



**Here are the tools for
making your
Nonprofit
organization's
participation in
Human Race 2012
a grand success!**

Tips & Tools for the Human Race

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Getting Your Human Race Story Straight

What is the Human Race?

The Human Race is Sonoma County's largest community fundraiser. It provides an opportunity for all nonprofit organizations to raise money for their programs and enables everyone to support the nonprofit organization of their choice. Participating nonprofit organizations receive 75% of monies collected. If they raise more than \$7,500, they receive 90% of the monies collected over that amount. The Volunteer Center receives the remaining percentage to coordinate the event (a year around job). Race Day includes a 3K and 10K run and walk, plus a pancake breakfast and lots of celebration, gifts, and prizes after the event.

What does the Volunteer Center do?

The Volunteer Center promotes volunteerism and strengthens community service efforts by creating volunteer opportunities in which everyone can get involved. The Human Race is only one example of how the Volunteer Center organizes collaborative projects that bring people together and supports the nonprofit community and the services they provide. The Volunteer Center is responsible for the organization, promotion, and nonprofit/business education of the Human Race.

Why should a business or individual sponsor your nonprofit organization?

Be prepared to communicate your goal to others. Keep it simple and clear and feel good about your involvement. What needs do you meet, what services do you provide, who benefits? Communicate the strengths of your nonprofit organization clearly so that potential sponsors understand its importance to the community.

How will making a pledge to The Human Race benefit a business or individual?

It's a good feeling to be part of an event that benefits the whole community. It's fun. It's a positive way to help, and it is guaranteed to succeed. With this single event, 350 nonprofit organizations are able to provide services that are vital to our county. Invite your pledge-givers to come to Race Day and participate or watch the festivities, enjoy the pancake breakfast, exercise, and participate in the good feeling and fun for all!

Reach Out to Businesses

Corporate Champions are community businesses who encourage their employees to collect pledges and walk, run, or roll in the Human Race for one or more nonprofit organizations.

Don't let the word "corporate" fool you. Corporate Champions can be a Mom & Pop grocery store, a dry cleaners or your favorite coffee house. Any business, big or small, that is looking to boost employee morale, generate good PR, and get involved in the community on a very direct level is a strong Corporate Champion candidate. The best Corporate Champion for your group is a business you already have some contact with.

Corporate Champions may adopt one or more nonprofit organizations. The most successful Corporate Champion businesses have a Human Race "team captain" who assumes responsibility for the logistics, motivates others to get involved, and has lots of enthusiasm and energy.

Why Should Businesses Get Involved?

Business leaders throughout the country share the belief that having their employees volunteer for community service benefits the company, the community, and the employees themselves. Corporate Champions benefit from the Human Race in many ways:

- The Human Race is good for morale - employees enjoy working together for a common cause.
- The Human Race is good for business - customers are proud to do business with a company that cares about the community.
- The Human Race is fun - it livens up the normal routine without distracting from the daily business.
- The Human Race is good PR - businesses can take advantage of the Human Race's high visibility by designing company T-shirts, slogans, posters, and more.
- The Human Race provides an opportunity for a local business to enjoy the experience of giving back to a community that has supported them.
- The Human Race is good for the community. Employees can choose the nonprofit organizations they would like to support. Since underwriters cover most of the cost, the money raised goes directly to the needs of our community.
- The Human Race provides an educational experience and a chance to learn about the community's needs and how they are being met.

5 Steps to a Successful Human Race!

Step One: Build Your Team

1. All it takes is two to three people to form a committee and get things jump-started.
2. Gather your team together and brainstorm ways to reach out to different segments of the community and rally support. Work together to come up with a realistic goal and how you can reach it. (The average pledge sheet totals \$100.00; the average pledge is \$15).
3. Have regular meetings with an agenda, timeline and tasks to be accomplished.
4. Let each member of your committee be responsible for a specific aspect of your plan.

