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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

How to Make the Most of the Race

6<sup>th</sup> Annual Race Against Gun Violence: June 6, 2019



- 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?

### Mar – May: Registration and Outreach

- Draft and share “reason why we run” and solicitation “templates” to share with stakeholders
- Begin registration at [stridesforpeace.enmotive.com](http://stridesforpeace.enmotive.com)
- Contact [anne@stridesforpeace.org](mailto: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
- 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

### May: Prep for Race Day

- Determine if transportation is needed and make arrangements if necessary
- Reserve tent space, determine table, chair, tent rental needs and **submit paperwork by May 23 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



### **Race Day (June 6, 2019) 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
- 6:30 Tots for Peace Sprint
- 6:45 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!

### **June: Post-Race Follow up**

- 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 race registration and fundraising platform to post your fundraising page on Facebook and / or Twitter to reach a broader audience.

### **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 6<sup>th</sup> annual Race Against Gun Violence on June 6<sup>th</sup>, 2019 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 6, 2019 to make a difference in Chicago!

This annual family-friendly event in Grant Park attracts more than 1,700 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](http://stridesforpeace.enmotive.com) and join my team [Team Name]



## Registration and Fundraising FAQ

The race registration and fundraising platform is very flexible. You can fundraise as an individual or as part of a running team.

### Team Questions

#### How do I create a running team?

In order to create a team you must first start the registration process. You will find that you can create your team on the third page of registration after you have selected your race category and told us who you are!

#### The team I want to join has already been created. How do I join it?

There are two ways to join an already existing team:

1. Begin the registration process, and on the third page of registration, after you have selected your category and told us who you are, you will find the option to select a team.
  - a. The team option has a drop-down menu where you can search for your team.
  - b. Once you have selected your team and submit your registration you are now a part of that team

#### How do I view my Team's fundraising page?

1. Log into your EnMotive Account - <https://stridesforpeace.enmotive.com/>
2. Click 'My Account' in the upper right corner on the black toolbar
3. On the right side of the screen you will see a section labeled 'Upcoming Events'
4. Click 'View Team Fundraising Page'

#### How do I become the Team Captain?

To become the Team Captain you must be the first person to register/create the Team.

#### How do I update the Team Captain?

If you need to change the Team Captain please reach out to [help@enmotive.com](mailto:help@enmotive.com) and this can be changed!

#### As a Team Captain, how do I make updates to our Team Fundraising Page?

1. Login to your EnMotive Account – <https://stridesforpeace.enmotive.com/>
2. Click 'My Account' in the upper right-hand corner
3. 'My Teams' will be listed at the top of the page – scroll to the team you are the Team Captain for





You will see several options:

- *View/Manage Team*: allows you to view Team Fundraising page, create a Team password, invite other team members, download team roster, and download donor list
- *Invite Teammate* - allows you to add other teammates

### **As a Team Captain how do I manage my Team?**

1. Sign into your EnMotive account - <https://stridesforpeace.enmotive.com/>
2. Click 'My Account' in the upper right corner on the black toolbar
3. On the right side of the screen you will see a section labeled 'My Teams'
4. Click 'View/Manage Team' – only Team Captain will have this option to manage, if you are not the Team Captain it will only say 'View Team'

Here you will see all the options you have as team captain:

- *View Registration* – Takes you to that individual's registration page to view their registration details
- *View Individual Fundraising Page* – Takes you to that individual's fundraising page if they are needing their fundraising page link sent to them
- *View Team Fundraising Page* – Takes you to the Team Fundraising Page to view or make changes
- *Team Password* – Set a team password so anyone who tries to join your team must know the password first
- *Invite Team Members* – Provides you two options to either invite someone who is already registered to join your team OR to invite someone who is not registered yet by sending them an email
- *Contact Team Members* – Allows you to send emails to your team roster
- *Download Team Roster* – Creates an excel report for the Team Captain to see who is on their team with added details
- *Download Donor List* – A report for you to see a list of who has donated to your team as well as the amounts, messages and dates

### **If I am not the Team Captain how do I make edits to the Team Fundraising page?**

Only the Team Captain can make edits to the Team Fundraising page.

### **Am I required to be a part of a team?**

Nope! You do not have to join a team to complete registration.

