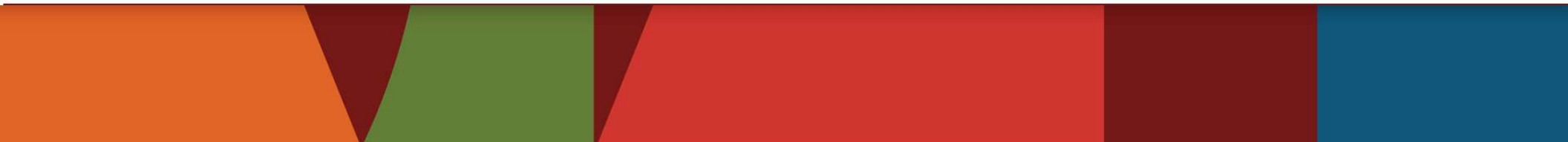
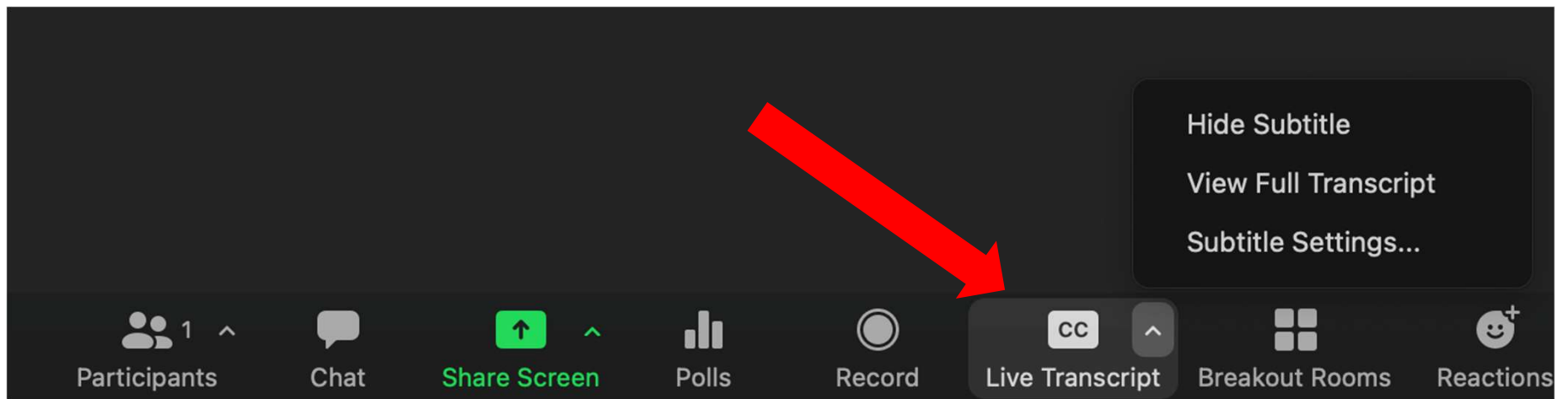


# Sonoma County Human Race Kick-off Event

February 15, 2024

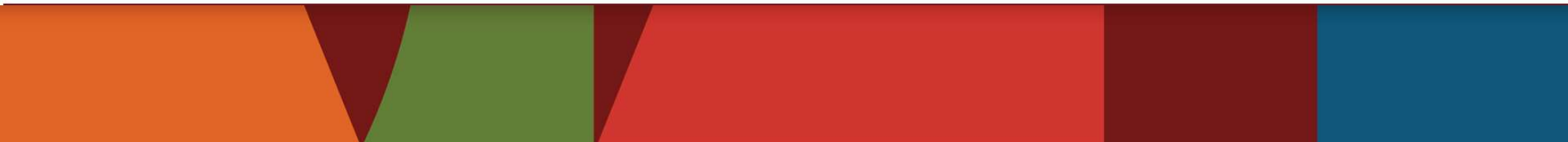


# Zoom captions are available!





**Supporting Local Nonprofits Since 1981**





## Agenda

- **What The Sonoma County Human Race Looks Like**
  - Schedule, Location, Route, Community Village, Race Day
- **Who Participates? How?**
  - Individuals, Nonprofits, Businesses & Sponsors
- **Support and Training Materials**
  - Website, Team Leader Packet, Donation Form, and Training Session
- **Important Dates & Recap**
- **Q&A**

## Important Dates & Logistics

### **Saturday, May 4th: Race Day at Courthouse Square!**

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

7am Registration Opens

8am Race Begins

8am Free Kids Activities

9:30am Awards Ceremony at Main Stage

11:00am Closing – see you next year!

### **May 17th: Cutoff Date for Fundraising**

### **June 14th: Check Distribution Begins**

Due to the generosity of our sponsors, Center for Volunteer & Nonprofit Leadership will be able to return 80% of all the pledge dollars.