Step Two: Develop a Strategy

1. Develop your strategy of how to reach out to everyone you know, incorporating your committee's brainstorming ideas.
2. Set a fundraising goal. Be optimistic but realistic. It is possible to raise lots of money, but be sure to set a goal that you can reach. Everyone likes to feel his or her efforts are successful. And what fun to exceed your goals!
3. Set goals for extraordinary fun. How much fun can you make this for everyone? What will entice people to get involved? Can you incorporate one outrageously fun idea? Maybe everyone on your committee can offer one personal incentive to reward the highest pledge-getters (a batch of cookies, washing a car, etc.)
4. Set a budget, timeline and job commitments. What, who, and how much do you need to bring in to make this event really work for you?
5. If possible, state a specific purpose for the money you will raise. Be able to articulate this need to others. Donors want to know where their money is going and want to visualize their money at work.

Step Three: Ask People for Help

1. What is your goal? Why do you want to raise this money? Why is it important to you, to the people you serve? Why are you important to this community? Why should the community support you? **People give to people**, so you'll be asking them to help **you** help your organization. Let these and other questions direct you in developing your plan of action.
2. Who do you know? Research and brainstorm with your staff, volunteers and Board to find out who you can contact to ask to be a pledge-getter or pledge-giver. Use your connections to involve local businesses in supporting your organization by gathering pledges, matching pledges or by providing in-kind support. Ask your business prospects to the Breakfast of Champions.
3. Connect with your volunteers and give them the tools and training they need to feel comfortable asking for pledges in support of your organization. Write a little speech or a sample letter for them to use when asking for pledges.
4. Develop a number of ways to communicate your goal. Create letters, flyers, presentations, newsletters, skits, songs or whatever to motivate and ask people to get involved and give.
5. Keep in touch with your volunteers. Encourage and reward their efforts with your attention.
6. Make signs and bulletins or give funny messages to acknowledge the effort that goes into your campaign.

Step Four: Coordinate Race Day

1. Make sure your team has all the information they need to join in the fun on Race Day.
2. Plan Race Day celebration activities: invite your team to join you to walk together, hang out together afterward, and have a team picnic. Stand out in the crowd! Wear zany costumes or matching T-shirts. Bring banners and balloons and set up a table as a meeting place for your team.
3. Encourage people to turn in their pledge money to you before or after race day.
4. There will be treats at the event, so your group may want to bring a little money.

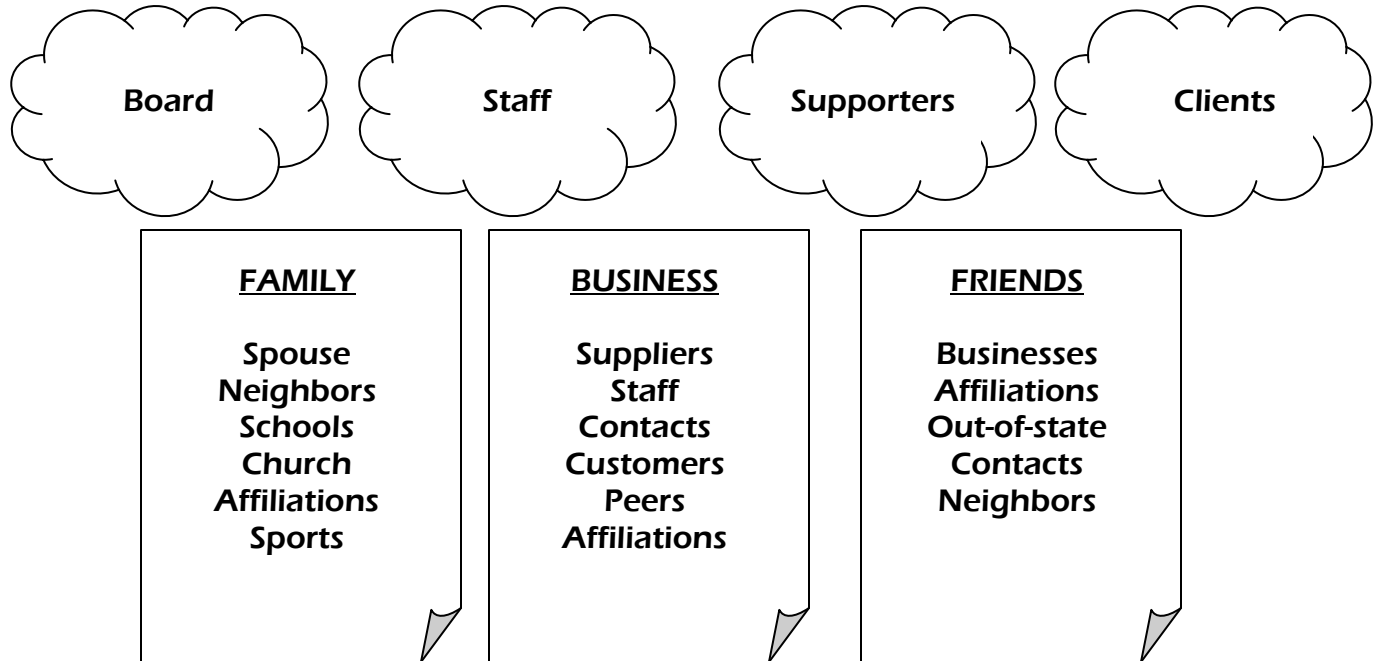
Step Five: Celebrate and Reward Your Success!

