



BAY AREA HUMAN RACE™



Participate in the Bay Area Human Race
Saturday, May 13, 2017
Marin Center Fairgrounds
and Lagoon Park

Be a community champion.
Support your favorite nonprofit, school, or community group.

5K Run • Walk • Dog Walk • Community Village
Music • Food • Kids Races

TEAM LEADER PACKET

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Be a part of the largest collaborative fundraising event — the CVNL Bay Area Human Race.

It's easy to participate:

- Step 1: sign up your organization for the race,
- Step 2: recruit runners, walkers and donors,
- Step 3: raise money for your cause.

Customize the posters & brochures with your logo and call to action! CVNL provides all the marketing, training, and tools you'll need to raise funds in the 35th Annual Bay Area Human Race. When people donate, 85% of the contributions go directly to the nonprofit chosen. Sponsorships, entry fees and the other 15% covers the cost of event production.

RACE DAY INFO

Saturday, May 13, 2017
Marin Center Fairgrounds and Lagoon Park
10 Avenue of the Flags
San Rafael, CA 94903

7:00 a.m. – 11:00 a.m. (rain or shine!)

- 7:00 a.m. Registration, Will Call and Community Village Open
- 8:30 a.m. 5K Race Starts
- 9:00 a.m. Kids Races Start
- 9:30 a.m. Awards Ceremony (Main Stage)
- 11:00 a.m. Closing — see you next year!

RACE DAY TIMELINE

CVNL.ORG

CVNL's programs, services, and events are all dedicated to one thing: lifting local leaders and organizations, big and small. These individuals champion, protect, and advance our community — and when they have a helping hand to take their leadership to the next level, we all thrive.

REGISTRATION

NONPROFIT, SCHOOL & COMMUNITY GROUP REGISTRATION

All nonprofits, schools and community groups can participate and receive funds through the Bay Area Human Race. Organizations must register online at cvnl.org/bayareahumanrace.

Organizations that need assistance with the online registration process can contact Molly Schmidt, CVNL Community Engagement Coordinator, at 415.448.0334 and she will process your registration over the phone. Cost: CVNL Members, \$40 or Non-Members, \$175

INDIVIDUAL REGISTRATION

Each person that wants to run, walk or dog walk in the Bay Area Human Race must register to participate and sign the waiver. Any person on the race course without a bib number will be asked to leave the course. Early registration is highly recommended to avoid expected long lines on race day. Register your participants or have them register by Friday, April 21st to qualify for the early bird rate. See registration form for complete details.

- Entry fee:
- 5K timed, **\$30** until April 21 / **\$40** until May 8 / **\$50**
 - Kids Races, 12 & under **\$10**
 - Wheelchair participant **\$30** until April 21 / **\$40**
 - Dog walker **\$40** until April 21 / **\$50**
 - Personal assistant for person with disabilities (no fee)
(assistant must have team leader approval)

- 5K timed course around the Marin Center Fairgrounds and Lagoon
- All levels and ages welcome
- Wheelchair accessible; part of the race course is dirt
- Well behaved dogs on leashes are allowed but must be registered as a dog walker
- Strollers are allowed
- Sorry, no bicycles, scooters or skates

COURSE DESCRIPTION

FUNDRAISING

COLLECT DONATIONS

Ask your friends, family, neighbors and co-workers to support you. Fundraise either online or by donation checks. No cash please. Turn your check donations and form into your organization's team leader or CVNL by **May 19, 2017**. Yes, you may turn in donations up until the Friday after the race!

DROPPING OFF DONATIONS

As your team collects check donations, you can drop them off **every Thursday from 11:00 a.m. - 3:00 p.m. at CVNL**. Please have the Donation Form completely filled out and make a copy for your records. Donations will be accepted until Friday, May 19th to qualify for the incentive prizes (given to the top three fundraising teams). **Donations will be accepted until Friday, May 26th both in person and online.**

THANKING YOUR DONORS

Organizations are responsible for sending their donors/supporters donation acknowledgment letters using our 501c3. Sample thank you letters can be found online. For all online donations, each donor will receive an automated thank you email listing the donation amount and the agency they supported.

FUNDRAISING DISTRIBUTION

First round of checks are sent out to organizations by mid-June, 2017. All checks will be accompanied by a report detailing fees and deposits.

NEW THIS YEAR — CVNL FUNDRAISING GUIDE

Earn thousands of dollars for your organization. Come find out how easily the Bay Area Human Race can help you.

- Ask for donations early
- Ask the right people
- Be specific about where the money is going
- Offer incentives

COLLECTING DONATIONS ONLINE

Online donations are one of the easiest ways for your supporters to contribute to your team — whether they run in the race, or not!

