



SONOMA COUNTY HUMAN RACE™



ONE HUMAN RACE

SATURDAY, MAY 13, 2023

Old Courthouse Square, Santa Rosa, CA

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

TEAM CAPTAIN PACKET

WELCOME TEAM CAPTAINS

Sonoma County Human Race ONE HUMAN RACE

The Sonoma County Human Race is a social, fun 5k fundraising event for local nonprofits in Sonoma County. Nonprofits register as beneficiary organizations to place their organization in front of hundreds of individuals in our community who race to raise funds.

The key to your nonprofit's fundraising success is to designate and register a Team Captain who will help communicate your fundraising goals, build a fundraising team, and motivate people in your community to support your cause! **Engaged fundraising begins as soon as you register on [Humanracenow.org](https://www.humanracenow.org)!** Then, join us on race day to walk, roll or run for your favorite local cause.

RACE DAY INFO

Saturday, May 13, 2023
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

Fundraising, resources, and race info are all hosted online through RaceRoster - a streamlined yet secure fundraising and race platform. The race location held in downtown Santa Rosa at Old Courthouse Square, creates a great community vibe with higher visibility for the racers and fundraisers on your team.

BENEFICIARY NONPROFIT ORGANIZATIONS

All nonprofits, schools and community groups can participate and fundraise through the Sonoma County Human Race. To participate, nonprofits must register as a 'beneficiary organization' online at humanracenow.org.

Nonprofit Organizations - **Early Bird Discount - March 17th!** Registration Fees for Beneficiary Organizations:

CVNL Members: **FREE** until March 17th/**\$40** after.

Non-Members: **FREE** until March 17th/**\$75** after.

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

INDIVIDUALS

Individuals sign up to race and fundraise 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 14th!**

- Entry fee:**
- Adult 5k, **\$35** until April 14 / **\$45** / **\$55** race day
 - Youth 5k (13-18) **\$25** (+\$5 with dogs)
 - Dog walker (max 2 dogs), **\$40** until April 14 **\$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**

FUNDRAISING

Fundraising continues up to May 26th, 2023!

ONLINE FUNDRAISING

The most streamlined and preferred way to fundraise is online through your personal and team fundraising pages on RaceRoster.

On your mark. Get set. Go! At [Humanracenow.org](https://www.humanracenow.org).

**On your mark.
Get set.
Go!
[Humanracenow.org](https://www.humanracenow.org)**

**Have Questions?
We're here to help!
humanracenow@cvnl.org**

1. Register Your Nonprofit

Sign up to be a Beneficiary Organization.

2. Register an individual or team

Create an individual or team fundraising page.

3. Begin FUNdraising!

Recruit co-workers, friends, family for your team. Share your page on social

Ask your network & community for support!

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. Fill out the donation form provided by CVNL and make a copy for your records.
2. Book an appointment by email with loblad@cvnl.org to turn in your donations and donation form in to CVNL by **May 26th, 2023**.

Fundraising continues up to May 26th, 2023!

CVNL FUNDRAISING TIPS

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

THANKING DONORS & FUNDRAISING DISTRIBUTION

THANKING YOUR DONORS

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

FUNDRAISING DISTRIBUTION

CVNL will begin check distribution to all organizations **June 26, 2023**. All checks will be accompanied by a donation report.

TEAM CAPTAIN TRAININGS

READY. GO! #ONEHUMANRACE

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 via Zoom by CVNL staff.
- Share best practices on team building and fundraising.

SAVE THE DATES!

- Tuesday, March 23, 11 AM - 12 PM
- Tuesday, April 5th, 11 AM - 12 PM

**Sign up for FREE Team Captain Trainings at
[humanracenow.org](https://www.humanracenow.org)**



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 **1,000 - 1,200** Sonoma County Human Race attendees!

Highlights include:

- Kids zone
- Local musicians
- Refreshments provided by local vendors
- Location! Set up in the heart of Old Courthouse Square.

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: **\$125**
- Businesses: **\$250**

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 17**, for the Early Bird rate!
- Register yourself. And build a team!** Encourage individual team members to register by **April 14**, for participant's 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 26, 2023.
All donations must be accompanied by donation form.
- See you May 13, 2023**, at Old Courthouse Square, for:



Thank you Sponsors

As of February 21, 2023

CHAMPION



Marathon



Sprinter



In-Kind & Media

