



[www.humanracenow.org](http://www.humanracenow.org)

Information Packet

# Your Guide to the 2012 Human Race

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# Fact Sheet

The Human Race is a nationwide community fundraising event for nonprofit organizations. The Sonoma County Race features a 3K and 10K run and walk through Howarth and Spring Lake Parks. Nonprofit organizations and businesses recruit walkers, runners and/or pledge-gatherers to raise funds. Participating nonprofit organizations receive 75% of monies collected and the Volunteer Center receives the remaining percentage to coordinate and stage the event. In 2011, Sonoma County held the largest Human Race in the nation with over 9,500 participants and 870,534 raised.

## When

**Saturday, May 5, 2012 - Rain or shine!**

Registration: 6:30 - 7:45 a.m.

Run starts: 8:00 a.m.

Walk starts: Immediately following the runners.

## Where

**Registration, start and finish lines are at:**

Herbert Slater Middle School - 3500 Sonoma Avenue- Santa Rosa, 95405.

**Run and Walk Route:** through Howarth and Spring Lake Parks.

## Who

Funds can be raised for any nonprofit organization, school or church.

The run and walk is open to all.

## How

Each participating nonprofit organization must fill out a Human Race Entry Form (included in this packet) and register with the Volunteer Center. You can also fill out the agency form online at the Human Race website. Human Race supplies such as posters, post cards and pledge sheets are available for you to pick up at the Volunteer Center. Take advantage of the services offered and the Breakfast Club meetings and Training Sessions to learn how to achieve your goals.

## Why

The Human Race is a proven fundraiser that has been successful for Sonoma County nonprofits for 31 years and continues to grow. The Volunteer Center provides marketing, publicity, materials, and experienced assistance. Nonprofits and businesses provide the people power.

# Human Race 101

## Basic Training for Participating Organizations

Come learn the basics and get your Human Race questions answered! Sessions are oriented to new & returning nonprofit organizations or new Human Race coordinators. Sessions last approximately 30 to 45 minutes. Each meeting will be held at the Volunteer Center, 153 Stony Circle Ste. 100, Santa Rosa, Ca

**Please call the Volunteer Center to RSVP if you will be attending either a Breakfast Club Meeting or a 101 Training**

**Session 1 ~ Thursday, February 2<sup>nd</sup> - 9:30 a.m.**

**Session 2 ~ Wednesday, February 15<sup>th</sup>**  
Following Breakfast Club Meeting

**Session 3 ~ Wednesday, March 7<sup>th</sup> - Noon**

**Session 4 ~ Wednesday, March 14<sup>th</sup> - 8:30a.m.**  
Following Breakfast Club Meeting

**Session 5 ~ Wednesday, March 21<sup>st</sup> - 9:30 a.m.**

**Session 6 ~ Wednesday, April 11<sup>th</sup> - 8:30 a.m.**  
Following Breakfast Club Meeting

**(Breakfast Club Meetings Dates are on page 3)**

Alicia Alexander  
*Special Events Coordinator*  
707.573.3399 ext. 104  
aalexander@volunteernow.org

Lisa Jack  
*Human Race Coordinator*  
707.573.3399 x103  
ljack@volunteernow.org

# Breakfast Club Meetings

Breakfast club meetings will be held monthly for all agency reps as well as any business team leaders to get the latest news on the Human Race. Each meeting will be held at the Volunteer Center, Classroom A at 7:30am.

Human Race 101 trainings will be after each Breakfast Club for those new to the Human Race.

**Please call the Volunteer Center to RSVP if you will be attending either a Breakfast Club Meeting or a 101 Training**

## **Breakfast Club #1**

Wednesday Feb 15<sup>th</sup> - **Fundraising Tips** –7:30am

## **Breakfast Club #2**

Wednesday March 14<sup>th</sup>- **Put the Fun in Fundraising** - 7:30am

## **Breakfast Club #3**

Wednesday Apr 11<sup>th</sup>: **Day of Event Logistics?** - 7:30am

Each Breakfast Club meeting will have the following components

- Upbeat music
- Giveaways or drawings
- Testimonials from businesses - how you got involved
- Brainstorming time - for sharing best practices
- Goal setting with peers (fundraising \$, # of participants, etc)
- Recognition: top fundraiser to date

# Instructions for Walkers & Runners

## **WALKERS:**

**Walkers-No Need to Register!**

We welcome walkers of all ages, so join us in this festive event and witness the giving spirit of Sonoma County.

