



Human Race Timeline for Agencies

Compliments of Lucy Barnett, Sutter VNA & Hospice

November

- Send Thanksgiving card/letter to sponsors thanking them for their support

December

- Send solicitation with response device to Business/ Incentive Prize Sponsors
- Create logo/theme for Human Race – to be used on all collateral items for HR, including fax cover sheets, brochures, flyers, posters, etc.
- Configure incentive prizes for all levels – research cost
- Find out theme and design brochure and Race logo

January

- Register as participating agency, register Corporate Champions as businesses
- Breakfast of Champions Invites to Hospede sponsors and pledge getters.
- Outreach letter for pledge getters – (past 2 yrs supporters)
- Brochure and flyers created
- Research printing costs, choose vendor
- Prepare purchase order for postal costs for outreach mailing to 300
- Register for the Human Race Marketplace (space on blacktop @ Slater Jr High)

February

- Mail brochure with pledge sheet & letter to HR supporters
- Solicit in-kind donations for prizes for collectors
- Refresh list of businesses for sponsorship of Hospede and Corporate Champions (look through data base for businesses who have supported us or vendors)
- Draft letter for those sponsors and corporate champions
- Mail sponsor and corp. champ letter follow up reminder– mid February
 - ◆ Code envelopes for tracking purposes
 - ◆ Acknowledge all responses
- Establish “team leads” at corporate champion sites, host parties at businesses
- Contact thrift stores to help promote HR campaign
- Web site updates
- Register for Apple Blossom Parade (Sebastopol Chamber of Commerce)
- Order certificates and frames for Hospede sponsors

March

- Volunteer Recruitment – Volunteer Newsletter does all the following
 - ◆ Booth @ Race (4-6)
 - ◆ Photographers @ Race (2)
 - ◆ Hospede Helpers – Running and Walking Hospede (help getting into costumes (4-6)
 - ◆ Voting Helping for t-shirts (1)
 - ◆ Deposit/pledge sheet tracking volunteer ... see list notes for procedures
 - ◆ Phone-a-thon possibility
- Staff kick off party, assist with letters and email outreach
- Mail remaining sponsor/corporate champs solicitation (if any)
- Follow-up calls to any potential sponsors that have not responded

- Draft and mail letter for Key Pledge getters, Board, staff etc.
 - ◆ Record all incoming donations and photocopy for individual file, deposit file, and acknowledgement files.
- Plan outreach parties at Corporate Champion sites – check with site team lead
- Recruit volunteers for Apple Blossom Parade –trift stores
- Design float/entry for parade – check vehicle arrangements

April

- Apple Blossom Parade
 - ◆ Volunteers (message out-in house- to recruit parade participants)
 - ◆ Truck/vehicle
 - ◆ Décor
 - ◆ Signs/balloons
- Create/design Human Race Awards Party Invite
- Outreach parties for Corp Champions or for staff cont.
- Continue Volunteer Recruitment
- Prepare postage purchase order for Human Race Awards Party Invite
- Continue tracking pledges for individuals, corp champs, and top pledge getters
- Recruit Hospede runners and walkers
- Create needed banners/signs for walking and running Hospedes
- Register for Rose Parade (Santa Rosa)
 - ◆ Volunteers
 - ◆ Vehicle/truck
 - ◆ Décor
 - ◆ Signs/balloons
 - ◆ Sponsor? – check with Peter’s connection to Bank of America

May

- Race Day – Second Saturday in May
- Confirm all volunteer assignments via mail or phone
- Confirm all supplies – see “Race Day” list
- Confirm hospede runners and walkers
- Purchase juice and muffins/cookies for race day
- Confirm TY/Awards Party (slated for June)
- Rose Parade – usually following Saturday- create float, carry banners.
- Schedule/plan Awards Party
- Advertise Awards Party in May Volunteer Newsletter
- Mail Awards Party invite to pledge getters
- Maintain incentive inventory for use at the Awards Party and other TY parties

June

- TY/Awards Party (create award certificates)
- All other TY parties (for corporate champions)
- Maintain incentive inventory
- All Thank you notes and prizes to volunteers and pledge getters. Pictures developed and copies mailed to volunteers, in-kind donors, board members (who participated)