



Strides for Peace

2020 Race Against Gun Violence VIRTUAL: *Participation Opportunities and Criteria*

Community Partners and Affiliates

What is the criteria to be a participating organization in the Race Against Gun Violence?

All Strides for Peace **Community Partners** are eligible to participate in the Race Against Gun Violence.

Other non-profit organizations are eligible to participate as **Community Affiliates** in the Race Against Gun Violence if they meet **all of the following criteria**:

- Have 501(c)(3) status or a qualified fiscal agent
- Are based in Chicago and in good standing
- Have a mission that is directly or indirectly involved in reducing gun-violence including mentoring, sports and recreation, arts, education, job and career preparation, cognitive-behavioral therapy and community development
- Offer non-political/advocacy/lobbying programs

How does an organization apply to be a Community Affiliate?

To apply to be a Community Affiliate, please send a brief introductory email to info@stridesforpeace.org stating why your organization would like to become a Community Affiliate and how you envision your organization will use the race to promote its mission.

After your initial request is reviewed, you will be asked to provide the following documentation:

- proof of 501(c)(3) status
- your organization's mission statement
- a brief overview of your organization's core programs

(Continued from “How does an organization apply to be a Community Affiliate?”)

If approved, you will be asked to:

- Sign a memorandum of understanding about participating in the Race Against Gun Violence
- Provide camera-ready logo and at least one organization photo to use on Race Against Gun Violence related materials, promotions and website

What are the benefits of participation in the Race Against Gun Violence?

Inclusion in Our Fundraising Platform

Community Partners and Affiliates have a unique fundraising page on our Race registration platform, providing the opportunity to organize teams and raise funds around the Race. Community Partners and Affiliates receive 100% of all contributions designated to their organization. Fundraising proceeds are distributed directly or a weekly basis. This is a turnkey opportunity for Community Partners and Affiliates to generate new revenue by employing the Race Against Gun Violence peer-to-peer fundraising platform. This year’s VIRTUAL race presents a unique opportunity to engage supporters not just in Chicago but from across the country, and even worldwide. For those who may not want to race, but do want to fundraise, we offer a no fee virtual fundraising option.

Who’s eligible? All Community Partners and Affiliates.

What’s the cost? None.

Exposure to New Audiences

Community Partners and Affiliates will have their logos included in the Race Against Gun Violence’s advertising, digital marketing, printed materials, and website. For this year’s VIRTUAL race, we have planned a robust marketing campaign that will include a dynamic map highlighting community organizations, community organization #ChooseHope spotlight films, community fitness challenges (#RAGV2020), and individual runner profiles (#WhyIRun). All community organizations are invited to produce content for inclusion in the RAGV platform, providing an opportunity to spread the word about your impact and generate support NOW, during this unusually challenging period.

Who’s eligible? All Community Partners and Affiliates.

What’s the cost? None.

Receive Ten Complimentary Virtual Race Registration OR Registration Payback

To ensure members from all communities can participate, we provide Community Partners and Affiliates up to 10 complimentary registrations (including a race shirt, customized bib, finishers medal and socks!) to community members, youth, volunteers, and/or staff at their discretion OR receive the entry fees from up to 10 race registrations back as a donation (\$35 per entry/\$350 maximum). To obtain a complimentary race coupon code, please contact anne@stridesforpeace.org.

Requests for complimentary race registration must be submitted no later than September 18, 2020.

Who's eligible? All Community Partners and Affiliates.

What's the cost? None.

Team Building Opportunity

Community Partners and Affiliates can use the Race to organize a team of walkers and/or runners, engaging their organizations' key stakeholders including staff, youth, and board members. Some organizations produce team shirts to enhance their organization's name recognition and visibility; some create incentives to drive friendly competition and build team spirit! Follow weekly fitness challenges and tag #RAG2020 to build your virtual community and connect to others across Chicago.

Who's eligible? All Community Partners and Affiliates.

What's the cost? None.

Health and Wellness Program Enhancement

Some Community Affiliates use the Race as a catalyst to launch or promote a fitness campaign for staff, community, and/or youth and families. Setting race day as a goal and using the Race as an opportunity to celebrate your team's success is a great way to incentivize a fitness campaign. For this year's VIRTUAL race, we're planning weekly fitness challenges throughout the summer so race participants can engage with the RAGV community, get fit, and have fun! Community organizations offering athletics and wellness programming are invited to issue RAGV fitness challenges which we share as part of the #RAGV2020 fitness campaign.

Who's eligible? All Community Partners and Affiliates.

What's the cost? None.