



ROCK'N RACE



PRESENTED BY

MERRIMACK
COUNTY SAVINGS BANK

MAY 8, 2024

PARTICIPANT INFORMATION KIT 2024



CONCORD
HOSPITAL

Your Regional Health System



CONCORD
HOSPITAL

Trust



CONCORD
ORTHOPAEDICS



WELCOME TO OUR COMMUNITY!

Whether you are new to the race or part of a long standing team, you are making a huge difference in the lives of our friends and neighbors battling cancer. The Rock'N Race, started in 2003, has raised **over \$6 million** to provide care and healing programs for people living with cancer and their families.

Thank you!

WE DO THIS TO SUPPORT HOPE RESOURCE CENTER:

Payson Center for Cancer Care sees over 1,300 new patients every year. Your leadership in this event supports new and existing patients through our gifts to Payson Center's HOPE Resource Center. At HOPE, patients and their families find compassionate support from specially trained professionals who recognize that cancer affects an entire family and that care doesn't end when patients complete their chemotherapy and radiation treatment.

Money from Rock'N Race Provides:

- ✓ Financial Counseling
- ✓ Nutritional Counseling and Programs
- ✓ Nurse Navigation and Social Work Support
- ✓ Patient and Family support groups and one on one meetings
- ✓ Reiki and massage therapy
- ✓ Spiritual Care
- ✓ Cancer Resource Library
- ✓ Online resources including The Anti Cancer Lifestyle Series
- ✓ Connect patients and families to community resources
- ✓ Support for the purchase of wigs and prosthetics

**Thank you to our
Team Champion Sponsor:**



WHAT IT MEANS TO BE A TEAM CAPTAIN

A team captain is responsible for recruiting and organizing individuals to fundraise individually and collectively. Team captains invite friends, family members, colleagues, neighbors to run or walk together. The rocknrace.org website has tools available to track your progress and promote your Rock’N Race efforts.

*****Remember our one mile walking loop option for those that would like to participate with a shorter distance! More information and route maps available at rocknrace.org**



CREATING YOUR TEAM

- ☐ Set a fundraising goal for your team and encourage each team member to set their own individual goals.
- ☐ Register first at www.rocknrace.org and follow the prompts to create a team.
- ☐ Make your own donation first!
- ☐ Ask your employer if your company will contribute or match your fundraising total. By simply completing a matching gift form with your employer, you may be able to double the impact of your gift. Be sure to check with your human resources department for the specifics for your company.
- ☐ Distribute informational materials to potential team members.
- ☐ Display Race information around office, campus, break rooms, etc.
- ☐ Use email and social media— connect to our Facebook and Instagram page: [@RNRCONCORD](#)
- ☐ Let your team members know the best way to communicate with you—be available for questions!
- ☐ MOTIVATE your team! Excitement is contagious! It’s so important that your team members see and feel your dedication and enthusiasm.

INCENTIVES!

In the **Add-on** section during registration, purchase fun items to support the Payson Center for Cancer Care, including a Rock’N Jacket, Rock’N Wicking Shirt, and Rock’N Cap!

Individual Participants raising \$200 or more will be entered into a **raffle** for a big prize (TBD) drawing on June 3, 2024. Raise \$200 and 2 raffle tickets will be entered, with one ticket entered for every additional \$100 raised! (for example, raise \$500 and 5 raffle tickets will be entered.)

Individuals raising \$2,000 or more will also receive an award at the Captains’ Breakfast 2025.

Teams raising \$3,500 or more will be recognized as **Rock Stars**, receive Rock Star swag and an award at the Captains’ Breakfast 2025.

The highest fundraiser will be displayed on a plaque at Payson Center for Cancer Care.

All donations must be turned in by **May 31, 2024** to qualify for awards. Registration fee and Add-on orders don’t count toward fundraising total. *Individual fundraiser totals are also counted towards team totals if individual is a team member.*

FUNDRAISING IDEAS FOR YOU AND YOUR TEAM!