### **How do I send my Team Fundraising page to invite friends and family to donate to my team's fundraising efforts?**

1. Copy link to your fundraising page (provided in your registration email confirmation) and send from your email account. OR
2. Sign into your EnMotive account – [https://stridesforpeace.enmotive.com](https://stridesforpeace.enmotive.com/)
3. Click 'My Account' in the upper right corner on the black toolbar
4. On the right side of the screen you will see 'Upcoming Events'
5. Click on "View Personal Fundraising Page"



6. Click on your Team Name to go to Team Fundraiser page
7. See options to share by email, Facebook, Twitter on upper right

### **How do I invite my friends and family to join my team?**

1. Sign into your EnMotive account – <https://stridesforpeace.enmotive.com>
2. Click 'My Account' in the upper right corner on the black toolbar
3. On the right side of the screen you will see 'Upcoming Events'
4. Click 'Invite Teammate'
5. Once you click this, your default email will open with a link to email out!

### **Why can't I upload photos to my team's fundraising page?**

If you are not the team captain of the team fundraising page you will not be able to add photos to the slideshow. You may add photos to your individual fundraising page!

## **Fundraising Questions**

### **How do I view my Personal Fundraising page?**

1. Login to your EnMotive account - <https://stridesforpeace.enmotive.com>
2. Click the 'My Account' tab in the upper right-hand corner, once you have logged in
3. Click 'View Personal Fundraising Page'

\*You will be prompted to set up your fundraising page the first time you go to view it

### **How do I edit my 'Personal Fundraising Page'**

1. Login to your EnMotive account - <https://stridesforpeace.enmotive.com>
2. Click the 'My Account' tab in the upper right-hand corner
3. Click 'View Personal Fundraising Page'
4. Click the blue box in the right side of the screen that says 'My Fundraising Settings'

Here you will see a few options to edit:

- Fundraising Settings – allows you to change your fundraising goal and your fundraising description that is listed on your page
- Thank Donors – thank all donors by sending an email to individuals or sending to the group
- Solicit Donations – send email to individuals or list of emails to ask for donations to the organization
- Upload Images – add pictures to the slideshow that is presented on your fundraising page

### **I am not registered for the race. Can I still donate to an individual or a team?**

Not a problem! To donate to a team or individual without being registered, go to <https://stridesforpeace.enmotive.com/events/fundraising/strides-for-peace-2019-race-against-gun-violence> and search for the individual or team you wish to donate to.



### **How do I donate to the organization without selecting an individual fundraiser or a team?**

Donate directly to Strides for Peace or one of our community partners or affiliates at

<https://stridesforpeace.enmotive.com/events/fundraising/strides-for-peace-2019-race-against-gun-violence>

### **How do I send my fundraising page to friends and family?**

You have a variety of options to send your fundraising link to all your friends and family. You can copy the link to your fundraising page and email it, or from the EnMotive system, when on your individual fundraising page under the 'Donate' button there are three smaller buttons for you to send a link out via Twitter, Facebook or your email.

### **How do I change the image on my fundraising page?**

When on your fundraising page, click the blue drop down menu that says 'my fundraising settings'. Within this section click 'upload images'.

## **Registration Questions**

### **What if I'm going to be out of town or can't participate in the race but I still want to fundraise?**

You can register as a virtual fundraiser (no cost) and set up a fundraising page to share with friends and family OR you can register as a virtual runner with the same benefits plus a race t-shirt for \$35.

### **How do I update personal information within my account?**

1. Login to your EnMotive account - <https://stridesforpeace.enmotive.com/>
2. Click the 'My Account' tab in the upper right hand corner
3. You can change all personal information here such as email, password, address etc

*Please note:* If you need to change your name or birthdate you must contact [help@enmotive.com](mailto:help@enmotive.com) to get this updated

### **Can I register more than one person under my account?**

Yes! You can register as many people as you want under your account. You can do so by selecting the 'register another person' option on the last page of registration, or you can start a new registration and enter your email as the account holder.

### **I have a coupon code! Where do I enter this?**

Any coupon code you have will be entered on the last page of registration before you submit your credit card information.

**For more assistance on registration questions contact Anne at [anne@stridesforpeace.org](mailto:anne@stridesforpeace.org)**



## 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](mailto: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](mailto: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](mailto:anne@stridesforpeace.org) for upload to race platform
4. Collect waiver signatures offline and submit to [info@stridesforpeace.org](mailto: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.*

