancer Survivors and ACS Cancer Caregivers Groups at Hope Haven. Contact a Moderator for more information.

The [Road to Recovery](#) program provides free rides to cancer patients to and from treatments and cancer-related appointments.

The [Reach to Recovery](#) program matches trained volunteer breast cancer survivors to people facing or living with breast cancer.

[Hope Lodge](#): Facing cancer is hard. Having to travel out of town for treatment can make it even harder. But there's Hope - Each Hope Lodge offers cancer patients and their caregivers a free place to stay when their best hope for effective treatment may be in another city. Not having to worry about where to stay or how to pay for lodging allows guests to focus on getting better.

Here are some examples of how the Society uses your donations to support survivors and caregivers.

- \$10 (L\$2500) - help people find hope and support online through our Cancer Survivors Network.
- \$10 (L\$2500) - help put free cancer education resources in the hands of those who need guidance,
- \$25 - (L\$6250 help people facing breast cancer connect with trained volunteers through the Reach To Recovery® program.
- \$30 - (L\$7500) help 1 person find free answers and much-needed support through our 24-hour helpline.
- \$50 - (L\$12,500) help to provide 1 free ride to treatment through the Road To Recovery® program.
- \$70 each - (L\$17,500) help provide 1-free night's stay at a Hope Lodge community for a cancer patient or their caregiver.

THE AMERICAN CANCER SOCIETY IN SECOND LIFE

The American Cancer Society's Second Life volunteer structure represents a full team, where each member of the team has a focus on the various priorities that make up the complete picture of the American Cancer Society in Second Life.

This volunteer team in Second Life is led by the Director of ACS in SL, Stingray9798 Raymaker, in partnership with the Executive Leadership Team, MamaP Beerbaum & Trager Alter. This team provides overall vision and strategic guidance for the American Cancer Society in Second Life, develops & executes outreach strategy for recruitment of new volunteers, new partnerships, new relationships, events, etc. and advocates on behalf of all teams within the ACS volunteer structure.