

McHenry County Human Race Hosted by Volunteer Center McHenry County



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GETTING YOUR HUMAN RACE STORY STRAIGHT

What is the Human Race?

McHenry County Human Race is a great family fun 5K walk/run community event. This unique walk/run allows participants to choose which organization will receive the proceeds of their race fee and any fundraising they choose to do. The race annually takes place at McHenry County College on the fourth Sunday in April at 8AM.

In its first nine years, the Human Race supported over 75 local organizations serving McHenry County and raised over \$650,000!

What is the role of Volunteer Center McHenry County?

Volunteer Center McHenry County is responsible for the organization, promotion, and management of the Human Race. We are here to help organizations make the most of their race.

Who is Volunteer Center McHenry County?

We are an organization that helps to strengthen local nonprofit organizations. Our capacity building objectives include:

- Developing standard educational programs and tracks for nonprofits to improve their ability to provide services.
- Creating direct channels for individuals, groups, and businesses to connect with and expand nonprofit manpower through meaningful service.
- Fortifying nonprofit organizations by raising their ability to create diverse fundraising streams.
- Fostering collaborations among nonprofits and community by creating network groups that encourage relationship building

Volunteer Center McHenry County is a 501c3 nonprofit organization. Thanks to United Way and other great supporters Volunteer Center McHenry County has been providing services in the community since 2009.

We are located at 620 Dakota St, Crystal Lake IL 60012. We are open Monday through Friday. We encourage you to call before visiting 815-344-4483.

5 Steps to a Successful Human Race Experience

START EARLY!

1. Build your team

- Having just two or three people form a committee can jumpstart your success
- The team can brainstorm how to reach out to different segments of the community to rally support.
- The team should develop a goal and plan how to reach success
- Have regular meetings with an agenda, timeline and tasks to be accomplished.
- Each member of the team can be responsible for a specific part of the plan

2. Develop a Strategy

- Understand your “WHY”: Why do you want to raise this money? Why is your organization important to the community? Why should the community support it?
- Form a case statement – one that your team members can articulate to others to raise money. Donors want to know why the money is needed and how it will be used. They want to visualize its use.
- How can you make this fun for everyone? What will get people involved? Maybe something outrageous?



3. Ask People for Help

- Brainstorm with your team, staff, volunteers, and board to determine your target list of supporters, who might be racers, pledge-getters and/or pledge-givers. What connections do you have that may help gather pledges, match pledges, or provide in-kind support?
- Connect with your volunteers. Give them tools and help them learn how to ask for pledges and support for your organization. Write sample scripts, do role playing.
- Develop several ways to communicate your goal – short videos, flyers, brochures, posters, presentation, newsletters, skits, songs, etc.
- Keep in touch with your volunteers. Encourage and reward their efforts.
- Do things like post signs, send messages to encourage and acknowledge successes

4. Coordinate Race Day

- Make sure your team has all the information needed to join in the fun
- Plan Race DAY CELEBRATIONS. Invite the team to walk/run together, hang out together, wear matching t-shirts, wear zany costumes, etc.
- Encourage people to turn in their pledges before the Race so the day is completely fun and a celebration

5. Celebrate and Reward Your Success

- Plan something fun for your top pledge-getters. Throw a party, give out prizes, and invite your team to the Human Race Awards Celebration (in June).
- Send thank you notes to all your pledge-getters and givers thanking them for their support.
- At your staff or board meeting acknowledge successes
- Remember to turn in your pledge money by May 1 to be eligible for Human Race prizes and awards.

Find Corporate Champions

Why should a business or individual sponsor your nonprofit organization?

Be prepared to communicate your mission and why their support is important. Keep it simple and clear. Potential sponsors must understand your importance in the community, what services you provide, who benefits and what needs you are meeting.

With this single event McHenry County nonprofits are able to provide more services that are vital to our county. It is a good feeling to be part of an event that benefits the entire community. It is a positive way to help. Invite your sponsors and pledge-givers to come to

Race day and participate or watch the festivities – a good feeling for all!



Corporate Champions

Seek out corporations. These 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. They can create a team and track their successes!

Corporate Champions include Mom & Pop businesses like the neighborhood grocery store, dry cleaners, or coffee shop. Any business big or small, that is looking to boost morale, generate good PR, and get involved in community is a strong corporate champion. The best Corporate Champions are those businesses 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 share the belief that community service benefits the community. When they have their employees volunteer everyone wins – the business, community and employee.

Corporate Champions benefit from the Human Race:

- The Human race is good for morale – employees working together for a common cause
- Customers are proud to do business with a company that cares about the community
- The Race livens up a work environment without distracting from the normal routine
- The Human race gives businesses get high visibility by designing posters, t-shirts, slogans, etc.
- The business and their employees can enjoy the feeling of giving back
- The Human Race is an educational opportunity to learn about services in the community and how needs are being met

Resources:

Building Your Team

Answer the Question

Your team needs to understand why they should care; why they should get involved; who and what they are helping. Decide on your case statement. Give them a simple way to connect and understand how to support you and participate (10 words or less).

Build a Case:

Who can be on a team?

Family
Schools
Churches
Affiliations
Sports Groups

Business
Suppliers
Staff
Contacts
Customers
Peers
Clients

Friends
Businesses
Out-of-State
Family/Contacts
Neighbors

Inviting Team Members

- In person is always best
- Personal phone call
- Email or letter with a follow up call or visit



What is in For Them?

