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How To Make the Most of the Race

Set Goals

Whether it's about how many runners you recruit, funds you raise, or volunteers you rally, having a goal and reporting back on it is a great way to keep people engaged and focused.

Provide Incentives and Communicate Progress

When reaching for a goal, it's important to provide incentives to keep people motivated, as well as to recognize those who perform well or put forth the greatest effort. Incentives can range from a shout out to a financial reward. Here are a few ideas that may work for your organization:

- Creative communication is key! Post a chart or other image that represents the progress your organization is making towards the goal. Make sure it is visible and staff can see it on a frequent basis.
- Establish a friendly competition by creating teams and reporting on progress: board vs. staff; the finance committee vs. operations committee, etc.
- Offer rewards for the top performers in a range of categories: funds raised, runners recruited, etc. Rewards can be monetary or non-monetary (ex. a day off, the best parking space for a month, etc.)
- Communicate progress by giving special shout outs to those who are putting in the most effort to reach goals.

Enhance Programming

Depending on your organization, the race may provide some unique program opportunities:

- Health and wellness: highlight the importance of exercise by starting a training or fitness group for employees and/or the community you serve at lunch or in the early evening. Ask youth in the after-school program to participate in the run as a way of promoting health, wellness and team building.
- Performance and art: does your organization have a choir or band? Has your organization produced a work of art that represents your organization's efforts to reduce gun violence in Chicago? Consider using the race as an opportunity to showcase this work.
- Civic engagement / youth exposure: the race provides an opportunity to travel downtown and interact with people from many different spheres, celebrating the work of your organization and others that share a commitment to reducing gun violence and improving life for all citizens.

Gain Exposure

The Community Partners and Affiliates are the highlight and focus of the Race Against Gun Violence. Make sure to make the most of it:



- Have enough staff and youth on hand to engage with race attendees and spectators
- Wear t-shirts or hats and carry a banner with your organization logo (all runners also receive a race t-shirt)
- Distribute materials highlighting your programs
- Bring sign-up sheets to capture contact details of individuals who may want to join your mailing list or volunteer at your organization
- Bring signs, banners, etc. to make your table stand out

Employee and Board Engagement

The race presents a fun way to boost employee morale, build relationships, and promote team spirit. Consider how the race can help bring employees and board members together for a fun and common cause.

Fundraise

The race provides an opportunity to highlight the work of your organization and raise funds via an easy-to-use online platform, tapping into personal and professional networks via social media and email.

Whether your contacts want to support the individual who is running, or the cause they are running for, the race provides an opportunity to build support for your organization.



Race Preparation Checklist

A guide to help with race planning and organization

Timeline here may be adapted to best fit your organization's interests and/or when you get started.

Feb – Mar: Race Planning

- Designate team captain
- Host initial planning meeting to:
 - **Set goals:** number of registrants, \$\$\$ raised, miles walked/run
 - **Determine roles and responsibilities:** for staff, board members, youth
 - **Decide registration policy:** if applicable, who will get complimentary registrations and what is policy for paying for staff or youth registrations?
 - **Plan for employee and board engagement:** how should stakeholders participate? Who will run, fundraise, volunteer?
 - **Determine programming:** will youth be involved? Incorporate fitness training to after school program or staff wellness program?
 - **Set dates for communications and training:** how will you inform stakeholders of opportunity, goals and progress and make the most of the race from a participation and fundraising perspective?
 - **Create incentives:** how will you motivate people to participate and acknowledge those who go beyond expectations?
 - **Decide if you will want a booth at the race site**

Tip: find someone who really loves the project who can be your ambassador. Think about networks you can engage – board, donors, staff, youth, etc.

Mar – May: Registration and Outreach

- Draft and share “reason why we run” and solicitation “templates” to share with stakeholders
- Highlight early bird pricing
- Begin registration at stridesforpeace.enmotive.com
- Contact anne@stridesforpeace.org for coupon codes and group registration template if needed
- Invite stakeholders to join the race, fundraise or volunteer: email registration/fundraising link
- Highlight the race on your website with a link to the registration page
- Encourage others to fundraise by setting up your own page as an example
- LIKE our Facebook page, SHARE our events and FOLLOW us on Twitter

Apr – May: Reporting and Continued Outreach

- Meet with team captain to review strategy
- Start posting information about progress to goals
- Communicate with stakeholders about progress and highlight accomplishments



- Decide whether additional printed material, shirts and/or signage is needed

Tip: give shout outs to individuals or teams that are doing well and make sure to thank people for joining your team and/or fundraising

