



# BAY AREA HUMAN RACE™

CENTER FOR VOLUNTEER & NONPROFIT LEADERSHIP

**Saturday, May 13, 2017** 7:00 a.m. - 11:30 a.m.

Mark your calendars! Be a part of the 35th annual fundraising event benefiting nonprofits, schools and community groups.

Marin Center Fairgrounds and Lagoon

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

Call 415.479.5710 or learn more: [cvnl.org/bayareahumanrace](http://cvnl.org/bayareahumanrace)

Each year, we hear stories from individuals about why they give, volunteer, or join a movement. CVNL is privileged to be the platform for these stories to have a voice — providing a way for nonprofits, schools, groups, and individuals to raise money for the causes they care most about. Many nonprofits cannot achieve the impact they want on their own: the Human Race provides the marketing, training, and tools to help nonprofits reach their goals.

**Center for Volunteer & Nonprofit Leadership (CVNL) provides  
“RACE IN A BOX”**

**You provide the people power.**

FUNDRAISING GUIDE

# TIPS AND IDEAS

This guide is full of tips and ideas to help you achieve your fundraising goals.

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.

## LET'S GET STARTED

Here's a sneak peek into some of the tips we'll cover:

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

1. Sponsor yourself first = \$ 25.00
2. Ask four family members to sponsor you for \$25 each = 100.00
3. Ask five co-workers to contribute \$15 each = 75.00
4. Ask five friends to contribute \$20 each = 100.00
5. Ask five neighbors to sponsor you for \$15 each = 75.00
6. Ask your boss for a company contribution of \$50 = 50.00
7. Ask three businesses you frequent to donate \$25 each = 75.00

**HOW TO RAISE  
\$500  
IN SEVEN  
DAYS**

# TIP #1: BUILD A TEAM

## NONPROFIT, SCHOOL & COMMUNITY GROUPS

- 1.** Your team can be anywhere from 5-50 people. If you have more than 15 team members you may need additional captains to help keep everyone informed, motivated and soaked in praise.
- 2.** Team members can come from all sorts of places. The office, board room, neighborhood and kitchen table are great places to look for new team members. Don't forget current and former users of your services or young people. Middle and high school students can be amazing fundraisers too.
- 3.** Make certain everyone on your team understands and supports the cause. They don't need to be experts, but make certain they have a few written bullet points that provide a general overview of the organization and its work.
- 4.** Check in with your team at least bi-weekly throughout the campaign. Make certain they are on target and feel supported. Acknowledge success and encourage them to continue fundraising even if they are sailing past their goal. They can always edit their individual fundraising page to increase their goal.

**Take away: Human Race fundraising is all about teamwork! If you want to fundraise, you have to build a team of volunteers, board members, clients, community members and employees who will help you reach your goals. In general, the larger the team of committed fundraisers the more money will be raised!**

The captain recruits team members, sets goals, keeps people motivated and schedules an appointment with CVNL to deposit your donations.

**EVERY TEAM  
NEEDS A  
CAPTAIN**

# TIP #2: ASK FOR DONATIONS EARLY AND SET A GOAL

## ASK EARLY

Many campaign organizers make the mistake of setting up a campaign page and assuming that people will find it. The chances that someone will stumble across your crowdfunding campaign and feel compelled to donate are extremely low.

By promoting your campaign on the same day you set it up, you can position yourself for success. In fact, the most successful campaigns raise the most money in the first half and last 3 days of the campaign's duration.

This means that you have a short window to get the word out and ask your friends, family members, and community members for donations. Nearly every crowdfunding platform has built-in sharing mechanisms that allow you to spread the word about your campaign via email, Facebook, Twitter, and other social media platforms.

The earlier you promote your crowdfunding campaign, the more likely it is that you'll reach (or exceed!) your fundraising goal. Use the social sharing tools that come with your crowdfunding platform to reach out to friends and family members with the click of a button.

## SETTING GOALS

- 1.** Set a goal for your overall campaign and all of your individual fundraisers. This gives everyone a sense of purpose and keeps them striving for a common objective.
- 2.** Make the goals meaningful. A good goal can be based on an average of anywhere from \$250-\$1,000 per fundraiser. Accordingly, a 10 person team could have a goal of anywhere from \$2,500-\$10,000.
- 3.** Encourage individual fundraisers to articulate a personal goal of their own. This goal can appear in their communication and on their online fundraising page.
- 4.** When working towards a goal, it is good to have a formal launch date and to try and raise 75% of the money in the first half of the campaign.

## TIP #3: ASK THE RIGHT PEOPLE

You know your network best, and you can likely tell if someone would be receptive to giving to your campaign.

By asking the right people for donations, you can establish a strong and supportive donor base. Some of these people might even give more than once! This strategy is much more effective than making a mass appeal to every single person you know.

### TIPS FOR ASKING

**1.** Use a **sample fundraising letter** as a starting point and tweak it to speak to your cause.

**2.** Consider **connecting the solicitation to something personal**. For example, ask for people to give a gift in the size of your age, # of years on the board, etc. If you've been volunteering for 7 years, consider asking all your friends to make a gift of between \$7-\$70. If your Birthday occurs during the time of the campaign, consider asking friends to make a gift of your age.

