



SONOMA COUNTY HUMAN RACE™



#StrongerTogether

Saturday, May 7, 2022

Old Courthouse Square, Santa Rosa, CA

5K Run • Walk • Dog Walk
Community Village • Music • Refreshments

TEAM CAPTAIN PACKET

WELCOME TEAM CAPTAINS

At Center for Volunteer and Nonprofit Leadership (CVNL) one of our core mottos is 'Stronger Together'. After a two-year hiatus, we are thrilled to re-imagine and re-launch the

Sonoma County Human Race 2022 - #StrongerTogether!

The Sonoma County Human Race is the largest community-driven 5k fundraising event in Sonoma County. Hundreds of local area nonprofits are supported by individuals in our community and the funds we raise together. Anyone can sign up and join a team or create a team and start raising money for their favorite organization.

Then, join together on **Saturday, May 7** at Old Courthouse Square in downtown Santa Rosa and run, walk, or roll in support of Sonoma County nonprofits!

RACE DAY INFO

Saturday, May 7, 2022

Old Courthouse Square
4th Street/Santa Rosa Avenue
Santa Rosa, CA 95401

7:00 a.m. - 11:00 a.m.

7:00 a.m. Race Day Check-in Opens

8:00 a.m. 5K Race Starts

8:30 a.m. Free Kids Activities - Until 11 AM

9:30 a.m. Awards Ceremony (Main Stage)

11:00 a.m. Closing — see you next year!

RACE DAY TIMELINE

COURSE DESCRIPTION

- 5K timed course starting at Old Courthouse Square, Santa Rosa, CA
- All levels and ages welcome (under 13 must be accompanied by an adult)
- Wheelchair accessible
- Well behaved dogs on leashes are allowed but must be registered (2 dog max)
- Strollers are welcome
- Sorry, no bicycles, scooters or skates

REGISTRATION

For our nonprofit partners, the Sonoma County Human Race has evolved and changed for the better. Easier and more direct fundraising, a new race location in the heart of downtown Santa Rosa, and a shorter, more streamlined route and race day. These changes will support and enhance your efforts to raise needed funds and bring our community together again - **Stronger Together!**

BENEFICIARY NONPROFIT ORGANIZATIONS

All nonprofits, schools and community groups can participate and receive funds through the Sonoma County Human Race. Organizations must register online at humanracenow.org.

Organizations who register as a beneficiary will receive a promo code for 1 FREE individual registration - to start your own fundraising team!

Nonprofit Registration Fees: Early Bird rates thru March 10, 2022!

CVNL Members **\$40** through March 10/**\$50** after.

Non-Members, **\$125** through March 10/**\$135** after.

Learn more about CVNL member benefits at www.cvnl.org/membership.

INDIVIDUALS

Each person who wants to participate in the race and create a Human Race fundraising page must register for the race at humanracenow.org. All registrants are able to form and join fundraising teams and participate as a group! We encourage nonprofits and businesses to create teams of their own!

Individual Registration Fees: Early Bird rates thru April 7, 2022!

Entry fee:

- Adult 5k, **\$35** until April 7 /**\$45 /\$55** race day
- Youth 5k (13-18) **\$25** until April 7/**\$35 /\$45** race day
- Dog walker (max 2 dogs), **\$40** until April 7/**\$50/\$60** race day

We know that passion alone isn't enough when it comes to creating strong nonprofits.

That's why we work with aspiring and established leaders every day to help them build the skills and connections that can take their impact to the next level. Learn more about CVNL member benefits at cvnl.org/membership.

**CVNL
Member
Benefits**

#StrongerTogether

FUNDRAISING

COLLECTING DONATIONS - ONLINE!

Ask your friends, family, neighbors, and co-workers to support you!

The most streamlined and preferred way to fundraise is online through your personal and team fundraising pages! You may also collect cash or check donations in person and turn into CVNL's Santa Rosa office, **by appointment only.**

Donations may be collected up to **May 20, 2022.** That's right!
Donations are accepted up to two weeks after race day!

COLLECTING DONATIONS ONLINE 3 easy steps!

Online donations are one of the easiest ways for your supporters to contribute to your team!