May: Prep for Race Day

- Continue outreach
- Determine if transportation is needed and make arrangements if necessary
- Reserve tent space, determine table, chair, tent rental needs and **submit paperwork by May 15 at the latest!**
- Ready info sheets/handouts, signage and organizational t-shirts for distribution
- Update progress towards fundraising goal, make last call fundraising requests
- Complete group registration waiver forms, if applicable

Tip: Be prepared – most registration and fundraising happens this month, now is the time to push your goal

Race Day (June 4, 2020) at Grant Park

- 3:00 Booth set up begins (more details as race day gets closer)
- 5:30 Onsite Registration and Packet Pick-Up Begins
- 6:00 Tots for Peace Sprint
- 6:30 Welcome and Performance
- 7:00 8K Run Starts
- 7:05 5K Run Starts
- 7:15 2 Mile Walk Starts
- 8:15 Race Awards and Congratulatory Remarks
- Post-Race Party to immediately follow with performances, DJ and beer until 9:30!

June: Post-Race Follow up

- Fundraising site will be open through June 30th – you can continue fundraising through the fiscal year end!
- Send thank you notes to donors and participants
- Report race highlights in newsletters, social media, website
- Make and share notes on ideas for improvement next year



Peer-to-Peer Fundraising Tips

Write an email to family, friends, supporters and hit send!

Explain why you're participating in the race and provide link to your fundraising page. Your contacts will want to support you and a cause you're passionate about. Don't limit yourself to local contacts – 30% of last year's fundraising came from donors who live out of state.

Add your WHY to your fundraising page

The most important thing you can add to your page is your personal touch. Add a photo or two of yourself and write a short blurb about why you are fundraising. Let your friends and family know why you care – that's what they care about most!

Utilize social media sharing options

Use the links on EnMotive race registration and fundraising platform to post your fundraising page on Facebook and / or Twitter to reach a broader audience. Also refer to our Social Media Guide / shared Google drive at <http://bit.ly/RAGVSocialMedia>

Don't hesitate to follow up

Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.

Keep thanking and updating on social media

As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal. Send personal notes to donors.

Fundraising often takes a little creativity and persistence, but it's vitally important to our mission and you can do it. A little adds up to a lot! Know that your effort will make a big difference! THANK YOU!



Solicitation Templates

Example 1: Appeal based on work of organization

Please join me in raising much needed funds for [Community Organization] which [does activity to prevent violence]. My goal is to raise [\$x] which will allow [community organization to do]. Let's show the world Chicago can come together to end gun violence!

Example 2: Event-based appeal

I am walking/running in the 7th annual Race Against Gun Violence on June 4th, 2020 to raise funds for [Community Organization] because I believe [organization does important work]. This important race brings everyone – the business community, nonprofits, youth, law enforcement – together to show that our city is invested in finding a solution. Please support me in my quest to raise [\$x] so [organization] can continue its life-changing and life-saving work.

Example 3: Recruit team members

Want to be part of building peace? Join us for the Race Against Gun Violence after work on June 4, 2020 to make a difference in Chicago!

This annual family-friendly event in Grant Park attracts more than 1,800 participants of all ages. Join us by running or walking. Join our team [Team Name] today!

- 8K and 5K run | 2 Mile Walk | Tots for Peace Sprint

Register at stridesforpeace.enmotive.com and join my team [Team Name]



Group Registration Options

Group registration is useful for organizations that want to administer complimentary coupon codes, register community members or youth and/or be invoiced for their registration fees as a group.

We offer 2 ways to register your group:

- Each individual registers themselves with a coupon code
OR
- A coordinator collects participant details on a spreadsheet to be uploaded on the back end of the system. The coordinator collects waiver signatures offline.

Coupon Code(s)

1. Contact anne@stridesforpeace.org to obtain a coupon code for your group
2. Provide that coupon code to members of the group so they can register individually
3. The participant will not have to pay anything at the time of check out (unless they make a donation during registration)
4. Strides for Peace will invoice your group for the number of codes used above 10 (codes may be set with a usage limit per your instructions)

Benefits – everyone who registers themselves will also get a fundraising page and have their own login and account information. Waiver will be completed as part of the registration process.

Spreadsheet Upload by Coordinator

1. Contact anne@stridesforpeace.org for spreadsheet
2. Complete details for each runner, including date of birth, email address, t-shirt size, emergency contact info, etc. on spreadsheet
3. Email spreadsheet to anne@stridesforpeace.org for upload to race platform
4. Collect waiver signatures offline and submit to info@stridesforpeace.org

Thank you for being part of the Race Against Gun Violence! We are grateful for your work and your commitment to collaboration.