- ✓ Start a Facebook Fundraiser! After you sign up at rocknrace.org, you can create a Facebook Fundraiser directly from your RunSignup Fundraising Page!
- ✓ Theme Dress Day- Have Employees/ co-workers pay \$5 to have a day to dress according to a theme. For example, a dress down day, ugly sweater day, etc.
- ✓ Organize an office game, contest, or event. Participants pay to enter and proceeds fund your team. Organize a raffle, art contest, challenge, or a fundraising dinner. Anything that your colleagues and friends would enjoy participating in.
- ✓ Bake Sale – Collect baked goods and hold the event at your store, sporting event, school, or office.
- ✓ Uno's Dough Raiser – Host a dough raiser at your local Uno and earn up to 20% of sales generated from guests who dine to support the cause.
<https://www.unos.com/raisers.php>
Also, ask your favorite restaurant if they do fundraisers!
- ✓ Host a Car Wash
- ✓ Email friends and family through your RunSignup fundraising page asking for race donations
- ✓ For a low tech option, write a letter asking people to support your race and include what participating in Rock'N Race means to you. Make copies and snail mail the letter to friends and family.



THE #1 FUNDRAISING TIP IS...ASK! SO SIMPLE, BUT SO EASILY OVERLOOKED. IF YOU DON'T ASK FOR A DONATION, YOU WON'T GET ONE. JUST ASK!



**REGISTER ONLINE
ROCKNRACE.ORG**



REGISTRATION

Please make checks payable to **Concord Hospital Trust** and write Rock'N Race in the memo.

In order to receive customized Team T-Shirts, completed online registration/registration forms and full payment must be received by **April 8, 2024 at 11:59 pm**

Customized t-shirts for teams of 10 or more walkers and/or runners. Teams with less than 10 members are not eligible to receive customized team t-shirts. Individuals registering with a team after **April 8** will not be eligible for the customized team t-shirts (but can still get t-shirts without the team name while supplies last)

We are excited that so many join us for this fun family event. To ensure everyone's safety and to adhere to USATF rules, we ask **no bikes, no roller blades, no skateboards, no headphones, no pets. Individuals pushing strollers must register as walkers and line up with the walkers on Capitol Street.** These safety issues will be enforced.

Register online at
www.rocknrace.org

Online Registration Fees:

\$25 Early Bird through March 1, 2024

\$30 March 2 - May 3

Online registration closes May 3. If you miss online registration, you can register for \$35 in person at Packet Pickup May 7 or the day of the event on May 8.

Paper registration is \$35 per registrant.

Registration is \$15 for children 14 & under

Help for registering teams is available!

Call CH Trust at (603) 227-7162

Please contact Emily Loffredo at 603-227-7000 ext. 3438 if you have additional questions or concerns.

BIB AND SHIRT PICK UP

We encourage Team Captains (or a team representative) to pick up team t-shirts and bibs before race day **Tuesday, May 7** from 9 a.m. to 5p.m. for race registration and packet pick up at Christ the King Parish, 72 S. Main St, Concord.

We recommend you have a plan for meeting and distributing your T-shirts on race day. Pick a gathering spot near the State House by 5 pm!



