

# PRIZES & INCENTIVES



## TRAINING PRIZES



Data shows that agencies who attend trainings raise more money! We're EXCITED to announce that Bay Federal Credit Union has joined the Human Race as the 2019 Training Sponsor! We will be raffling off \$100 at every training, the more you attend, the more chances to win! (\$600 Value)

## THE TWO REALLY EXCITING NEW PRIZES!

**#1 Quickstart Prize:** The Agency who has the most online fundraisers with more than \$40 raised by 4/5 will win a KION commercial to be aired during your Human Race Campaign! (\$2,000 value)



**#2 Race To The Top Prize:** Agencies who have raised over \$1,000 by 4/26 will be entered in a raffle to win a DREAM NIGHT at the Santa Cruz Warriors! This prize will be a special package to help you acknowledge your top donors or fundraisers! (\$2,000 Value)

## FIRST TIME EVER FUNDRAISER PRIZES

For the first time in Human Race history, we will be incentivize your fundraisers! Fundraiser stewardship has traditionally been 100% up to the agency, but not this year! Each week we will be rewarding top performing fundraisers with some pretty awesome prizes! Wanna win a night at the Chaminade or family pack membership to the MAH or many other prizes!

## WEEKLY SOCIAL MEDIA SUPERSTAR!



We want to see you take your social media to the next level this year! We will offer TWO expert led trainings by The Social Tides Social Media Agency AND award one agency each week with \$50 for the Social Media Superstar! (\$700 Value)

## WIN CUSTOM WALK FOR CHANGE T-SHIRTS!

What if you could win 25 custom Walk For Change shirts for your team to wear year after year!? The two agencies with the most donations at the end of week one will win just that! (\$500 Value)



VISIT [WWW.HUMANRACESC.ORG](http://WWW.HUMANRACESC.ORG) FOR MORE INFO


EMAIL: [HUMANRACE@SCVOLUNTEERCENTER.ORG](mailto:HUMANRACE@SCVOLUNTEERCENTER.ORG) OR CALL: 831.427.5070

# 2019 TRAINING SCHEDULE

**THE DATA TELLS US THAT AGENCIES WHO ATTEND TRAININGS RAISE MORE MONEY FOR THEIR MISSIONS!**

THESE TRAININGS ARE FREE TO OUR AGENCIES!  
 AT EVERY TRAINING WE WILL BE RAFFLING OFF \$100!  
 THE MORE TRAININGS YOU ATTEND, THE MORE CHANCES TO WIN AN EASY \$100 FOR YOUR MISSION!



2/22/19	2/27/2019	★ 3/11/2019 ★	★ 3/15/2019 ★
<p>START OFF STRONG: TIPS &amp; FUNDRAISING PLANS FOR PARTICIPATING ORGANIZATIONS.</p> <p>12PM - 1PM                      COMMUNITY FOUNDATION SANTA CRUZ COUNTY</p>	<p>CREATE A SIMPLE COMMUNICATIONS PLAN TO INSPIRE DONORS!</p> <p>10:30AM - 11:30AM                      COMMUNITY FOUNDATION SANTA CRUZ COUNTY</p>	<p>WANT A SOCIAL MEDIA PLAN IN ONE HOUR!?</p> <p>LED BY: THE SOCIAL TIDES</p> <p>10AM-11AM                      COMMUNITY FOUNDATION SANTA CRUZ COUNTY</p>	<p>NUTS &amp; BOLTS OF THE HUMAN RACE WEBSITE &amp; PEER-TO-PEER FUNDRAISING 101!</p> <p>LED BY: GIVEGAB</p> <p>12PM-1PM                      COMMUNITY FOUNDATION SANTA CRUZ</p>
3/20/2019	★ 3/28/2019 ★	4/2/2019	RESOURCES
<p>MARKETING PLANS THAT WORK FOR A CHANGING DIGITAL WORLD!</p> <p>LED BY: TBD</p> <p>5PM-6PM                      COMMUNITY FOUNDATION SANTA CRUZ</p>	<p>CREATING CORPORATE PARTNERSHIPS THAT STICK!</p> <p>LED BY: AMY IVEY, VP OF MARKETING, BAY FEDERAL CREDIT UNION</p> <p>10AM-11AM                      COMMUNITY FOUNDATION SANTA CRUZ COUNTY</p>	<p>SOCIAL MEDIA FROM OVERWHELM TO EASE... VIDEOS + STORYTELLING!</p> <p>LED BY: THE SOCIAL TIDES</p> <p>2PM-3PM                      COMMUNITY FOUNDATION SANTA CRUZ COUNTY</p>	<p>ALL TRAINING SLIDES WILL BE MADE AVAILABLE ON THE HUMAN RACE WEBSITE AFTER THE TRAINING.</p> 

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