Log on to your team fundraising page at any time to track your online donations.

Start fundraising online at **humanracenow.org**

Questions & Event support email
humanracenow@
cvnl.org

1. GO TO HUMANRACENOW.ORG.

2. REGISTER AS AN INDIVIDUAL.

- Fill out the personal information.
- Then start a team or join a team.

3. CUSTOMIZE YOUR TEAM & PAGES and START FUNDRAISING!

- Personalize your individual and team fundraising pages with pictures, stories, and fundraising goals.
- Recruit teammates. Co-workers, friends, family!
- Email and share on social. Encourage **EVERYONE** you know to donate!

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

Collect donations online up to May 20, 2022!



FUNDRAISING

COLLECTING DONATIONS - IN PERSON.

If your team collects in person donations, a team captain may drop them off, **by appointment only**, at CVNL Santa Rosa office.

1. [Click here to make an appointment](#) or call 707.890.8875.
2. Fill out the donation form provided by CVNL and make a copy for your records.
3. All donations delivered in person must be by appointment and must include a donation form.

**Donations will be accepted up to May 20, 2022
Online and in person, by appointment only.**

THANKING YOUR DONORS

Participants are responsible for providing their *offline* donors with a tax receipt using CVNL's tax identification number. A template is provided. Receipts for *online* donations will be sent by CVNL.

FUNDRAISING DISTRIBUTION

CVNL will begin check distribution to all organizations **June 20, 2022**. All checks will be accompanied by a donation report.

CVNL FUNDRAISING TIPS

Earn thousands of dollars for your organization with the Sonoma County Human Race.

- Ask for donations early.
- Ask the right people, often!
- Be specific about where the money is going.
- Get creative, offer fun incentives!

TEAM CAPTAIN TRAININGS

READY. SET. GO!

We will be hosting trainings to maximize fundraising efforts for all team captains, volunteers and staff of participating nonprofit organizations. This is a great opportunity to gather with other teams, share goals and ideas with your peers, and stay connected!

DETAILS

- All trainings will be hosted virtually via Zoom by CVNL staff.
- Join us to learn and share tools and resources to increase your impact.
- Share best practices on team building and fundraising.

**Sign up for FREE Team Captain trainings at
humanracenow.org**

Tuesday, March 22, 11:00 a.m. - 12:00 p.m.

Shape your fundraising message
and social media techniques.

Tuesday, April 5, 11:00 a.m -12:00 p.m.

Motivate your team
and increase your impact.

April 19, 11:00 a.m. - 12:00 p.m.

Final countdown - Prepping for the race
and final fundraising push.

**CONTACT
US**

Go to **CVNL.ORG** to learn more about us
and get the latest information about all of
our events and news.

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 an estimated **1,500 - 2,000** Sonoma County Human Race attendees!

Highlights this year include:

- Kids zone
- Local musicians
- Refreshments provided by local vendors

Community Village booths are 10x10 spaces with a 6' table, 2 chairs. Organizations will be responsible for providing their own tent if desired. Set up details will be provided upon registration.

Booth Registration Fees:

- Nonprofit Organizations, Schools or Community Groups:
CVNL Members: **\$60**, Non-Members: **\$140**
- Businesses: **\$275**

DETAILS

- Register to reserve a booth space at **humanracenow.org**.
- Your nonprofit must be a current member to receive the member rate.
- 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.

GETTING STARTED CHECKLIST

- First** register your nonprofit, school or community group to get in front of fundraisers. Register orgs by **March 10**, for the Early Bird rate!
- Register yourself. And build a team!** Encourage individual team members to register by **April 7**, for the early bird rate.
- Share your team's fundraising page** and begin to raise funds!
- Attend the FREE Team Captain Trainings** and get connected. Register online at **humanracenow.org**.
- Drop off donations collected in person, by appointment, to:**
CVNL Santa Rosa Office: thru Friday May 20th.
All donations must be accompanied by donation form.
- See you May 7, 2022**, at Old Courthouse Square, for:
Sonoma County Human Race - #Stronger Together!

Thank you Sonoma County Human Race Sponsors

As of February 17, 2022

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