



One Race, With Purpose. My Cause, Our Community.

A 5KRun/Fitness Walk and fundraising event to celebrate, support and raise awareness for nonprofit organizations serving DuPage County

SATURDAY, APRIL 27, 2019



WHEN?

Saturday, April 27, 2019

Onsite registration - 7:30 to 8:15 am

Race Begins – 9:00 am

Awards Ceremony to follow

WHERE?

Esplanade At Locust Point

1901 Butterfield Road, Downers Grove

2,500 parking spaces in garage & race begins in the parking lot

WHY?

In 7 years, we've.....

Reached 10,322 people and raised

\$631,158 for 146 local charities

WHY? BENEFITS FOR YOUR ORG



- ▶ Giving DuPage provides your organization with capacity building resources through this fundraising event.
- ▶ Giving DuPage does all the work - no hassles or extra staff on your end at virtually no cost to your org!
- ▶ Increase visibility & awareness for your organization as we grow the race this year to over 1,900 race participants
- ▶ More organizations participate every year because it's a fun, feel-good event for your supporters.....**YOU CAN DO THIS!**

THIS FUNDRAISER IS PERFECT FOR



- ▶ Organizations who are committed to the idea of a 5K fundraiser event for their organization – **you have to want it!**
- ▶ Organizations who want to host a fun, family & pet-friendly event
- ▶ If your organization is able to have at least 15 runners/walkers involved
- ▶ If your organization wants to raise at least \$500 – your org will set fundraising & race participation goals
- ▶ If your organization wants **NO UPPER LIMIT** on how much you can raise – some orgs raised over \$30,000 last year!!

HOW DOES MY ORG REGISTER?



- ▶ Agency registration begins on Friday, Jan 18, 2019

- ▶ One-time, flat fee for your org to participate in the race
 - \$75.00 Early registration
 - \$100.00 Registration starting Feb 15, 2019

(Preferred method is online payment or call 630-407-6458 to make other arrangements)

- ▶ Getting involved is easy – forms & resources for non-profit orgs will soon be available at dupagehumanrace.org/non-profit-orgs.

WHAT IS INVOLVED?



- ▶ **Step 1** – nonprofit organizations register to participate, with one-time fee
 - Registration is complete with payment and a copy of 2017 990 (or latest year) filing

- ▶ **Step 2** – email your org logo to Giving DuPage staff at givingdupage@dupageco.org, which we use to create your Org Fundraising page

- ▶ **Step 3** – *invite, share, promote* 😊
Printed materials provided by Giving DuPage, and your e-newsletters, social media & word-of-mouth

HOW DO WE RAISE FUNDS?



There are 2 ways race charities can raise funds:

1. Your org receives **50% of every race fee** (credit card fees paid by runner) when a runner or walker chooses your org during registration (Giving DuPage receives the other 50% of the fee).
2. Your org receives **100% of fundraising donations** (credit card fees paid by donor) – both org donations and individual donations – **50/50 split, if your org does not signup 15 participants**
 - Enlist support for your org's fundraising page (we create this for your org)
 - Encourage your board members & donors to create their own Individual Fundraising Page, in support of your cause.

RACE FEES PERCENTAGE



- ▶ Runners/walkers have to select your charity when registering for the race – registration opens Jan 18
 - **50% to your organization**
 - 50% to Giving DuPage
- ▶ Race Registration
 - Fee increases \$5 every month to incentivize early registration
 - Runners charged \$5 more than walkers to cover the cost of chip timer

<u>MONTH</u>	<u>WALKER</u>	<u>RUNNER</u>
Jan 25 - Jan 31 (7 day Early Bird Rate)	\$25	\$30
Feb 1 to Feb 28	\$30	\$35
Mar 1 to Mar 31	\$35	\$40
April 1 to April 24	\$40	\$45
Race Day	\$45	\$50

FUNDRAISING PERCENTAGE



- ▶ Each organization will receive **100% of all funds raised** of all donations to organizations (**must meet requirement of 15 runners/walkers – or this will be a 50/50 split**)
- ▶ Giving DuPage will create the Fundraising Page for each organization and orgs can ask us to edit their pages at any time
- ▶ Top fundraisers receive additional monetary awards
- ▶ Anyone can fundraise for your org (individual, family, company), whether run/walk in the race or not
- ▶ Non-racers can use the online fundraising tool - **or** – use offline pledge forms available at dupagehumanrace.org/non-profit-orgs
 - **money & offline pledge forms must be sent to Giving DuPage by April 15, 2019 to qualify for award prizes**