- Incentives
- Good Feelings
- Recognition
- Giving Back
- FUN!

Build Your Team Plan

Four Components to Your Plan

1. Vision

- Plans should be dreamed not budgeted
- Who is the organization your team is supporting
- What is your team goal \$_____, per person \$_____
- Ask: When the goal is accomplished what will the community look like, what agency need will be fulfilled?

Remember:

Without commitment, the best of plans will not work.

With commitment there is not a plan that won't work

2. Marketing

How to tell your story

Reach your supporters and earn recognition by telling a story that is real, one they can connect with.

What is your vision, dream? What services could you provide with Human Race dollars?

Who is your target audience? How will you be reaching out to pledge-givers?

Create a theme: Wacky theme, play on words, use costumes to get your story across in a fun memorable way.

Leverage your pledges

- Find a sponsor to match 90% of your pledges
- Get 50 people to match 2% of your pledges
- Get corporate Champions to match pledge dollars

Make some noise! Let everyone know what you are doing!

3. Business Plan

- Create a timeline for your plan. Allow time for:
 - Developing goals, marketing profile and incentives
 - Design materials
 - Printing
 - Mail
 - Training volunteers (pledge getters)
 - Pledge deadline
 - Fun stuff

4. Sponsorship Program

- Identify your team cost associated with your theme
- Identify sponsorship levels - examples
 - \$1000
 - Organizational t-shirt signage
 - On race balloons
 - Acknowledgement on your website link and newsletter
 - \$500
 - On race balloons
 - Newsletter acknowledgement
 - In-kind
 - Newsletter acknowledgment

Human Race Budget Example

Income

- Corporate Champion’s Matching Gift
- Sponsors
- Pledges
- Auction/raffle
- Tickets/Registrations
- Resale (t-shirts)
- Other income

Total Income_____

Expenses

- Supplies
- Meeting expenses
- Printing
- Other expenses

Total Expenses_____

Got Time? Get the Most Bang for Your Buck in the Human Race

If you have 2 Hours a Week:

- Find two people who will get out there and tell people about your group and collect pledges
 - Encourage them by letter, phone, email
- Create incentives for your team

Have 8 Hours?

- Gather a committee to focus on Race day plans
- Concentrate on inviting pledge getters
- Create motivational items incentives to keep your pledge getters going
- Make it fun!

If You Have 20 Hours Per Week

- Create committees and delegate projects (pledge getters, marketing, out-reach)
- Do everything stated about
- Incorporate some outrageous schemes, themes, costumes, decorations ...

Telling Your Story

Topic: Human race

Purpose: Invitation to join the Human Race

1. Introduction
 - a. Raise interest – The Hook – Why should they be interested?
 - b. Preview what is to come – what can they do or get out of it
2. The Body
 - a. Point one: What you want them to remember about your story/organization (be specific)
 - b. Point two: Another reason to be involved
 - c. Point three: The Human Race is a collaborative effort that will help the entire county
3. Conclusion
 - a. Summary – what can they help with – what will they get out of it
 - b. Call to action – ask them to pledge, make a donation, etc.
 - c. Thank you

Speaking Tips

1. Prepare your materials. Practice until you are comfortable with your message
2. Smile and show confidence
3. Make your most important point first
4. When introducing yourself make it short
5. Use gestures and show them your enthusiasm
6. Use visual aids when possible
7. Finish with a call to action
8. Thank them for their time

Good Opening Lines

- Hey, listen I'm involved with the great group. Let me tell you about it
- I am working with _____. They do a fantastic job We're raising money for
- Do you know every \$10.00 pledge could
- I'm asking everyone I know
- I am running the Human Race on behalf of _____ because
- I am looking for Humans.....
- I've set a personal goal....
- There are 10 on my team; we made a goal to raise \$200 each.
- Do you know how hard it is to ask for money? Well. I am doing it anyway.
- So far I have one matching sponsor....

Human Race Check List

Organizing

- Select a leader
- Form a committee
- Determine how your organization will use the money
- Set a fundraising goal
- Create a timeline
- Set a deadline for collecting pledge dollars

Recruiting Volunteer Pledge-Getters

- Develop story
- Think of a theme or slogan
- Speak with board members, families, supporter, civic groups and businesses
- Determine incentives
- Define and inform pledge givers of incentives (prize-drawings, etc.)
- Let the public know (newsletter, website, etc.)
- Hang posters about the event

Your Participant's Training

- Distribute Human race brochures, registration, pledge information
- Be sure everyone knows when the deadline is for turning in money
- Instruct race day participants to meet in a certain spot – look for your agency's booth
- Give fundraising tips to pledge-getters
 - Set a goal
 - Write down the names of 25 people you know (don't forget people out of state)
 - Prepare and practice your approach
 - Call or visit everyone on your list

Human Race Day

- Arrive at the site between 6:15am and 6:45am for booth set-up indoors.
 - Opening remarks begin at 7:40AM
 - Walk/Run begins 8AM
- Sign in at the registration area
- Talk with your supporters, team members, etc.

After the Race

- All teams have until May 1 to turn in their pledge dollars to be eligible for challenge award money
- Thank your supporters
- Attend Check presentation event on _____
- Complete and return the event evaluation form
- Evaluate your agency's participation and goals
- Prepare for next year's race!

Who to Call

About the Human Race

For general questions and information date/time/deadlines you can
call the Volunteer Center 815-344-4483

Or check our website

www.mchumanrace.org