REGISTER ONLINE
ROCKNRACE.ORG



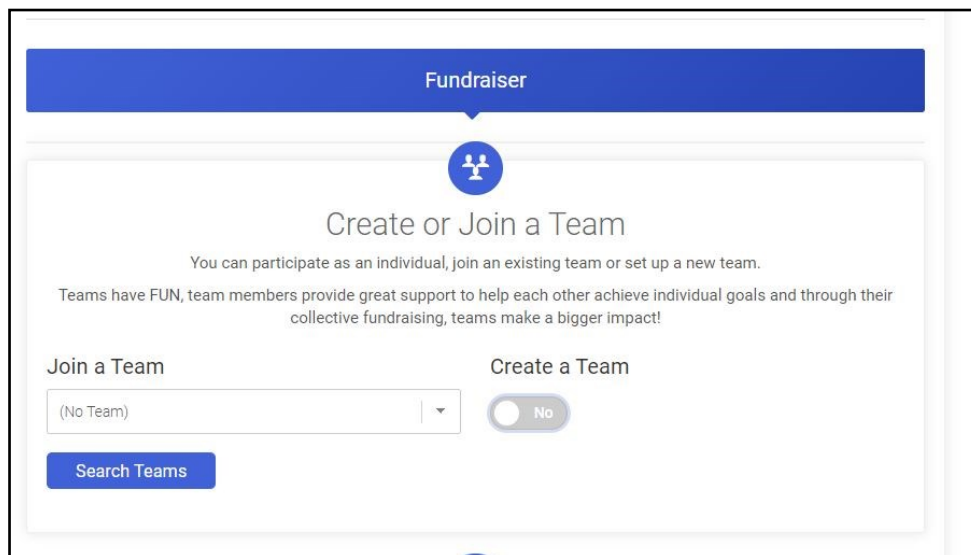
Tips for Online Registration

To Register as a participant, visit www.rocknrace.org and set up your team during or after registration:

Note: Registration is easier on desktop than mobile device, but can be done on both.

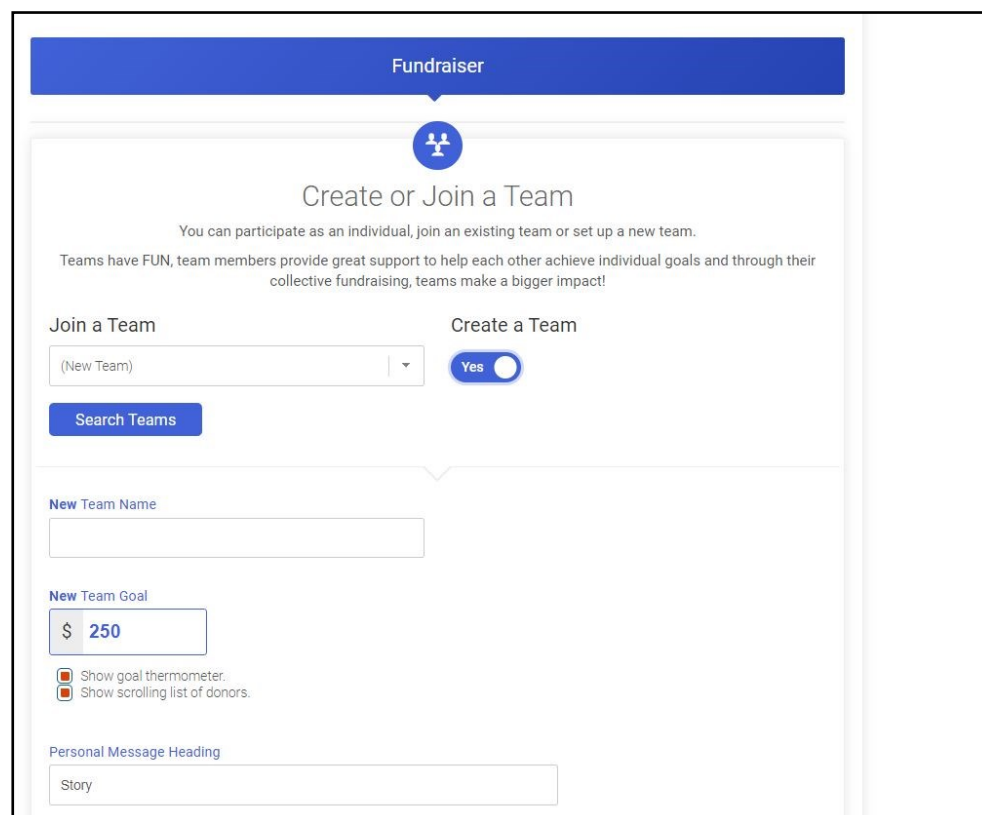
Step by Step instructions for Creating or Joining a Team during your registration process:

- Select Sign Up to begin the registration process. Enter in all participant information and click Continue. Sign waiver and Continue. Choose shirt size, emergency contact, (if runner, add run time) and continue.
- You will automatically be signed up as a Fundraiser.
- Now you can join or create the Fundraising Team
- Join an existing team using the drop down



The screenshot shows the 'Fundraiser' section of the registration process. The title is 'Create or Join a Team'. Below the title, it says 'You can participate as an individual, join an existing team or set up a new team.' and 'Teams have FUN, team members provide great support to help each other achieve individual goals and through their collective fundraising, teams make a bigger impact!'. There are two main options: 'Join a Team' and 'Create a Team'. Under 'Join a Team', there is a dropdown menu currently showing '(No Team)' and a blue 'Search Teams' button. Under 'Create a Team', there is a toggle switch currently set to 'No'.

