



Butterfly Stories

...hope takes flight



RELAY FOR LIFE BUTTERFLY STORIES

The Relay For Life movement is lifted up by the cancer survivors and their caregivers around the globe who are the face of hope. To share and honor the transformative beauty of survivors and caregivers, we are excited to collaborate with the [Butterfly Effect](#) movement to introduce to you ***Butterfly Stories: Hope Takes Flight!***

Your community has the opportunity to motivate survivors and caregivers to share their personal stories of triumph and transformation in preparation for your Relay For Life event. Everything you need is right here on this site! Are you ready to take flight? Here's what you need to do.

How to participate in the [Relay For Life Butterfly Stories: Hope Takes Flight](#)

Steps for the Event Leadership Team

1. PREPARE YOUR BUTTERFLY

- **Paint the back side of the butterfly** (side with the logo) any shade of purple.
- **Write the name and date** of your Relay For Life event over the purple paint.
- **Attach an envelope** that includes the instructions for the finder (see below – steps for finder) to the non-painted side of the butterfly. *Be sure to add your contact information to these instructions so the finder knows where to return it.*



2. BEFORE THE 'DROP'

Watch instructional video

- **Decide** where you're going to hide your butterfly.
- **Decide on three clues** to help direct people to your butterfly.
- **Take pictures of the general area** to give people a clue of the community, general vicinity or building where your butterfly will be located.
- **Promote early** by sharing information about your butterfly drop with your community through local emails, event website, local social media channels, and local media. Work with your staff partner to brainstorm the best ways to spread the word. This helps get people excited about the project, plus they can plan time to look for it. Use the hashtags **#PaintYourWorldPurple**, **#ButterflyDrop** on all your social media promotion. Be sure to include the fact that the finder will receive a commemorative Butterfly Stories pin and other recognition.

3. THE DAY OF THE DROP

- **Hide** your butterfly.
- **Take 3-5 pictures** of it in its hiding place from close up and far away. (See the Tips For a Creative Drop document)

- **Share on your local Relay For Life event's social media channels.** You can post a countdown, clues, and pictures to help get your community excited about the butterfly drop. Use the hashtag [#PaintYourWorldPurple](#) [#ButterflyDrop](#) so we can see all of your posts!

4. WHEN SOMEONE FINDS YOUR BUTTERFLY

The person who finds the butterfly is expected to return it to you in order to be awarded their prize. *Be sure to include your contact information with a due date within the instructions accompanying the butterfly.*

5. PUT THE BUTTERFLY TO WORK

Once the butterfly is returned, think of ways to share it with the community, incorporate it into your Relay event, and encourage others to share their personal stories as well. There are many ways you can use the butterfly to activate other activities before your Relay For Life event. Some examples include:

- **Paint the Town Purple:** Ask local businesses to feature the butterfly in their windows. Perhaps they will even make a donation to put it on display!
- Have paper butterflies at survivor/caregiver events leading up to your Relay event to allow more people to share their stories. Then, display the paper butterflies at your Relay event.
- Encourage schools to have children write special messages on paper butterflies to be displayed in their school windows and at your Relay event.
- Have butterfly story themed 'paint and sip' events.
- Incorporate into fundraising ideas.

Be sure to use your butterfly and the hype that it created at your Relay For Life event too! Share information about the butterfly during your opening, luminaria, or closing ceremonies, and allow the person who found the butterfly to share their caregiver or survivor story on stage. You may even consider showcasing the butterfly at your survivor or caregiver receptions or in a tent dedicated to these special guests. You could allow survivors and caregivers to share their stories on paper or smaller wooden butterflies and tape or hang those up in your event space. Get creative!

Be sure to regularly check [RelayForLife.org/PaintYourWorldPurple](#) for more information!

6. AFTER YOUR EVENT:

Your butterfly will eventually become a part of a very special installation that will include every butterfly that was dropped, decorated, and displayed – that's potentially more than 5,000 butterflies from communities and campuses nationwide! Please see the [RelayForLife.org/PaintYourWorldPurple](#) site for information on where to send your butterfly after your event.



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Steps For the finder

The following information should be attached to the butterfly in an envelope:

- **Welcome to Butterfly Stories: Hope Takes Flight!** We are so excited you found the butterfly and we now invite you participate in our larger story by sharing yours.
- **On the non-painted side** of the butterfly, decorate it any way you like.
- **Share** a little bit about your story, whether you're a cancer survivor, caregiver, family member, or friend. Be sure the decorations can withstand the test of time and travel as it will eventually become part of a larger installation. Below is a sample of a finished butterfly, or you can visit RelayForLife.org/PaintYourWorldPurple to see more! Still have questions on how to create yours? Contact Butterfly Stories Volunteer Lead Laura McCormick: mccorm875@comcast.net for additional assistance.



Please take some time to share your story with us in 300 words or less in written form on RelayForLife.org/PaintYourWorldPurple. Your story will be displayed along with your butterfly on this site. Include a picture of

yourself or your family member or friend for whom you are honoring. Please also include your contact info so we can reach you with any questions.

- **Take a picture of yourself** with the butterfly and post it to [Insert LOCAL EVENT SOCIAL MEDIA CHANNEL] using **#PaintYourWorldPurple** **#butterflydrop**.
- **IMPORTANT:** Contact (INSERT CONTACT INFO) after finding the butterfly to make arrangements to return it for a special prize and recognition. **Your butterfly will eventually become a part of a very special installation that will include every butterfly that was dropped, decorated, and displayed – that’s potentially more than 5,000 butterflies from communities and campuses nationwide!**

Origin of Butterfly Stories Butterfly Effect

Just as the Relay for Life movement is lifted by cancer survivors and caregivers who are the face of hope, Butterfly Effect participants elevate the hopes of individuals by acknowledging that every person has the potential to make a difference and the power to change the world. As a participant in a Relay for Life event, you already know how small acts of kindness can change the world for future generations.

Established in 2013, Butterfly Effect is an underground movement that promotes positive change in communities all over the world. The movement moves in small, unexpected ways one butterfly at a time, by harnessing the impact of social media and joining that energy with the contagious generosity of the human spirit. Its mission is to help individuals give to deserving organizations that lessen suffering in radical ways. By partnering with Butterfly Effect, individuals can be the change they want to see in the world, recognizing that small acts of kindness can have a ripple effect that will change future generations for the better. The heart of the Butterfly Effect movement is the butterfly drop. Wooden butterflies are decorated and then hidden in a random location; big cities and small towns, in hidden crevices, sunlit corners, on sandy beaches, in and around shady trees. Clues are sent out via social media, scavenger hunt style. Once found, a donation is made to a non-profit organization of the finder's choice. The butterfly is a memento for the finder to keep. To date, Butterfly Effect has facilitated over 160 Butterfly Drops globally with over \$40,000 in donations to deserving charities. To get involved with the Butterfly Effect outside of your Relay For Life event, visit www.butterflyeffectbethechange.com.

