



McHenry County Human Race

McHenry County Human Race Sponsors



The 2012 Presenting Sponsor:



M c H E N R Y C O U N T Y
COMMUNITY
F O U N D A T I O N

Marathon Sponsors



Sprint Sponsors



Race day: April 15, 2012



- ▶ **Where:** Corporate Dr and Prime Parkway, McHenry
 - Parking: assign as people come in
 - Event area: Follett Software north parking lot
- ▶ **When:** 9AM The Human Race begins
 - Day of registration and packet pick 7:30 to 8:30

2012 Prizes



- ▶ **\$500** McHenry County Community Foundation Award to the top fundraising organization
- ▶ **\$250** to the top fundraising individual's choice organization
- ▶ **\$150** to the organization with the most fundraisers
- ▶ **\$100** to the organization with the most race participants
- ▶ **\$100** to the most improved organization

Organization Registration



- ▶ Registration for agencies opens **November 15, 2011**
- ▶ Getting involved in the Human Race is easy. Just visit www.volunteermchenrycounty.org.
- ▶ There is a \$25 discount for member agencies



- ▶ **Early registration** is through February 10, 2012
 - Member fee: \$50.00
 - Nonmember fee: \$75.00
- ▶ Registration after February 12, 2012
 - Member fee: \$75.00
 - Nonmember fee: \$100.00
- ▶ Organizations should use the online payment method or call 815-344-4483 to make other arrangements

Race Registration



- ▶ Race registration opens December 1, 2011
- ▶ Participants choose which organization receives a portion of their registration.
- ▶ All participants must register and pay the required registration. (Children in strollers are not required to pay the fee)



- ▶ Online Fees (online registration is only available until noon April 12):
 - \$25 until midnight April 8
 - \$30 after April 8
- ▶ Off line
 - \$30 until midnight April 8
 - \$35 after April 8

Fundraising



- ▶ Anyone can fundraise for a participating organization/program
- ▶ Agencies create their fundraising URL once payment is made for Race



▶ Online

- An online fundraising tool is available for Race agencies
 - Agencies can forward invites via the online tool or email to their supporters and race participants:
 - Donate to their cause
 - Create a fundraising page to support the agency's cause
- Offline and online fundraising can be tracked online



▶ Offline

- Pledge forms can be downloaded from www.mchumanrace.org
- **Pledge forms must be turned in to NFPR no later than May 1 to qualify for prizes**

Percentages



▶ Race registrations:

- 60% to organizations
- 40% to Not-For-Profit Resources

▶ **Fundraising** (to meet the following amounts organizations can include 100% of their race registrations)

- Under \$3000 raised: receive 75% of all fundraising dollars, plus 60% of race registration
- \$3000 to \$4999 raised: receive 80% of all fundraising, plus 60% of race registrations
- \$5000 to \$10000: receive 85% of all fundraising dollars plus 60% of race registrations
- Over \$10000: receive 90% of all fundraising dollar, plus 60% of race registrations



▶ Example

▶ Organization

- 100 runners = \$2500
- \$3000 in fundraising
- This organization would be at the \$5000 to \$10000 level and receive 85% of \$3000 and 60% of \$2500 totaling: \$4050 (minus the online fundraising fees which are 6.5% plus \$1 per transaction – may seem high but it pays for the tracking, transaction and online fundraising tool)

Packet Pickup



- ▶ Early Packet pick-up and registration: **April 13, 2012** – noon to 4PM at McHenry County Defenders, 110 South Johnson Street, Suite 106, Woodstock
- ▶ Early Packet pick-up and registration: **April 14, 2012** – 11 to 2 at The Raue Center, 26 N Williams St, Crystal Lake, IL
- ▶ Day of Registration 7:30 to 830AM

Branding



- ▶ Regarding the official Human Race logo. Make sure to include this logo on all Race materials along with the official race website: www.mchumanrace.org You will be sent the logo in an email
- ▶ Organization promotional items do not need the Race logo and website
 - Promotional items are generally items to wear or use (pens, etc.) If you are in doubt contact Rebecca at 815-344-4483

Sponsorships



- ▶ We encourage your organization to obtain sponsorships to increase your funding resources. Please follow these requirements
 - Percentages apply to all sponsorships associated with the Human Race
 - All Human Race sponsorships need to be reported to NFPR. Failure to disclose will prevent your organization from participating next year.
 - Organization's sponsors do not have the right to utilize the Human Race logo (only NFPR's official Race sponsors).
 - Organization sponsors may be listed on any organization's promotional items such as t-shirts, hats, etc.

Event Booth – Day of



- ▶ Participating organizations are encouraged to host a booth in the event area to greet your supporters, and help others learn about your mission.
- ▶ Booth sites are limited and must be reserved no later than March 15
- ▶ Organizations must supply any tents, tables, chairs, etc. needed. We are only providing the space.
- ▶ No stakes can punched the parking lot – sand bags or other bulk must be used to weight down the tent.
- ▶ Booth spaces will be assigned

Resources



- ▶ Race bag: nonprofit participants can drop off items for the race bag
 - Eder Casella Co., 5400 W. Elm St, McHenry no later than March 30 (drop dead deadline).
 - Michelle at 815-344-1300
- ▶ www.mchumanrace.org
 - Find toolkits to help your agency and fundraisers
 - Links to fundraising and registration
 - Question and answer pages for agencies and race participants

Finally



- ▶ The Human Race is a great way to
 - Get your mission out
 - Recruit new volunteers and supporters
 - Get to know your present supporters better
 - Enhance you funding abilities

For more information: 815-344-4483 or
info@mchumanrace.org

Have fun with this!