

# Santa Run Fundraising Guide

## Instructions for Individual Sign Up, Creating Teams, and Pledge Forms



Working for "A Life like Yours" for people with developmental disabilities. Serving Harrisonburg and Rockingham County since 1962.

Be a Claus for a cause in our first annual Santa Run, Walk 'N Roll on behalf of The Arc of Harrisonburg and Rockingham! This event brings participants together to raise money and awareness for the inclusion of people with developmental disabilities in our community.

Now more than ever, The Arc is in need of your support. In the past year, we've seen a **30% decrease** in financial support from Medicaid which

was a direct 30% decrease in our total yearly income. By joining us in this festive event, whether as an individual, a team, or a sponsor, you are directly enabling our current programs to continue while providing the resources needed to expand our services.

### Santa Run Details

**What:** A half mile run, walk, or roll through Harrisonburg's Downtown area complete with Santa costumes (provided)

**When:** Friday December 7th, 2018, check in 5:30 PM, Run starts at 6:30 PM just before the Harrisonburg Holiday Parade

**Where:** Registration will take place at the [Friendly City Food Co-op](#) pavilion at 150 E. Wolfe Street, Harrisonburg, VA 22802 (for run route, see map below).

**How:** Register online as an individual, start a team and gather teammates, join an existing team, or donate an amount of your choice

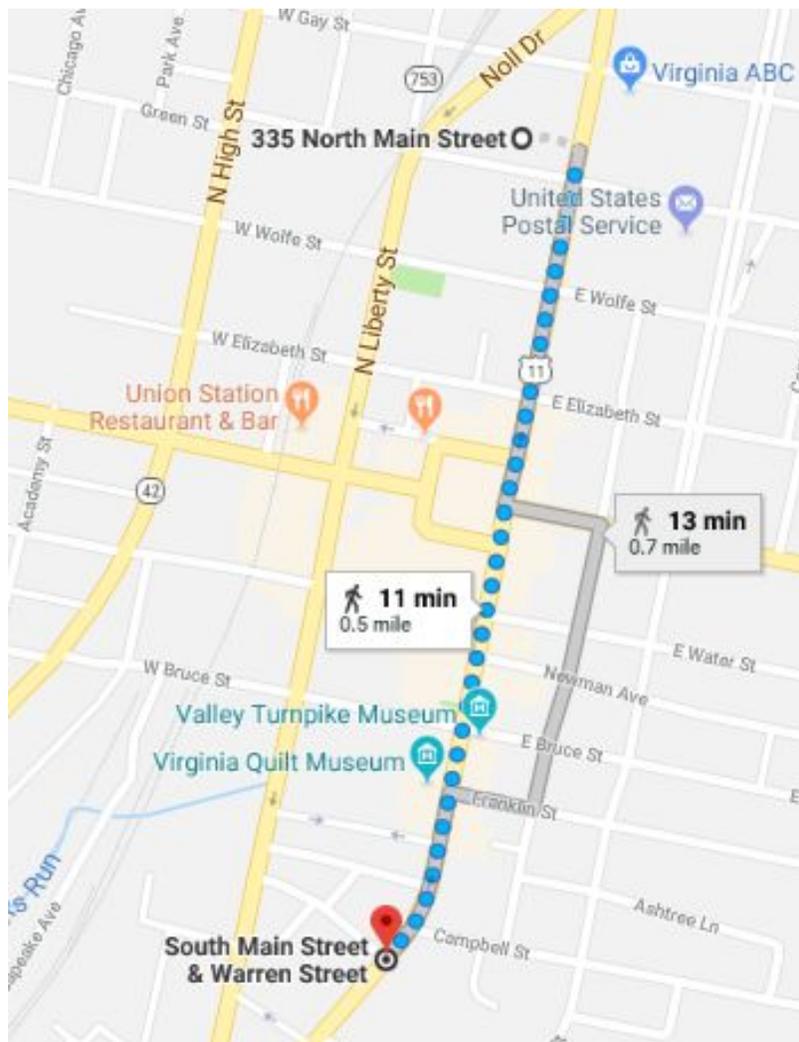
Check in begins at 5:30 PM on Friday December 7th with the run starting promptly at 6:30 PM. Participants of all physical and developmental abilities welcome! Don't want to run? Walk, wheel, or cheer with us! Not

able to make the run? Feel free to donate on [our Eventbrite page](#) as an individual or on behalf of a team. More information about becoming a team captain, signing up with a team, or gathering pledges below.