1. Do something fun for your volunteers and top pledge-getters. Throw a party, give out prizes, and invite your top teammates to the Human Race Awards Celebration (in June).
2. Send short thank you notes to pledge-getters and pledge-givers thanking them for their support. Develop a mailing list from your pledge sheets that you can use all year.
3. At your staff and Board meetings, shine a light of recognition on those staff members and volunteers who helped in the Human Race.
4. Remember to turn in pledge money by **Wednesday, May 26, 2010, 4 p.m.** to be eligible for awards and prizes.

Build Your Team

How do specific people and the community at large benefit from your program or service? What message will encourage each of these groups to support your work?

People want to help. These people do or should know you. You can give them a simple way to participate and support you.



How can you make contact with these people?

- ✓ letter-writing
- ✓ phone calls
- ✓ personal contact
- ✓ advertising



How can you involve them in your cause? How can they help you?

Their contribution is important to your goal, so connect!



What's in it for them????

- Incentives
- Commitment
- Good Feelings
- Recognition
- Giving Back
- Fun

Build Your Plan

There are three major components to building your Human Race 2011 Plan:

1. Vision /Plan of the Organization;
2. Marketing;
3. Business Plan / Budget.

Online Pledges

- Online pledges are subject to a \$.35 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.** You must still fill out the **Nonprofit Agency Enrollment Form** included in this packet to sign up your nonprofit agency to participate in the Human Race.

By setting up your online page to raise money for your nonprofit organization, you will get your own personal website and email. As a team captain for your organization, you can also recruit new team members and manage team members' progress.

1. VISION

- Organizational plans should be drawn by dreams, not by the budget.
- Who are we?
- Where do we want to go?
- Ask (and answer) the question: "*When you have accomplished your goals and your business is done, what will the community look like?*"

YOUR 2011 HUMAN RACE GOAL IS \$_____ (how much?)

- What is it for?
- What will be accomplished in the community with this money and when?

Remember:

*Without commitment, no strategy will work.
With Commitment, there is no strategy that won't work.*

2. MARKETING

How to tell your story, reach your investors and build recognition for your organization.

- **What is Your Vision?**

What is your dream or vision for your organization? What would it feel like to be able to provide the services that Human Race money can make possible? What will your organization be contributing to the community, to your constituency? Write down, in 2-3 sentences, the vision for your organization.