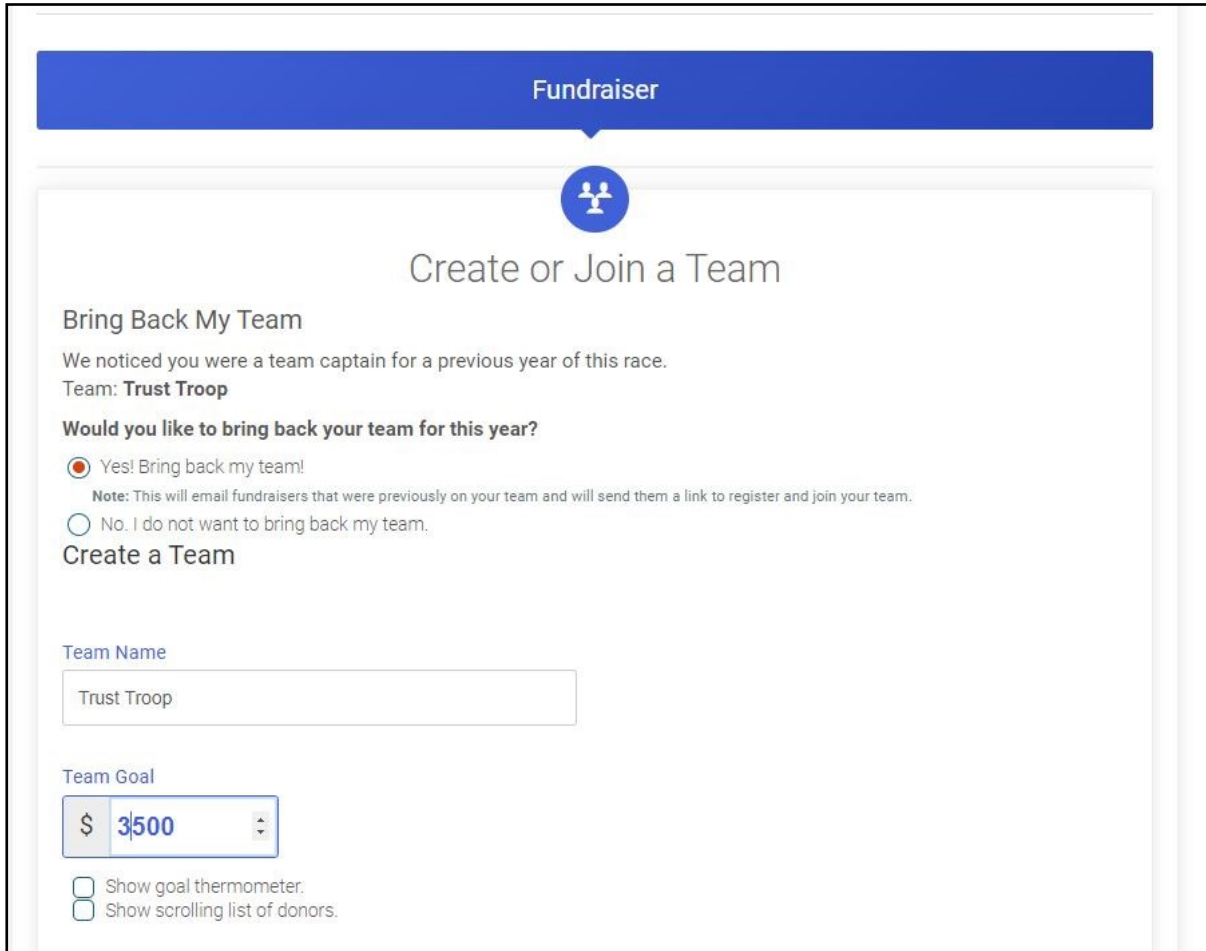
- Or click YES under Create a team and Enter in a name for your Fundraising Team
 - Enter in a goal for your new Fundraising Team.