Each ticket comes with either a Santa costume for adults or elf ears for those 11 and under as well as a drawstring bag and race bib provided during in person registration the day of. Adult tickets are \$25 each (ages 12+), tickets for kids (3-11 years), current college students, family members or caretakers of an Arc participant or staff person of The Arc not working the event, tickets are \$10 each. No charge for children 2 and under. The Harrisonburg Holiday parade will take place immediately after along the same route so stick around to the Arc's float!

For more information about contests and prizes, visit our webpage at [www.arcsantarun.org](http://www.arcsantarun.org) Interested in volunteering or offering other services or products for the event? Contact [marketing@hrarc.org](mailto:marketing@hrarc.org)

### Race Route



# INDIVIDUAL ONLINE REGISTRATION

## For those participating as an individual...

- 1 Visit [www.tinyurl.com/arcsantarun](http://www.tinyurl.com/arcsantarun) and click on the green “Tickets” button.
- 2 Select the “Individual” option that appears.
- 3 Select the Santa, Kids or Students, or Donation option and follow payment instructions.
- 4 Once you’ve registered through our Eventbrite page, you’ll receive a confirmation email with more information about parking and other helpful details.

*\*\*\*If you are a current college student, family member or caregiver of an Arc participant, or staff person of The Arc not working the event, choose the half off ticket option.*

## For those signing up under a specific team...

- 1 Visit [www.tinyurl.com/arcsantarun](http://www.tinyurl.com/arcsantarun) and click on the green “Tickets” button.
- 2 Select the “Team” option that appears.
- 3 Under “Join a Team” enter the specific team name given by your team captain.
- 4 Select the Santa, Student/Kids, or Donation option and follow payment instructions.
- 5 Once you’ve registered through our Eventbrite page, you’ll receive a confirmation email with more information about parking and along with other helpful details. If you have questions about meeting up with your team the day of, please contact your team captain.

# STARTING AN ONLINE TEAM

## For Team Captains

**We need team captains!** These key leaders use their existing networks to encourage individuals to sign up through Eventbrite and therefore helps meet our financial goals. Teams can be related to a club, job, center of faith, sorority, fraternity, university, business, or a mixture of the above! A prize for biggest team will receive a unique prize!

Your team will need to have a specific name that is communicated to prospective team members (Ex: Santa’s Little Elves). This is an important detail so don’t forget to share! Once your team name has been shared, individuals will use that name to sign up on our [Eventbrite page](#) at their own convenience. When an individual signs up under your team name, they’ll be able to read through any specific details on your team’s personal page (where to meet before the run, goals for how many team members you’re hoping sign up, etc). Team captains have the unique ability to edit their team page, such as adding info to the event description, sending reminder emails, and adding photos throughout the registration process which ends December 7th.

## To Start a Team as a Team Captain (must happen before others can sign up under your team)...

- 1 Visit [www.tinyurl.com/arcsantarun](http://www.tinyurl.com/arcsantarun) and click on the green "Tickets" button.
- 2 Select the "Team" option that appears.
- 3 Select "Create Team" and enter desired team name.
- 4 From here, you can either register or head to your team page to add information.  
We suggest you register first so you don't forget!
- 5 Once you've registered, you'll receive a confirmation email with more information about parking and other helpful information.
- 6 On your team's page, you can add a team image, send email reminders before the run, and add personal details to the event description (general format already provided).
- 7 Upload your address book and use the Email templates to ask your friends, family and coworkers to join your team or make a donation.
- 8 Once your page is ready, you can share through your preferred social media channels by selecting the icon in the upper right hand corner of your team page. More info on sharing over social media below...
- 9 Follow up with your contacts.
- 10 Thank your donors!

