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2012 First Federal Internships

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5-8-2012

## Run, Walk, or Ride for Habitat 2012

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*Linfield College*

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# Run, Walk, or Ride for Habitat 2012

Samantha Lau  
May 8, 2012  
First Federal Internship

# What is RWR?

- o Family-oriented way to get involved in the community and live healthy!
- o We offer:
  - o 5K Run/Walk
  - o 10K Run/Walk
  - o 27 mi. Bike Ride
- o Create a team!



# The Importance of RWR

- o We are in our 11<sup>th</sup> year fundraising for builds in the McMinnville Area community
  - o Sheridan
  - o Willamina
  - o Lafayette
  - o Carlton
  - o Yamhill
  - o McMinnville
- o Last year, we fundraised \$17,000 to build homes

# Goals

- o Raise at least \$19,000 to fund builds for the next year
- o Increase our participation to 600 (we were at 550 last year)
- o Receive more participation from the churches in the area
- o Minimize our costs through donations and sponsors, and minimizing other overhead expenses



# Outline

- Responsibilities
- Complications
- Learning Experience



# Responsibilities

- o **Marketing Efforts-** social media, running websites, yard signs, delivery of brochures and posters, NewsRegister Ad, city banner, website--\*NEW, reader boards
- o **Sponsors-** information packets, sponsor packets
- o **Registration-** excel spreadsheet, bib assignments, registration goody bags
- o **Vendors-** calling vendors to ask for donations
- o **T-shirts-** ordering t-shirts in June
- o **Communicating with participants-** answering questions, will be emailing out maps and other information prior to the event



# SPONSORSHIP

## Opportunities- 2012



**Saturday**  
**June 16<sup>th</sup>,**  
**2012**  
 9:00 Start Time  
 Duniway Middle  
 School  
 McMinnville  
 Sponsorship  
 Information

### 11<sup>th</sup> Annual Run, Walk, or Ride for Habitat.

- Fundraising event for Habitat for Humanity.
- 5 K Run, Walk, or Ride
- 10 K Run, Walk or Ride
- 28 Mile Bike Ride
- Kids Fun Run

Please visit our website:  
[www.machabitat.org](http://www.machabitat.org)  
[www.rwr.machabitat.org](http://www.rwr.machabitat.org)

#### Brief Information

Expected Attendance: 600-800 volunteers and participants

The McMinnville Area Habitat for Humanity has been an established non-profit in Yamhill County since 1991. Our mission is to partner with low-income families by offering homeownership opportunities through the construction of simple, safe, and affordable homes. By the end of our 2011-2012 fiscal year, we will have completed 42 homes and are serving three more families.

Currently, we are gearing up for the 11<sup>th</sup> annual Run, Walk, or Ride for Habitat event. We have raised over \$190,000. Help us reach our goal of \$30,000 by sponsoring us today.



### SPONSOR BENEFITS

	MASTER CARPENTER SPONSOR- \$1,000	JOURNEYMAN SPONSOR- \$500	APPRENTICE SPONSOR- \$300
Discounted Team Entry Fee of \$20/teammate	X		
Name and logo on all 250 RWR posters	X		
Banner with logo displayed	X		
Recognition in the News Register	X		
Mentioned in newspaper articles	X	X	
Recognition at the event	X	X	
Opportunity to have a booth set up at the day of the event to promote your business	X	X	
Name and logo on 500 t-shirts	X	X	X
Name and logo on 1000+ registration brochures	X	X	X
Direct link to your business from our Run, Walk, Ride website and McMinnville Habitat website	X	X	X
Mentioned in all Event advertising (Master Carpenter in all PROMINENT locations)	X	X	X
Mentioned in the "Habitat Hammer" newsletter, which reaches 8,000 mailboxes	QTR- PAGE	EIGHTH- PAGE	LISTED

— CUT HERE —

YES, I WANT TO SUPPORT THE McMINNVILLE AREA HABITAT FOR HUMANITY'S 2012 RUN, WALK, RIDE

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Check Enclosed  Please Bill Me

Deadline- March 15th —Mail to P.O. Box 301 McMinnville, OR 97128 or fax to (503) 474-0177

For more information contact: Becky Fairbank, (503) 472-9637- [becky@machabitat.org](mailto:becky@machabitat.org)

<input type="checkbox"/> Master Carpenter Sponsor
<input type="checkbox"/> Journeyman Sponsor
<input type="checkbox"/> Apprentice Sponsor



# Responsibilities

- o **Marketing Efforts-** social media, running websites, yard signs, delivery of brochures and posters, NewsRegister Ad, city banner, website--\*NEW, reader boards
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# Complications

- o New staff halfway through the event planning process
- o Communication problems
  - o Emails
  - o Not attending meetings
- o Behind schedule
- o No set schedule/work on my own time
- o Reaching a broader audience

# Goals

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# A Learning Experience

- o Event planning for a non-profit organization
- o Asking for donations, and being persistent about it
- o Working with a limited budget
  - o Coordinating volunteers
- o The need to be persistent when marketing
- o Setting aside time to make sure that the work gets done



# A Learning Experience

- o Strength Finder
  - o **Achiever**- when the event comes together
  - o **Competitive**- want to fundraise more money than last year
  - o **Significant**- helping fundraise to build homes for low income families; significant nonprofit in the US
  - o **Learner**- learning how to fundraise for a nonprofit organization and working with a limited budget
  - o **Activator**- when we came up with new ideas, I immediately set out to do it

# A Learning Experience

- o Do not necessarily want to work for a nonprofit (I believe in what they do)
  - o Business Management major---I'm a for-profit girl
  - o Do not like to ask people for money/donations year round
- o Do love event planning (hoping to do that in the wine industry)

# June 16, 2012



# Special Thanks to...

- o First Federal for providing me the opportunity to work here
- o Diane Longaker
- o Ginny Crabtree
- o Becky Fairbank
- o McMinnville Area Habitat for Humanity