2019 INCENTIVE AWARDS



- ▶ **BONUS \$50** – to organizations who have over 35 runners & walkers
- ▶ **\$150** - to a first-year race charity organization as a top fundraiser (total \$ amount of race registration and donations)
- ▶ **\$250** - to the organization whose board members raise the most dollars fundraising (we will use an average dollars raised per board member to keep fair among orgs)
- ▶ **\$300** - to the organization with the most race participants
- ▶ **\$500** - to the top fundraising organization (total \$ amount – race registration and donations)
- ▶ Incentive Awards distributed to all orgs after the race, at the Check Presentation Breakfast

RACE AGREEMENT



- ▶ Your organization is a registered 501c3 organization, providing programs & services as a charitable organization (i.e. no sports/social leagues or clubs, no special interest/political groups).
- ▶ Your organization does NOT host another race event in the DuPage area (run/walk event).
- ▶ Your organization agrees to submit all donations and race registration fees – both online and offline – to Giving DuPage for appropriate disbursement, per payout schedule outlined in this presentation.
- ▶ For this event only, your organization agrees to direct all race participants & donors to the official DuPage Human Race website, Giving DuPage social media sites and other race-related links, for both race registration and fundraising efforts.
- ▶ For this event only, your organization agrees to only utilize official DuPage Human Race® & Giving DuPage® logos and marketing materials, including print, electronic and social sharing
- ▶ Your org logo provided to Giving DuPage for use at the Human Race website and your org's fundraising page.
- ▶ Our organization agrees to NOT solicit separate sponsors & in-kind donors for special or additional fundraising purposes and to NOT interfere with official race sponsorship efforts
- ▶ Your organization agrees to provide the latest year's 990 for your organization to verify your nonprofit status is in good standing – this information is not shared with any other entity or individual.

PACKET PICKUP



- ▶ We changed procedure – no DL requirement to have someone pickup
- ▶ Every person must complete a packet pickup form (no exceptions) by a certain date prior to packet pickup – 3 choices
 - They pickup themselves
 - They ask a friend
 - They request the charity org picks up on their behalf
- ▶ We will offer at least 2 pickup dates, from day to night (until 8:30 pm) – will need your help in communicating to race charities
- ▶ Day of race – we are increasing the fee to \$15 – to encourage everyone to do this at assigned packet pickup dates

ORGS – OTHER CONSIDERATIONS



- ▶ Day of Race – Giving DuPage will designate a small area in the main event lot, with your org’s sign, where orgs can gather their supporters.
 - The event photographer will take photos before the race, starting at 7:45 am.
 - It’s is ideal to have your supporters gathered early, so you can get a photo with your group
 - The event photographer will be available after the race as well, for the same photo opp
 - All photos will be posted to a Facebook album after the race
 - Race charities receive a designated space with your org’s name – orgs are not permitted to bring a table/exhibit/literature/display materials to the race (no physical space for this)

- ▶ Race charities can have shirts with their logo, but not names of non-race sponsors (corporate logos)

- ▶ Orgs will receive ongoing race & donation reports on a bi-weekly basis in Jan/Feb/Mar and then weekly in April. A final race report will be emailed to all orgs after the event.

OTHER RACE DETAILS



All race details online at dupagehumanrace.org

(online pages/content will be updated through end of December)

- ▶ List of participating non-profit orgs (updated in real-time)
- ▶ Sponsors
- ▶ Packet Pickup
- ▶ Parking
- ▶ Forms & Resources
- ▶ FAQs

Questions?

Call 630.407.6458 or email dupagehumanrace@dupageco.org

IMPORTANT DATES



Friday 1/18

Agency Registration opens – fee \$75

Fri 1/4 & Thurs 1/10

Race Info Sessions – In Person – Fundraising Strategies

1/17, 1/18, 1/22, 1/23, 1/24

Race Info Sessions – Calls – Fundraising Strategies

Friday 1/25

Race Registration Opens (fee increases monthly)

Friday 2/8

Print Marketing Materials Available

Friday 2/15

Agency Registration Fee Increases - \$100

Monday 4/15

Offline Donations Submitted to Giving DuPage

Saturday 4/27

8th Annual DuPage Human Race (YAY!!)

Thursday 5/17

Check Distribution Breakfast for Race Charities

(tentative date)

THANK YOU!

One Race, With Purpose. My Cause, Our Community.



The success of the DuPage Human Race is a result of your commitment, generous sponsors and dedicated volunteers!

In 7 years, we've raised over \$631,158 for over 146 local organizations, reaching 10,322 people

8th Annual DuPage Human Race Goals: 1,900 runners & walkers, raising over \$135,000... **Together, we can do it!**

For more information

Call Giving DuPage at (630) 407-6458 or email givingdupage@dupageco.org