## Team Captain Log In Instructions (once you've created a team and registered and want to edit your team's page)...

- 1 Log in to your Eventbrite account - [www.eventbrite.com/gettickets](http://www.eventbrite.com/gettickets)
- 2 Enter the email address you used to register for the race.
- 3 Enter the password you used to create an account password
- 4 Towards the bottom of the My Tickets page, you'll see your team page (and fundraising page)
- 5 Click on your Team's Name
- 6 You will now be on your team page. You have two resources to use:
  - At the top of the page, you will see "edit team info" next to your team name. Click this link to view or change your team name, password or preferred start time
  - On the left-side of the page, you will see the option to invite teammates, message current teammates or register a new teammates

*For questions regarding setting up a team, please contact [communications@hrarc.org](mailto:communications@hrarc.org)*

# GATHER IN-PERSON PLEDGES

## For Individuals Collecting Donations as a Single Santa

It's easy to collect pledges from friends and family on your behalf as a "Santa" runner. This is for in-person donations by check or cash for those who will not be participating in the run itself but would like to support the cause (if they would like to donate by card, refer them to our [Eventbrite page to donate](#)). Simply print out and fill out the form at the bottom of this document and bring it along with all checks and cash on the day of the event. Want to start a team AND gather pledges? Go for it! A prize will be given to the individual with the highest number of donations and the most donated total!

## Spread the Word!

There is tremendous power in social networks – Facebook, Twitter, and LinkedIn will help you surpass your fundraising goal and spread awareness about our work.



### FACEBOOK: GIVING THE CAUSE A FACE

- With over one billion users, Facebook is the king of social media. Using your Facebook profile you can reach all of your friends with the push of a button.
- Once the event is posted on your Facebook page, which you can do straight from your Eventbrite team page, participants can sign up straight from Facebook without being redirected to a new page.
- Receive updates and stay informed by "liking" [our Facebook page](#).
- Find the Santa Run Facebook event at:  
<https://www.facebook.com/events/723813731309002/> and repost!



### TWITTER: IF YOU TWEET IT, THEY WILL FOLLOW

Let followers know about your involvement and educate them about The Arc of Harrisonburg and Rockingham. Visit our twitter at: [twitter.com/ARCROCKINGHAM](https://twitter.com/ARCROCKINGHAM)



### LINKEDIN: RELATIONSHIPS MATTER

Used by over 100 million professionals, LinkedIn is another valuable resource to share your story and ask for support. Make sure to remind folks to check with their Human Resources staff to see whether gifts are eligible to be matched.

## MAIL IN A CHECK

**For those wanting to support the event but aren't planning on participating and aren't pledging for a runner or team...**

Donations, clearly marked with donor's name and the name of the event (2018 Santa Run) may be mailed to the following address. Checks should be made out to *The Arc of Harrisonburg and Rockingham*.

The Arc of Harrisonburg and Rockingham  
620 Simms Avenue  
Harrisonburg, VA 22802

\*Cash can be dropped off at our office (see above address) M-F 9-5.

## DOUBLE YOUR DONATION THROUGH EMPLOYER MATCHING

Many employers offer a matching gift program. Check with your HR Department to confirm.