There are different options for participants who wish to walk at the race. You can:

- Simply bring a copy of your pledge sheet to the Volunteer Center prior to the event. Or you can bring it to Herbert Slater on Race Day. After turning in your pledge sheet, you will receive your bib #, which entitles you to a Human Race T-shirt after the walk.
- Enjoy the race by just participating and making a \$10.00 donation to the nonprofit of your choice. This entitles you to a bib # and a Human Race T-shirt.
- If you would just like to walk and don't want a bib# or T-shirt, then just join us for a fun morning.

## **RUNNERS:**

**Runners Only need to register & pay if they would like to be timed!!**

1. Runners ~ \$30 per person / \$75 Family of 4 Runners  
**(ON RACE DAY RUNNERS FEE is \$40 per person / Family Rate \$100)**
2. Make it easy and pre-register by May 1st, 2012. You can pick-up your bib tag at Fleet Feet in Santa Rosa on May 1st, May 2nd for groups and May 3rd and 4th for Individuals or on Race Day at "will call" at Herbert Slater

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**Volunteer Center**  
153 Stony Circle, Ste 100  
Santa Rosa CA 95401  
707.573.3399

**Fleet Feet**  
111 3rd Street  
Santa Rosa, CA 65401  
707.569.1494

# Fundraisers & Pledge Getters

## **Pledge Sheets:**

Pick up a pledge sheet from the nonprofit organization you are supporting, from a participating business, or from the Volunteer Center. Write your name and the nonprofit organization's name clearly on the top lines. Let the nonprofit organization know you are collecting donations for them.

## **Set a Goal:**

Set a goal for yourself (example: 20 donations of \$10 = \$200. The pledge average last year was \$15). Prizes will be awarded for the individuals who raise over \$1,000. Organize your efforts. Carry your pledge sheet with you at all times. Try to collect your donations at the time you ask for support. Come up with an easy way to ask EVERYONE! The more you ask, the more you'll get.

## **Make Sure to:**

Write the donor's name, address, and phone number on the sheet along with the amount of the donation.

***All checks should be made out to The Human Race***

**ALL amounts of coin MUST be rolled in a bank approved paper sleeve or converted to CASH OR CHECK.**

Turn in money you have collected to the nonprofit organization you are supporting or the Volunteer Center of Sonoma County. Deposit money regularly – **Don't wait until the deadline date!** Money deposited to the Volunteer Center by **Wednesday, May 23rd, 2012, by 4 p.m.** qualifies for prizes.

**REMINDER:** You **DO NOT** need to bring your money into the Volunteer Center the day before the race! You still have time afterwards. Deadline for prizes is Wednesday, May 23rd, 2012 - 4:00pm.

# Human Race *Fun & Games* 2011

The Traditional FUN continues with

*Pancake Breakfast  
Great Entertainment  
Costume Contests  
People's Choice T-shirt Contest*

**For those Creative, Colorful Centipedes**

*Any group of 4 or more people attached or connected that runs or walks.*

*Most Spirited  
Most Legs  
Best Centipede Time*

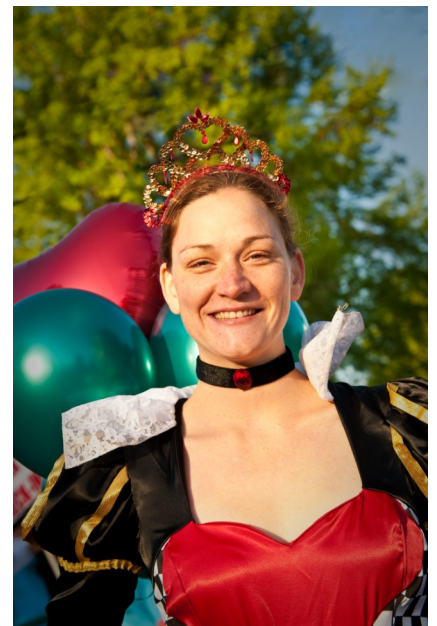
**and for those other Colorful Groups and Individuals**



*Best Youth Group  
Best Canine Group  
Judges Choice  
Most Creative Youth Costume  
Most Creative Adult Costume*

***T-shirt Contest***

*Best Use of Theme  
Best Message  
Best of Show*



For the Costume, T-shirt and Centipede Contests, Prizes are Awarded to the nonprofit organization of winners choice at the Human Race Awards Celebration!

# NEW

## Online Fundraising site for Human Race

Log on to [www.humanracenow.org](http://www.humanracenow.org) to get started raising money online for your favorite nonprofit organization.

There is another opportunity to raise funds for your nonprofit organization by setting up your online donation page. You may still collect traditional pledges with a pledge form as well as online to reach your 2012 goal and surpass last year's total.

Pledges raised online are directly paid to the Human Race twice a month and will be credited to your nonprofit account.

