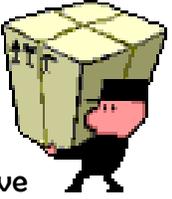


# No One Is Too Busy for The Human Race!



One of the unique aspects of the race is that there is no minimum that groups that join the race have to raise. However, as with most things, the more you put into it, the more you'll get out of it!

## **If you have “more” time, . . .**

- Gather a committee of two to three people, set a reasonable goal, and create a manageable plan with specific areas of focus, for example, a direct mail piece, a staff/board challenge, a theme for Race Day. Develop a clear “story” about how you plan to use Human Race funds and why you’re participating.
- Concentrate your efforts on reaching and motivating individuals who have a connection with and care about your organization: volunteers, staff, board members, clients, ex-clients, and donors. Think about all the people you touch both locally, as well as state and nation-wide! And then think about the folks they know! Give these people the tools and opportunity to tell your story and ask for contributions.
- Create simple ways for your team to ask for contributions, like personal letters, a flyer, a short speech, etc.
- Keep in contact with your team, listen to their feedback, and give them your support. Remember, your enthusiasm is contagious!
- *Make it fun for everyone involved with prizes, challenges, and Race Day festivities!*

## **If you only have “less” time, . . .**

- Find two to five people who will get out there, tell your story and collect pledges.
- Encourage them to ask in a variety of ways: by letter, phone, in person.
- Some walkers/runners could even create their own incentive prizes (like a home-baked loaf of bread, a free lunch, etc.) for the person who makes the largest contribution, or matches the largest contribution, or matches the total on their form, and on and on . . .
- *Create incentive prizes for your team.* Have your entire organization show their support and appreciation to your team. Recognize and support their efforts.

## **If you truly have “no” time, . . .**

- Sign the Participation Form early and make sure you get included in as much of the Volunteer Center’s publicity as you can—especially the brochure.
- Make sure that all your supporters know that they can designate your organization if they plan to walk put a blurb in your newsletter, send out an e-mail, and put a link to the race site onto your website.



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- Have brochures available at all the places where you provide services to your clients and put them in a place where people can easily grab one.
- Put up posters in high traffic areas of your offices.

**What other ideas have you heard here today?**



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# FIVE STEPS TO SURE SUCCESS

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## **STEP ONE: Build Your Team**

1. All it takes is two to three people to form a committee and get things started. Designate a team captain.
2. Recruit board members, volunteers, and staff. Spark their enthusiasm and motivation with your enthusiasm and desire to make this a fun time for all.
3. Gather your team together and brainstorm ways to reach out to different segments of the community and rally support for your team. *Think both locally and nation-wide!* Visualize concentric circles of people who can support you...
4. Have regular meetings with an agenda, timeline, and tasks to be accomplished.
5. Let each member of your committee be responsible for a specific aspect of your Game Plan.

## **STEP TWO: Develop a Game Plan**

1. Develop your strategy of how to reach out to everyone you know, incorporating your committee's brainstorming ideas.
2. Set a fundraising goal. Be optimistic but realistic. Remember, the more you raise, the more you get to keep! However, make sure to set a goal that will allow everyone to feel a sense of accomplishment
3. Set a budget, timeline and job commitments for your plan. What, who, and how much do you need to make this event really work for you?
4. If possible, *state a specific purpose for the money you will raise and be able to articulate this need to others.* This need really allows supporters a chance to "buy in" to this special giving opportunity. This becomes a key part of your "story."

## **STEP THREE: Reach Out, Tell Your Story, and ASK!**

1. What's your story? Who are you? Whom do you serve? Why are you important to this community? Why should the community support you? Let these and other questions direct you in developing "your story."
2. Who do you know? Research and brainstorm with your staff, volunteers and Board to find out who you can contact and ask to be a walker/runner or contributor. Use your connections to involve local small businesses in supporting your organization by forming a team or by providing in-kind support. (Please call The Volunteer Center before soliciting large corporations). Again, think about who supports you both locally, state-wide, and around the country!
3. Connect with your volunteers and give them the tools and training they need to feel comfortable asking for contributions in support of your organization. Write a little speech for them to say when asking for money.



4. Develop a number of ways to communicate your story. Create letters, flyers, presentations, and newsletters that motivate and ask people to get involved and give.
5. Keep in touch with your volunteers. Encourage and reward their efforts with your attention.

#### **STEP FOUR: Coordinate Race Day**

1. *Make sure your team has all the information they need to join in the fun on Race Day. Remind folks about keeping dogs on leashes and that they'll have to be responsible for any personal belongings they bring with them.*
2. Plan Race Day celebration activities: have a team picnic or walk together as a group. *Stand out in the crowd! Wear zany costumes or agency T-shirts. Bring banners and balloons for your team.*
3. Remember, TRY to get all the money turned in to you *before* race day! The sooner you get the money turned in to The Volunteer Center, the sooner you get your "reward" money.

