



SONOMA COUNTY HUMAN RACE™



Supporting Local Nonprofits Since 1981

5K Nonprofit Fundraiser

Run • Walk • Roll • Dog Walk

Community Village • Music • Refreshments

**SATURDAY,
MAY 4th, 2024**

Old Courthouse Square, Santa Rosa, CA

TEAM CAPTAIN PACKET

WELCOME TEAM CAPTAINS

Sonoma County Human Race

The Sonoma County Human Race is a social, 5k - run, walk, roll - fundraising event for local nonprofits in Sonoma County. Nonprofits register as fundraising recipients to place their organization in front of hundreds of individuals in our community who race to raise money and awareness for local causes.

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.

Then gather with your team on race day and connect with our community in promoting and supporting Sonoma County's local nonprofits.

Fundraising begins as soon as you register your organization on [Humanracenow.org](https://www.humanracenow.org)!

RACE DAY INFO

Saturday, May 4, 2024

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 INFO

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

REGISTRATION

Fundraising, resources, and race information are hosted through RaceRoster, a secure online fundraising and race platform. The race location, held in downtown Santa Rosa at Old Courthouse Square, creates a great community vibe for the participants and fundraisers on your team.

NONPROFIT FUNDRAISING RECIPIENTS

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

Registration Fees for Nonprofit Fundraising Recipients:

- CVNL Members: **FREE**
- Non-Members: **FREE** until **March 8th Early Bird Rate!**/\$75 fee after March 8

1 FREE Team Captain Race Entry

With every Nonprofit Fundraising Registration!

RACE PARTICIPANTS

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!

Race Participant Fees - **NEW this year - reduced fees:**

- **Early Bird rates thru April 5th!**
- Adult **\$25** until **April 5th**/**\$35** /**\$45** race day
- Youth (13-18) **\$25** (+\$5 with dogs)/**\$30 with dog**
- Adult dog walker (max 2 dogs), **\$30** until **April 5th** **\$40**/**\$50** 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.

Join us! Or learn more at cvnl.org/membership.

**CVNL
Member
Benefits**

FUNDRAISING

Fundraising continues up to May 17th, 2024!

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!**
Humanracenow.org

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

1. Register Your Nonprofit

Register as a Fundraising Recipient at humanracenow.org

2. Build Your Team

Use your Free Team Captain race pass to log into raceroster and build your personal/team fundraising page. Recruit friends, family and co-workers to join your team.

3. Begin FUNdraising!

Ask everyone on your team to share your fundraising page on social media, through email, or SMS.

Ask everyone you know to help raise funds for your cause!

COLLECTING DONATIONS, IN PERSON.

If your team collects in person donations, a team captain may drop them off, **by appointment only**, at CVNL's 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 Lauren Oblad, loblad@cvnl.org, to turn in your donations and donation form to CVNL by **May 17th, 2024**.

Fundraising continues up to May 17th, 2024!

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 no later than **June 13, 2024**. All checks will be accompanied by a donation report.

FUNDRAISING FEES

Due to the generosity of our sponsors, Center for Volunteer & Nonprofit Leadership will be able to return 80% of all the pledge dollars. All online donations will incur an additional credit card transaction fee.

TEAM CAPTAIN TRAINING

READY? GO!

We will be hosting one Team Captain training to help you maximize fundraising efforts and organize your best team! This is a great opportunity to gather with other teams, share goals and ideas with your peers, and stay connected!

DETAILS

- The training will be hosted via Zoom by CVNL staff.
- Share best practices on team building and fundraising.

SAVE THE DATE!

- **Thursday, February 29th, 1:30 - 2:30 PM, via Zoom.** Training will be recorded and available on RaceRoster as a resource for all Team Captains.
- Register online at **[humanracenow.org](https://www.humanracenow.org)**.



COMMUNITY VILLAGE

THE HEART OF THE HUMAN RACE!

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 **600-800** Sonoma County Human Race participants and supporters!

Highlights include:

- Community connection - Join an estimated 50 local nonprofits and businesses in the village
- Main Stage with KZST
- Kids zone
- Sonoma County Taiko
- Refreshments

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

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.



TEAM CAPTAIN CHECKLIST

- First** register your nonprofit, school or community group as a Fundraising Participant. Register by **March 8th**, for the **Early Bird rate!**
- Use Your Free Team Captain pass to register yourself, and create a fundraising team!** Encourage individual team members to register by **April 5**, for participant's early bird rate.
- Share your team's fundraising page** and begin to raise funds!
- Attend the FREE Team Captain Training** and get connected. Register online at **humanracenow.org**.
- Join us on May 4th, 2024** at Old Courthouse Square for the Sonoma County Human Race!
- Drop off donations collected in person, by appointment, at:**
CVNL's Santa Rosa Office: **thru Friday May 17, 2024.**
All donations must be accompanied by donation form.



**SONOMA COUNTY
HUMAN RACE®**

**Have Questions? Or need support?
We're here to help.
humanracenow@cvnl.org**