### **Online Pledges**

Online pledges are subject to a transaction fee, a credit card processing fee, in addition to the Human Race admin fee. **For this reason we strongly discourage online pledges for less than \$20.00.** Fill out the **Nonprofit Agency Enrollment Form online** before starting your fundraising page. This is a new quick and easy way to get started.

By setting up your online page to raise money for your nonprofit organization, you will get your own personal website and email.

### **Setting Up Your Online Donation Page:**

1. Make sure to go slowly and to give yourself plenty of time.
2. Simply create a username and password, which you will use to log into your Human Race site, fill out the contact information form and you are ready to go. From your personal Dashboard you can:
  - Personalize your Human Race page by choosing one of the templates and adding your own photo and personal text about why you are in the Human Race for your nonprofit organization.
  - Send email to friends and family by importing your own address book. Emails sent through your personal email center contain a link directly to your personal Human Race donation page.

It is **your responsibility** to keep track of online and off-line donations that are entered onto your Human Race Fundraising page.

To help answer your questions regarding the use of the online fundraising page, please call NPE support at 707-929-3563. (9:00 AM to 5:00 PM Monday through Friday)

# Sonoma County Restaurants Feed the Human Race!



## Human Race Restaurant Week April 29<sup>th</sup> – May 5<sup>th</sup>

The week of April 29<sup>th</sup> - May 5<sup>th</sup> has been declared *Human Race Restaurant Week*. Restaurants are encouraged to pick a day or days when they will donate a portion of their proceeds to the Human Race in support of their favorite nonprofit agency. Human Race participants are encouraged to visit participating restaurants that week; and restaurants are encouraged to participate in the Human Race with the agency they are supporting. Restaurants registered by April 1, 2012 will be included in *Restaurant Week* promotional materials -- *Restaurant Week* print ads, Facebook, Human Race website, newsletters, fliers and participating agencies.

Below is a step-by-step outline of how to get involved as a nonprofit or a restaurant:

1. Nonprofit agency or business recruits **one** restaurant to participate in the Human Race *Restaurant Week*
2. Restaurant fills out Commitment Form and submits it to the Volunteer Center (by April 1<sup>th</sup>)
3. Restaurant is included in *Human Race Restaurant Week* promotional materials created by Volunteer Center
4. Nonprofit promotes partnership with restaurant to its donors, volunteers and Human Race participants to drive business on designated day(s). Use promotional flyer template from Restaurant Week section of Human Race website for flyers.
5. Nonprofit creates table tents for tables at restaurant to use on designated day, creating enthusiasm for the Human Race.
6. **Restaurant submits proceeds to Volunteer Center post-race (by May 12<sup>th</sup>)**
7. Volunteer Center distributes funds from *Restaurant Week* to nonprofits as outlined by Volunteer Center

Here's how it works for participating profit agencies, restaurants and the Volunteer Center.

NONPROFIT AGENCY / BUSINESS	RESTAURANT	VOLUNTEER CENTER
Recruit restaurant to partner with your agency/business in your Human Race fundraising efforts	Fill out <i>Restaurant Week</i> commitment form by April 1 <sup>th</sup> deadline! Include % of proceeds, designated day(s), benefiting nonprofit, contact person	Promotes <i>Restaurant Week</i> and participating restaurants and non-profits to community in newspaper, radio ads, website and to Human Race participants prior to Race Day
Submit name of restaurant to Volunteer Center	Submit to Volunteer Center by email: <a href="mailto:ljack@volunteernow.org">ljack@volunteernow.org</a> or fax to 573-3380	Provides promotional flyer and table tent PDF templates on website
Promote restaurant to your donors, volunteers and Human Race participants (use flyer)	Promote <i>Restaurant Week</i> to your patrons (use flyer on Human Race website)	Collect contributions from restaurants by May 12th
Encourage partner restaurant to walk with you on Race Day	Send contribution with <b>required form</b> to Volunteer Center by May 12 <sup>th</sup>	Facilitate distribution for <i>Restaurant Week</i> fundraising to nonprofits as defined by Human Race procedures

**Deadline is APRIL 1<sup>st</sup> for inclusion in materials**

**in Restaurant Week promotional**



# Glossary

**Awards** – the Volunteer Center gives out awards for the Fun and Games categories (see below) in addition to awarding Top Corporate Champions (two categories: Over 100 Employees, and Under 100 Employees), Top Nonprofit organizations and the Publisher's Award for the best Human Race story of the year.

**Breakfast of Champions** – the Human Race kick-off event, held annually in late January or early February. The Breakfast of Champions is the first date that Human Race materials such as pledge sheets, posters, packets and giveaways are available. The Breakfast features an inspirational speaker and business, nonprofit organization trainings.