**3. Personalize it.** Someone who has lost a loved one to cancer will probably want to contribute to a campaign that's raising money for cancer research. Not everyone is going to be as enthusiastic about your cause or project as you are. And that's okay.

## SAMPLE LETTER

### Thank you for visiting my fundraising page for the Bay Area Human Race

On Saturday, May 13, 2017, I will participate in the Bay Area Human Race. I am asking my friends and family to sponsor me in this effort by giving \$10, \$20, \$50 or whatever you can to help. Many organizations are struggling to provide services to our neighbors in need, so it's more important than ever to do what we can to keep these critical services available.

The Human Race is a nationwide community fundraising event for nonprofit organizations and is one of the largest collaborative fundraising events in the Bay Area! It has been one of the most successful fundraisers for local nonprofits for 34 years and raised nearly 7.7M for local charities. I'm excited to participate in the race this spring and the funds I raise will support [ORGANIZATION NAME].

All donations are tax deductible. Please feel free to send a link to my page if you know anyone who would be interested in making a donation.

Thank you!

# TIP #4: BE SPECIFIC

## WHAT IS THE MONEY GOING TOWARD?

The more specific you can be when talking about how donations will be used, the better!

If you can, try to separate donations out into giving levels that delineate exactly what each amount will help you accomplish. Being clear about where you'll allocate the funds you raise establishes transparency with your donors, making it more likely that they'll trust you and give to the campaign.

Breaking out giving levels and telling supporters what their funds will go toward can make donors feel more comfortable about giving to your campaign. They feel more confident knowing that their gift will go toward something meaningful or productive instead of wondering how their money will be used.

## TIP

It can be awkward to ask people for a specific amount of money, but it can be even more awkward to be asked for money and have no idea what is expected of you! Effective fundraisers give donors a place or a range to start. You might say \$50 will pay for one student's 2 hour dance class or share how much you've contributed – whatever you can do to help the donor know what you want.

## TIP #5: OFFER INCENTIVES

Everyone loves free stuff, and offering meaningful incentives or opportunities can help pump up your supporters and get them to participate in your campaign. You can promote some of these incentives at the start of the campaign, but make sure you save a handful for the middle of your campaign when there is often a lull in activity.

The types of incentives or products that you offer typically depend on what you're raising money for. Both fundraisers and donors love to see their dollars going further: a great way to leverage this to your advantage is to offer donation matching periods during the campaign. If you've secured a \$10,000 gift from a corporate sponsor, use that to create a matching period of up to \$10,000 to help energize and motivate your individual fundraisers.

# TIP #6: WRITE COMPELLING COPY

## MODIFY GENERAL COPY TO FIT YOUR CAUSE

Most online platforms will generate a general sentence or two that goes along with your campaign's URL whenever you share it via email or social media.

If your campaign promotions sound like everyone else's, then there's nothing to distinguish your crowdfunding campaign from the dozens of others that are likely floating through your friends' and family members' social media feeds.

You can:

- Tell your story (but keep it short!)
- Let donors know what the funds will go toward
- Give an example of your past accomplishments
- Talk about how much you've raised and how much more you need.

## KEEP IT SHORT

It shouldn't take your supporters 15 minutes to figure out that you're asking for donations. The purpose of the email, Facebook post, tweet, or other promotion should be immediately clear.

## TIP #7: UPDATE YOUR PAGE

**1.** A photo and written updates, looks more appealing than one that hasn't changed since the day it was set up. Or not set up at all. Updating your individual and team page shows that you're invested in your campaign (and that you want others to be invested, as well!).

**2.** When you update your campaign page, you keep your donors in the loop. When you post updates and keep your crowdfunding campaign page looking fresh, you can give your supporters an idea of what their donations have gone (or will go!) toward.

**3.** Of course, you'll want to write and post updates that your supporters will actually want to read. Keep your posts short and engaging, and include images or videos when/if you can.

## TIP # 8: THANK YOUR SUPPORTERS

- **First**, every donor should be acknowledged. It's best if the donor receives a quick 'thank you' email or note within 2 days after the donation, and again a formal thank you letter after the race.
- **Then**, donors should be invited to the race and/or an upcoming event at your organization. This is a great opportunity to recruit new advocates, volunteers, and recurring donors to your organization.
- **And**, volunteer fundraisers should receive acknowledgement from the ED/Board Chair as well as some public venue — be it a newsletter or a sign at your Community Village booth during the race.

**70% of volunteers & supporters would like to be recognized & thanked IN PERSON, informally and on an ongoing basis.**  
**#bayareahumanrace.**

## HISTORY OF THE HUMAN RACE

Since 1982, Center for Volunteer & Nonprofit Leadership (CVNL) has produced the Human Race as a critical fundraising vehicle for nonprofits and as an advocacy tool and community-building event. The 11-week long fundraising campaign provides an opportunity for local organizations to raise money for their programs and for individuals, business and groups to support the nonprofit of their choice in a visible way. Over the past 34 years, the Human Race has raised over \$7.7 million dollars for over 2,000 local nonprofits. Race day features a fun and flat 5K run/walk, Kids Races, a dog walk, local musicians, the Community Village Fair and a pancake breakfast.