### **If your Company is Eligible**

**1** Request a matching gift from your employer. If they have any further questions or would like to request proof of donation for tax purposes, they can contact [development@hrarc.org](mailto:development@hrarc.org)

**2** Send the completed form (below) to:

The Arc of Harrisonburg and Rockingham  
620 Simms Avenue  
Harrisonburg, VA 22802

**3** Checks should be made out to: The Arc of Harrisonburg and Rockingham

## RAISE THE BAR

### How to raise \$300 (or more) in one week!

**DAY 1:** You've sponsored yourself by registering for the event (a minimum of \$25)

**DAY 2:** Ask FIVE friends to join your team for the run!

**DAY 3:** Ask THREE family members to donate \$25 each

**DAY 4:** Ask FIVE friends to contribute \$20 each

**DAY 5:** Ask FOUR coworkers to contribute \$10

**DAY 6:** Ask FIVE members of a club or organization you belong to for \$10 each (could be members of your book club, place of worship, or hiking group)

**DAY 7:** Ask your employer for a company contribution of \$50 (go beyond and ask them to match what you raise!) OR they can become an official sponsor of the event!

Let them know they can donate in person through your Pledge Form or through [our Eventbrite Page](#).

# 2018 Santa Run, Walk, n' Roll Pledge Form

*Proceeds benefit The Arc of Harrisonburg and Rockingham*

*This program ensures the full community inclusion and participation for all people with developmental disabilities.*

Participant's Name \_\_\_\_\_ Participant's Email \_\_\_\_\_

Participant's Phone \_\_\_\_\_ Team Name (if applicable): \_\_\_\_\_

**Date: Friday December 7, 2018 at The Friendly City Food Co-op. Checks to be made payable to:  
The Arc of Harrisonburg and Rockingham. For more information, visit [www.arcsantarun.org](http://www.arcsantarun.org)**

	<i>First and Last Name</i>	<i>Contribution</i>	<i>Email</i>	<i>Check or Cash?</i>
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	<i>First and Last Name</i>	<i>Contribution</i>	<i>Email</i>	<i>Check or Cash?</i>
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40				
	<i>Total Contribution</i>		<i>Total # of Contributors</i>	

**A Note for the Pledgee:** Use the back of the form or make copies for additional pledges as needed. This form is for those interested in sponsoring you for the 2018 Santa Run, Walk, 'N Roll. By offering a specific contribution on your behalf, the pledger "participates" in the event through you! Record their Name, Contribution Amount, Phone Number, and form of payment and bring this pledge form along with all payments to the run on December 7th. Prizes will be offered to the pledgee who is able to collect the greatest number of individual contributions as well as the Pledgee with the highest total amount of contributions. Questions? Contact [marketing@hrarc.org](mailto:marketing@hrarc.org) and thank you for your participation!

# Santa Run, Walk, 'n Roll

## Photo Release and Waiver

**Waiver:** I know that running/walking a road race is a potentially hazardous activity, which could cause injury or death. I will not enter and participate unless I am medically able and, by my signature, I certify that I am medically able to perform this event, and am in good health, and I am properly trained. I agree to abide by any decision of an event official relative to any aspect of my participation in this event, including the right of any official to deny or suspend my participation for any reason whatsoever. I attest that I have read the rules of the event and agree to abide by them. I assume all risks associated with running/walking in this event, including but not limited to: falls, contact with other participants, the effects of the weather, including high heat and/or humidity or extreme cold, traffic and the conditions of the road, all such risks being known and appreciated by me. Having read this waiver and knowing these facts and in consideration of your accepting my entry, I, for myself and anyone entitled to act on my behalf, waive and release The City of Harrisonburg, The Friendly City Co-op, The United States Postal Service, The Arc of Harrisonburg and Rockingham, volunteers, all event sponsors and partners, and their representatives and successors from all claims or liabilities of any kind arising out of my participation in this event, even though that liability may arise out of negligence or carelessness on the part of the persons named in this waiver. I grant permission to all of the foregoing to use my photographs, motion pictures, recordings or any other record of this event for any legitimate purpose. In the event of severe weather, the race may be delayed or cancelled without refunds.

Please list all participants included in registration (Guardians: please sign for participants under 18).

**Participant:**

**Signature:**

**Date:**

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