**HUMANRACENOW.ORG**

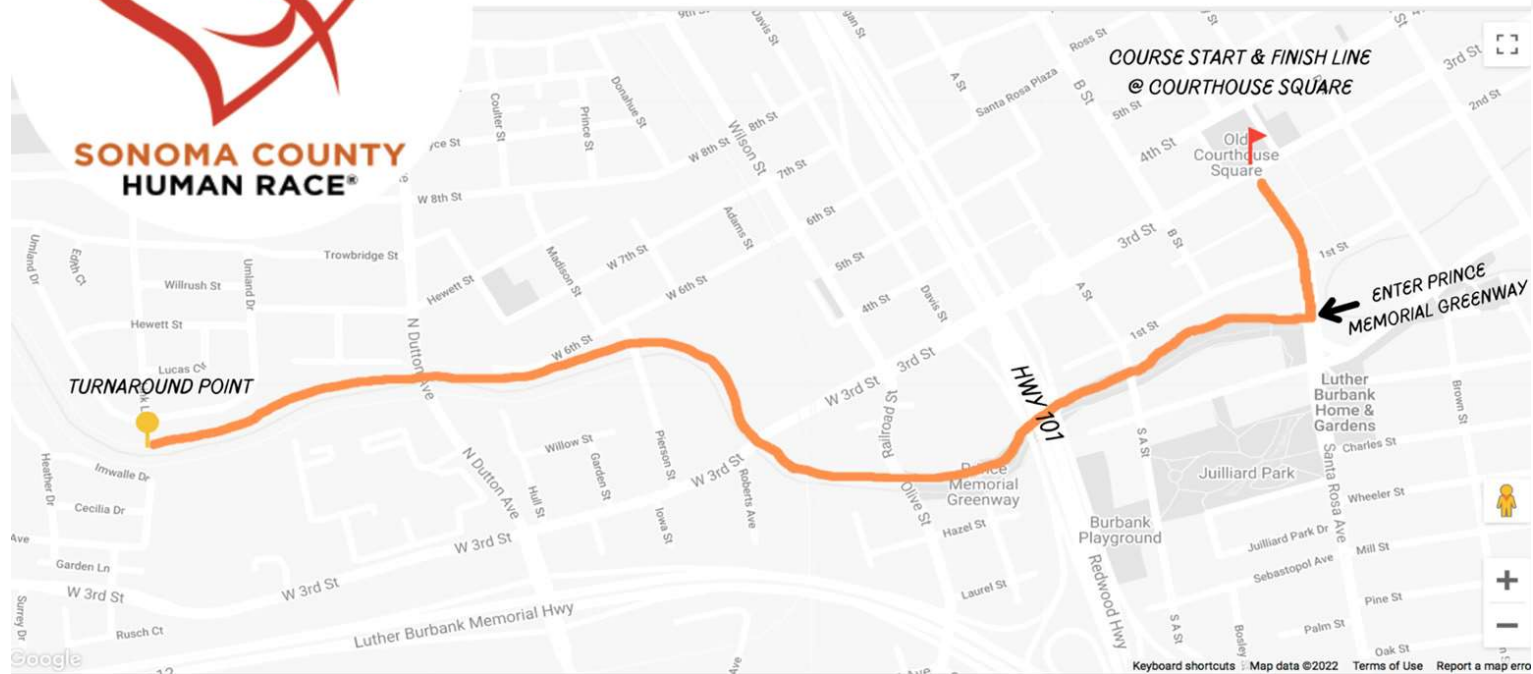
## New Reduced Fees!

- **Register now as fundraising recipient for free until March 8<sup>th</sup>.** After March 8<sup>th</sup>, CVNL members will still be free, and nonmembers will be \$75.
  - **Free team captain entry with each registration**
- **February 29<sup>th</sup>,** Team Captain Training starts at 1:30pm!
  - In depth Roster Walkthrough
  - Fundraising ideas
- **April 5<sup>th</sup>:** Early Bird Pricing ends for Individual Registrations
  - Early Bird \$25, Regular \$35, Race day is \$45 (dog walker \$5)
  - Youth \$25 (dog walker \$5)



**SONOMA COUNTY  
HUMAN RACE®**

# Human Race 5k Course



- Course Start at Courthouse Square
- South on Santa Rosa Avenue
- Enter Prince Memorial Greenway
- Course continues West along Santa Rosa Creek Trail

- Turnaround point near Link Ln & Umland Dr
- Return along the course to Finish Line at Courthouse Square

# Courthouse Square Community Village

Opportunity for networking between individuals, nonprofits, and local businesses!