#### **STEP FIVE: Celebrate and Reward Your Success!**

1. Do something fun for your volunteers and top fundraisers—*throw a party, give out prizes, make it fun!*
2. *Send short thank-you notes to walkers/runners and contributors* thanking them for their support. Develop a mailing list from your contribution forms that you can use all year.
3. At your staff and Board meetings, shine a light of recognition on those staff members and volunteers who helped in The Human Race.



# BRAINSTORMING IDEAS AND THOUGHTS TO PONDER

- ♥ Start early!
- ♥ Find a cheerleader for your group!
- ♥ Remember that 85% of giving comes from individuals, versus foundations, businesses, etc.
- ♥ Remember that the connections you make are with individuals.
- ♥ Think about your donor base. Remember, donors can be found both locally as well as state and nationwide.
- ♥ Remember that people are giving you money to do work that they can't do themselves.
- ♥ Work smarter - think about who you already communicate with....
- ♥ Write a script for your volunteers - how to ask and how to tell your story.
- ♥ A personal call will get a 30% return. A personal letter will get a 20% return.
- ♥ 81% of households give a donation when asked! So, keep asking!
- ♥ Think of incentives to motivate volunteers - T-shirts to top five fund-raisers each week, or free lunch or a day off.
- ♥ Decide on a service that people can buy -\$20 will pay for a one-day counseling, or treatment, etc. If you have a specific purpose for the money, let them know!
- ♥ Set a goal for each board member - it's important to have support of the entire group (each board member can ask two people or more to help).
- ♥ Come to the training meetings and bring your board members. Ask other agencies to share their secrets!
- ♥ Include information and stories in your newsletter.



## SET A GOAL AND GO FOR IT!

- ♥ Determine how much you want to raise and the manpower you'll need to raise it. Make sure all your people (staff, volunteers, board, etc.) are part of your Human Race story and are educated enough to be able to help. Call The Volunteer Center to get an idea of what an appropriate goal for your group might be.



For example:	Human Race Goal = \$5,000
Volunteers Needed:	50 people to each raise \$100
	10 donations of \$10 each for each walker/runner

OR	
20 people to each raise \$250	
10 donations of \$25 or 25 donations of \$10	

- ♥ Create a chart that details the incentive plan and shows that the more they raise, the more the organization gets to keep. Make it fun to reach each new level!
- ♥ Many prospective volunteers feel nervous about asking their friends, business associates, or strangers for donations. Help them feel more comfortable by preparing a script that will start the ball rolling. Encourage them to carry a contribution form with them so that asking can become part of their normal routine. Make sure they wear the "Ask Me..." buttons.
- ♥ The Human Race has a reputation for professionalism, enthusiasm and confidence: Stress those qualities in our organization and be positive in your approach.

### Sample:

*"Hi, I'm (walking/running) in The Human Race on March 18, and I'm gathering contributions for (agency). The Human Race is coordinated by the Volunteer Center, and it's an area fundraiser for all nonprofits. We hope to raise (\$ goal) to (state purpose). How much will you be able to help us?"*

*"I hope you'll help me reach our goal: I'm looking for (#) people to give (\$ amount) each, or more. Your donation will help us (state purpose). How much will you give? Please make your check out to The Human Race. We appreciate your help. Thanks for joining The Human Race!"*





# Telling Your Story

Use this outline for successful letters and talks!

**Audience:** \_\_\_\_\_

**Topic:** The Human Race

**Purpose:** Invitation to join The Human Race

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## 1. Introduction

- a. Arouse interest - "The Hook". Why should they be interested?
- b. Preview what is to come - What can they do? What will they get?

## 2. The Body

- a) Point One - the most important point you want them to remember about your story/organization.
- b) Point Two - another reason to be involved.
- c) Point Three - one more reason.

## 3. Conclusion

- a) Summary - what can they do, what will they get?
- b) Call to action - ask them to ... (take a contribution form, give a donation, tell a friend...)
- c) Thank you!

*Note: The most effective letters will usually have a tear-off section at the bottom, which recipients can either mail in with a straight donation made out to The Human Race, or where they can request that a contribution form be sent to them. If you are sending out a limited mailing or giving a talk, and would like extra forms, please contact The Volunteer Center.*



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## **SPEAKING TIPS**

1. Prepare your material (use the presentation outline!) Practice so you feel comfortable with your message. One of the top four characteristics of successful professional speaker is altruism (a concern for fellow man.) That's what this is all about!
2. Your audience will remember your visual impression more than what you say. So .... dress appropriately. Smile and show confidence. Make eye contact and speak personally.
3. You're a salesperson for your non-profit's work. You're speaking to potential customers of good feelings! The first 30 seconds make the greatest impression.
4. When introducing yourself, keep it short and positive. (Don't admit you don't do this often.) Make a connection between you and your audience - something you have in common - a desire to help?
5. Use gestures and show enthusiasm for what you're doing. It will catch on.
6. Make your information to the point and interesting. Finish with a call to action - ask them to get involved in a specific way that's possible for them to do.
7. Have plenty of contribution forms and agency literature on hand so that people who are interested can take something home with them that day. If you need more forms, call The Volunteer Center.