**Centipede** – a group of 4 or more people joined together in some way for the complete Human Race. Groups may be joined by ribbon, rope, or cloth – in any imaginative fashion that you choose! Making a Centipede is a fun way for groups to do the Race together, with a chance of winning a monetary prize for a chosen nonprofit. Awards are for Most Spirited, Most Legs, and Best Time.

**Corporate Champion** – business that supports a nonprofit organization through the Human Race, either through a direct sponsorship, or by encouraging employees to participate in the Race and gather pledges for that nonprofit organization.

**Costume Contest** – a Race Day contest. Costumes should relate to the theme of the Race. Awards are for Most Creative Children's Group, Most Creative Adult Group, Best Costume (Group and Individual).

## **(Your PLEDGE SHEET is NOT a Deposit form)**

**Deposit Form** – form included in this packet that must accompany every Human Race deposit. Make copies of the form and fill it out as completely as possible when you turn in your money.

**Entry Form** – Form is included in this packet for those nonprofits wanting to participate in this year's Human Race

**Fun & Games** –T-Shirt Contest, Centipede Contest, Costume Contest, and any other fun ideas we can come up with to add to the excitement on Race Day!

**Human Race Awards Celebration** – awards for Fun & Games, plus fundraising awards for businesses and nonprofit organizations are handed out at this event, held at the Kendall-Jackson Wine Center in late June. Wines and light hors d'oeuvres are served at this relaxed and enjoyable after work event. All participating nonprofit organizations and businesses are invited to come, free of charge.

**Marketplace** – each year the blacktop area behind Slater Middle School is transformed into a bustling festival area, where nonprofit organizations and businesses can reach out to the community. **REMINDER:** Nonprofits that sign up after **April 1st** will be charged. Businesses will be able to sign up for a Market Place booth after **April 1st** for \$250. You must supply your own table, chairs, tent, etc... You must sign up ahead of time, using the form in this packet. **The Marketplace is not a business venue, and nothing may be sold. Participating businesses should emphasize service to the community by showing support for their chosen nonprofit organizations and/or giving away “freebies” to the public.**

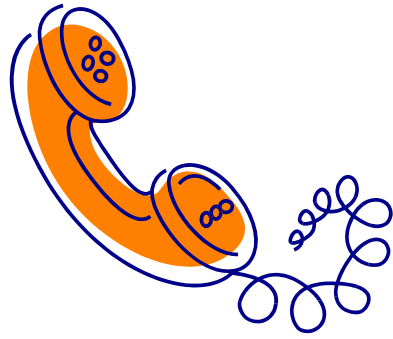
**Nonprofit Organization** – a charity with valid nonprofit status from the federal government – the beneficiaries of the Human Race.

**Nonprofit Status** - required for nonprofit organization participation in the Human Race. The 501(c)(3) letter from the Federal Government confirming a nonprofit organization's tax-exempt status. All new nonprofit organizations must submit their letter. If a nonprofit organization has previously provided the letter to the Volunteer Center, it is not necessary to re-submit it.

**Pledge** - a person's promise, usually in writing, on the Human Race pledge sheet, to donate a specific amount to the asker's chosen nonprofit organization. Pledge-getters are usually responsible for collecting all their pledges, unless their chosen nonprofit organization is willing to help out with this.

**Pledge Sheet** – provided by the Volunteer Center, the Pledge Sheet has information about the Human Race, a Run Registration Form and a space for the pledges to be written down. Nonprofit organizations and businesses may get as many Pledge Sheets as they will need from the Volunteer Center. Pledge sheets may be copied, and may be folded and mailed.

**T-Shirt Contest** – businesses and nonprofit organizations may compete for awards in Best Design, Best Color Use, Best Message and Best of Show categories. Bring an example of your T-shirt the morning of the Human Race and hang it on the clothesline in the Marketplace. That's all there is to it! The T-shirt contest is a people's choice contest. Awards are given out at the Awards Celebration in June.



# WHO TO CALL

## About the Human Race

For general questions about date/time/deadlines,  
you can call the Volunteer Center front desk at 573-3399, ext. 0

**Or Check Out Our Website:**  
**[www.humanracenow.org](http://www.humanracenow.org)**

**Other questions can be directed to:**

**Alicia Alexander**

Special Events Coordinator

Phone: 573-3399 ext. 104

Email: [aalexander@volunteernow.org](mailto:aalexander@volunteernow.org)

**Lisa Jack**

Human Race Coordinator

Phone: 573-3399 ext. 103

Email: [ljack@volunteernow.org](mailto:ljack@volunteernow.org)