- **What is your Mission?**

A mission statement explains to the public why you exist, what your purpose is within the community, who is your constituency. Write down the mission statement of your organization.

Who is your audience? Who specifically cares about your organization? What businesses or individuals benefit from your sources? Decide how you will present your marketing plan: phone, newsletter, etc.

Create a Theme for 2011. Think of ways to use the theme on race day.
BE WACKY! PLAY ON WORDS! THINK COSTUMES!

- **How to leverage pledges and get 100% return on your investments.**

- Find one sponsor to match 90% of your collected pledges.
- Get 50 people to match 2% of your collected pledges.
- Don't forget about getting corporate sponsors to match!!!

Remember:

"If you did it... and didn't tell anyone... you didn't do it!"

-B. Fentor, Vice President of B. Dalton Booksellers

3. BUSINESS PLAN

- Creating a timeline for the plan

Counting backwards from the event date, allow time for:

- ~ Designation of goals, marketing profile and incentives
- ~ Design of materials
- ~ Production time for goodies
- ~ Printing
- ~ (Bulk) mail time
- ~ Training of volunteers
- ~ Knocking on doors / fundraising
- ~ Fun!

- Budgeting (*see attached budget worksheet*)

Put down in black and white all the associated costs for the Human Race. By establishing a budget, it gives you a structure and benchmarks along the way, and it provides for you the ideas for creating corporate sponsorship opportunities.

4. SPONSORSHIP PROGRAM

- After identifying your associated costs based on your 2011 theme, create a Corporate Sponsorship Package.

<u>EXAMPLE:</u>	Total costs of race:	\$ 5,000
	Anticipated net revenue:	\$10,000

For a \$1,000 contribution, a sponsor will be:

On all 350 nonprofit organization t-shirts

In all advertising

On a big balloon that you carry throughout the race

Acknowledged on your nonprofit organization newsletter

For a \$500 contribution, a sponsor will be:

In all advertising

On a big balloon that you carry throughout the race

Acknowledged on your nonprofit organization newsletter

For an in-kind contribution...



Example of a Human Race Budget

REVENUE

1. Major Corporate Gifts
2. Sponsors
3. Pledges
4. Auction / Raffle
5. Tickets / Entry Fees
6. Resale (shirts, etc.)
7. Other Income

TOTAL REVENUE: _____

EXPENSES

8. Salaries / Benefits
9. Accounting
10. Entertainment
11. Supplies - Administrative
12. Supplies - Food / Beverage
13. Supplies - Decorations
14. Printing
15. Conferences
16. Telephone
17. Postage
18. Insurance - Liability
19. Insurance - Volunteer
20. Recognition

TOTAL EXPENSES: _____

No One is Too Busy for the Human Race

If you only have 2 hours a week...

Find two to five people who will get out there and tell people about your group and collect pledges. One or two good askers can do a lot!

Encourage them to ask in a variety of ways: by letter, phone, in person. Some pledge-getters will even create their own incentive prizes (like a home-baked loaf of bread, a free lunch, etc.) for the person who makes the largest pledge, or matches the largest pledge, or matches the total of their pledge sheet, and on and on...

Create incentive prizes for your team. Have your entire nonprofit organization show their support and appreciation to your team. It's easy to say thanks!

If you have 8 hours a week...

Gather a committee of two to three people, set a reasonable goal, create a manageable plan with specific areas of focus, for example, a direct mail piece, a staff/board challenge, a theme for Race Day.

Concentrate your efforts on reaching and motivating individuals who are connected with and care about your nonprofit organization: volunteers, staff, board members, clients, ex-clients, and donors. Give these people the tools and opportunity to tell others about your Human Race goal and ask for pledges.

Create simple ways for your team to ask for pledges, like personal letters, a flyer, a short speech, etc.

Keep in contact with your team, listen to their feedback, and give them your support. Remember, your enthusiasm is contagious.

Make it fun for everyone involved with prizes, challenges, and Race Day excitement.