- Community Village booth spaces will be in a prime downtown location at the Square, near the main stage and Start/Finish Line
- Booth spaces consist of a 10x10 space with a table and 2 chairs
- Bring branded materials, merch, and staff/volunteers to get your cause in front of Human Race participants and engage the community!
- CVNL Member: \$60    Non-Members: \$125    Business:\$250





## Nonprofit/Business Synergy

- Encourages volunteer engagement





SONOMA COUNTY  
HUMAN RACE®

# Who Participates and How?

## Individuals

- ✓ Register for the Race

- ✓ Join a Fundraising Team

Become a Team Captain and organize your own Fundraising Team. Set-up your Team Page and invite teammates to join you!

- ✓ Create your Fundraising Page

Reach out to your networks, drive traffic to your Fundraising Page, collect donations for your favorite nonprofit!

- ✓ Join us on Race-day at Courthouse Square!

Get Started

## Organizations

- ✓ Register as a Beneficiary Organization

Consider creating a Fundraising Team for your organization. Assign a staff or volunteer Team Captain. Help your staff, volunteers, and friends register for the Race and join your Fundraising Team!

Set up a booth at the Community

- ✓ Village. Bring branded materials and engage the community.

Share about the Human Race on social media. Drive traffic to Fundraising Pages that benefit your agency.

- ✓ Join us on Race-day at Courthouse Square!

Get Started

## Business

- ✓ Sponsor the Human Race

Consider creating a Fundraising Team for your business. Assign a Team Captain. Help your staff register for the Race and join your Fundraising Team! Let the community know which organization your business is supporting!

Set up a booth at the Community

- ✓ Village. Bring branded materials and engage the community.

Share about your engagement with the Human Race on social media.

- ✓ Join us on Race-day at Courthouse Square!

Get Started

### Nonprofits

Nonprofits register as a Fundraising recipient. **Early Bird Registration is FREE Thru March 8th.**

### Individuals & teams

Register here to fundraise and race. **Early Bird Pricing thru April 5th!**

### Community village

The perfect way to get your nonprofit, school, local business, or cause **in front of thousands!**

### Volunteers



# Intro to [humanracenow.org](https://humanracenow.org)

## Race Roster

## Team Captain Packet



## Fundraising Tips

- **Spread the Word**
- **Get Organized & Be Creative**
  - Bake sale at work
  - Garage sale proceeds
  - Home chef party; feed your friends for a price
  - Wine or beer tasting event at home or at a winery/brewery
  - Bocce, darts, pickleball tournament
- **Start Early**
- **Have Fun!**





## Fundraising Tips

**Most importantly – ask *EVERYONE* you know**

- Hairdresser, dentist, grocer, vet, plumber, landlord
- Any business you frequent



**Remember:  
If you don't ask  
the answer is *ALWAYS* no**



Want more support? Join us at our upcoming virtual training!

**Thursday, February 29<sup>th</sup>, 1:30p – 2:30p**

Team Captain Training and Fundraising tips

Further details and zoom links for trainings coming soon to our [humanracenow.org](http://humanracenow.org) website!



# Important Deadlines: Recap

**March 8th**

Early Bird Pricing Ends for Fundraising recipient

**April 5th**

Early Bird Pricing Ends for Individuals

**May 4th**

Race Day!

**May 17th**

Fundraising Cutoff Date

**June 17th**

Check Distribution Begins



# Membership at CVNL

## Highlights of some of our Benefits include:

- Up to 20% discount on all Learning & Leadership professional development programs (valued at \$400)
- Two free 30-minute coaching session per year (valued at \$300)
- Free unlimited job postings on CVNL's job board (valued at \$60 per listing)
- Free access to monthly Peer Learning Networks (valued at \$20)
- Discount on GrantStation subscription (valued at \$604)
- 30% discount on Consulting Services
- Discount on Executive Search
- *And More!*

**Interested in signing up?** View our [membership page](#) to get started at [cvnl.org](#)

**For more information, contact Tom Hayashi at [thayashi@cvnl.org](mailto:thayashi@cvnl.org)**





THANK YOU TO  
OUR GENEROUS  
SPONSORS!

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If you are interested in  
sponsoring the Human Race and  
would like more information,  
please email Tim Johns at  
[tjohns@cvn1.org](mailto:tjohns@cvn1.org)

## Presenting Sponsor



## Marathon



## Pacesetter and Sprinter



## Media



## In Kind





## Q&A

**You are always welcome to email me at [loblad@cvnl.org](mailto:loblad@cvnl.org) for further assistance or clarification.**

# THANK YOU!

Contact: Lauren Oblad, CVNL Event Manager  
**707.890.8884**: [loblad@cvnl.org](mailto:loblad@cvnl.org)