You can log on to your team fundraising page at any time to keep track of online donations.

Please note that all online donations are subject to an 3.5% transaction fee.

FIRST, CREATE YOUR TEAM PAGE

THEN, CREATE YOUR INDIVIDUAL PAGE

Pledges that are made online will be credited to the nonprofit, school or community group of the person's choosing.

1. Visit cvnl.org/bayareahumanrace to get started.
2. Create a username and password. If you participated last year, your user password is the same.
3. Fill out the personal information.
4. From your Personal Dashboard you can:
 - Personalize your online fundraising page with pictures and stories
 - Email your friends and direct them to your fundraising page



Center for Volunteer & Nonprofit Leadership
CHANGE STARTS HERE

BONUS PRIZES

Prizes for your nonprofit, school or community group will be awarded May 26, 2017.

- Cash prizes will be awarded to the top three fundraising organizations
- Prize for the largest group

For complete rules and regulations or prize eligibility contact CVNL.

TEAM LEADER TRAININGS

READY. SET. GO!

We will be hosting trainings to maximize your fundraising efforts for all team leaders, volunteers and staff of participating nonprofits, schools, community groups and businesses. Even better, this year, we'll be offering a training every two weeks in March and April leading up to the Bay Area Human Race in May. This is a great opportunity to gather with other teams, share goals and ideas with your peers, and stay on top of the latest Bay Area Human Race news.

DETAILS

- Will take place at CVNL San Rafael location
- Motivational and informational speakers at each session followed by Q&A on general race-related items
- Share best practices on team building and fundraising
- Coffee and prizes at each session

**Sign up for FREE Team Leader trainings at
cvnl.org/bayareahumanrace**

March 1, 9:30-10:30 a.m.

Build and refine your fundraising message

March 29, 9:30-10:30 a.m.

Motivate your board to support Bay Area Human Race fundraising

April 5, 9:30-10:30 a.m.

Social media and marketing tips

April 27, 9:30-10:30 a.m.

Volunteer management and donor recognition

**CONTACT
US**

Go to **CVNL.ORG** to learn more about us and get the latest information about all of our events and news. Call us at **415.479.5710** if you have questions or would like to speak with us directly!

COMMUNITY VILLAGE

BE A PART OF IT

Nonprofits, schools and businesses host family-friendly activities at booths in the Community Village on race day. The Community Village is the perfect way to get your nonprofit, school, local business or cause in front of 3,000+ Bay Area Human Race attendees.

Highlights this year include:

- Kids Finish Line
- CVNL Pancake Breakfast - flipped by CVNL board members
- Fresh coffee provided by Red Whale Coffee
- Local musicians
- Dozens of free refreshments provided by local vendors

Community Village booths are 10x10 spaces with a table, 2 chairs, and overnight security. Set up on the day before the race on Friday, May 12, from 2-5pm. Electricity is available for a nominal fee.

Cost:

Nonprofit, School or Community Group Booth Cost:

CVNL Members: \$55, Non-Members: \$125

Business Booth Costs:

Regular placement \$300, Premier location \$500

DETAILS

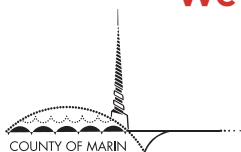
- Register to reserve a booth space at cvnl.org/bayareahumanrace.
- If you would like a double booth space, indicate that in the number of spaces you purchase online.
- Your nonprofit must be a current member to receive the member rate.
- CVNL will provide overnight security to protect items set up the day before the event.
- Booth placement is at the discretion of CVNL staff and we cannot accommodate special requests. You will receive a confirmation email with set-up information and procedures in advance.

TEAM LEADER CHECKLIST

- First** register your nonprofit, school or community group.
- Design** stickers to customize registration forms and posters to connect your organization with the Bay Area Human Race.
- Invite** your supporters to register for the Bay Area Human Race – walk or run – lots of fun.
- Distribute your posters** and registration forms to enable supporters to fundraise on your behalf.
- Attend the FREE Team Leader Trainings** in **March** and **April**.
- Ensure that all your runners/walkers are registered by **April 21st** for the early bird rate.
- Register for a booth at the Community Village by **April 28th**.
- Drop off donations every Thursday from 11:00 a.m. – 3:00 p.m.** at CVNL or mail them to 65 Mitchell Blvd., Suite 101, San Rafael, CA 94903, **until Friday May 19th**.
- Make an appointment to pick up your teams bibs and t-shirts at CVNL on **May 10th and 11th**. ***Appointments are required!***
- See you at the Bay Area Human Race on Saturday May 13th!**

We appreciate your support!* *as of 2/17/17

Champion Sponsors



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digitalfirst | marinij.com

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