If you have 20 hours a week...

Gather committees of two to eight people, set a reasonable goal, create a manageable plan with timelines and delegate specific projects/areas to committee members.

Do everything stated above with a wider reach, including more people, like your vendors, the garbage man, the copier repairperson, anyone you can think of.

Brainstorm with your team and committee about potential businesses that are ideal prospects to become Corporate Champions. Plan to approach those businesses that are connected with your nonprofit organization in some way or have someone on staff that is or has been connected with your nonprofit organization. Research opportunities to tell people about your dream and then follow through!

Incorporate fun, outrageous schemes, themes and incentives that make people want to get involved and be a part of your team. Create challenges between your staff and board, or between different businesses that are supporting you. Plan fun Race Day activities. Stand out in the crowd and make your presence known by coordinating costumes, decorations and anything wild and crazy.

Telling Your Story

Use this outline
for successful letters and talks!

Topic: Human Race

Purpose: Invitation to join the Human Race

I. Introduction

- A. Arouse interest — "The Hook". Why should they be interested?
- B. Show *Human Race Promotional DVD* for visual interest.
- C. Preview what is to come — What can they do? What will they get out of it?

II. The Body

- A. Point One — The most important point you want them to remember about your story/organization (be very specific).
- B. Point Two — Another reason to be involved.
- C. Point Three — The Human Race is the largest collaborative community fundraiser.

III. Conclusion

- A. Summary — What can they do to help? What will they get out of it?
- B. Call to action — Ask them to... take a pledge sheet, make a donation, tell a friend, etc.
- C. Thank you!

Speaking Tips

1. Prepare your material (use the presentation outline!). Practice so you feel comfortable with your message.

One of the top 4 characteristics of successful professional speakers is altruism (a concern for fellow man). That's what this is all about!

2. Your audience will remember your visual impression more than what you say. So...dress appropriately. Smile and show confidence. Make eye contact and speak personally.
3. You are a salesperson for your nonprofit's work. The first 30 seconds make the greatest impression. Make your most important point first!

Hint: A negative thought takes the mind 40% longer to process than a positive thought!

4. When introducing yourself, keep it short and positive. (Don't admit you don't do this often.) Make a connection between yourself and your audience — something you have in common — a desire to help?
5. Use gestures and show enthusiasm for what you are doing. It will catch on.
6. Make your information to the point and interesting. Use visual aids wherever possible (pledge sheet, video, materials from your organization).
7. Finish with a call to action — ask them to get involved in a specific way that is possible for them to do.
8. Thank them for their time and for caring!

Good Opening Lines...

- Hey, listen. I'm involved with the greatest group. Let me tell you about it.
- I am working with (your group) and they do a fantastic job of (fill in the blanks)... We're raising money for...and I just knew you'd want to help.
- Do you know that if we can raise (fill in the blanks).... We'll be able to do.... I'm asking...people to each give.... Will you help?
- Do you know what a \$10.00 pledge could do for (your community)? It would help provide....
- I'm asking everyone I know - or don't know - to help with this cause that is so important....
- I'm running in the Human Race for (your organization) because I am so grateful for what they do in our community. Wouldn't you like to help, too?
- I'm looking for people who have given three times to the Human Race already this week. Are you one?
- Have you heard of (organization)? They've had a huge impact in our community and I'm helping them raise money through the Human Race. Can you help?
- I've set a personal goal to raise...in the Human Race to help (organization) reach.. I'm asking each person to give \$10. Can you help?
- There are 10 of us in our organization who have challenged each other to raise \$200 so I'm asking everyone I know for \$5. Can you help?
- You know how hard it is to ask people for money? Well, I'm doing it anyway. Will you help?

HOT TIP: So far, I have ____ (at least one!) sponsors matching my total collected pledges by 10%. I'm hoping to get a total of 100% in matching funds, meaning I will double my money. Won't you help by matching me in 2010 with a 10% match?