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Tips for Online Registration Continued...

- Captains from last year will be asked if they want to “Bring Back Your Team”.
- If you click yes, your team will be established again and all members from last year will automatically be emailed and asked to join again this year.



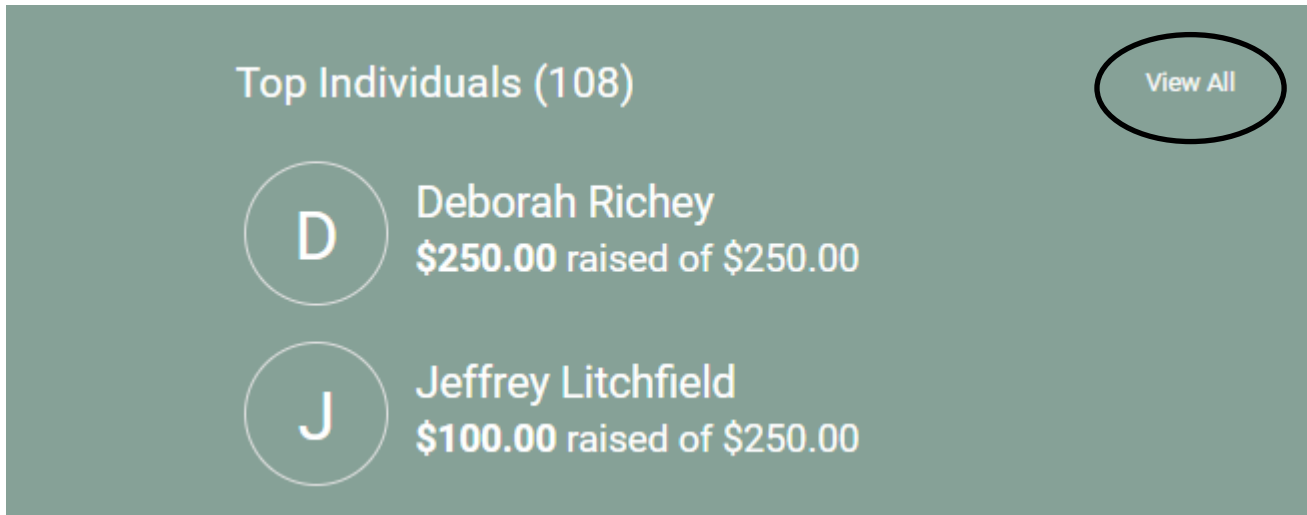
The screenshot shows a web interface for a fundraiser. At the top is a blue header with the word "Fundraiser". Below it is a circular icon with three people. The main heading is "Create or Join a Team". Underneath, there's a section titled "Bring Back My Team" with the text: "We noticed you were a team captain for a previous year of this race. Team: **Trust Troop**". It then asks "Would you like to bring back your team for this year?". There are two radio button options: "Yes! Bring back my team!" (which is selected) and "No. I do not want to bring back my team.". A note below the first option says: "Note: This will email fundraisers that were previously on your team and will send them a link to register and join your team." Below this is a section titled "Create a Team". It has a "Team Name" label and a text input field containing "Trust Troop". Below that is a "Team Goal" label and a dropdown menu showing "\$ 3500". At the bottom of this section are two checkboxes: "Show goal thermometer." and "Show scrolling list of donors.", both of which are currently unchecked.

- Now select any donation levels that you would like to donate towards your Fundraiser
- Select who this donation will be on behalf of
- You can add \$25 *Tribute Sign* donation during registration or any time after registration through the donation page—a sign with your tribute message will be displayed on the course.
- Click Continue
- Purchase Add-on swag—Rock’N Jacket, Wicking Shirt, and Cap — during registration and proceeds benefit the Payson Center for Cancer Care.
- Complete your registration
- After registration is completed, you may see a popup asking if you want to create a Facebook Fundraiser.
- If you click the Facebook Fundraiser option and you are simultaneously logged into Facebook on the device/ computer you’re using, you will be guided through Facebook Fundraiser setup.

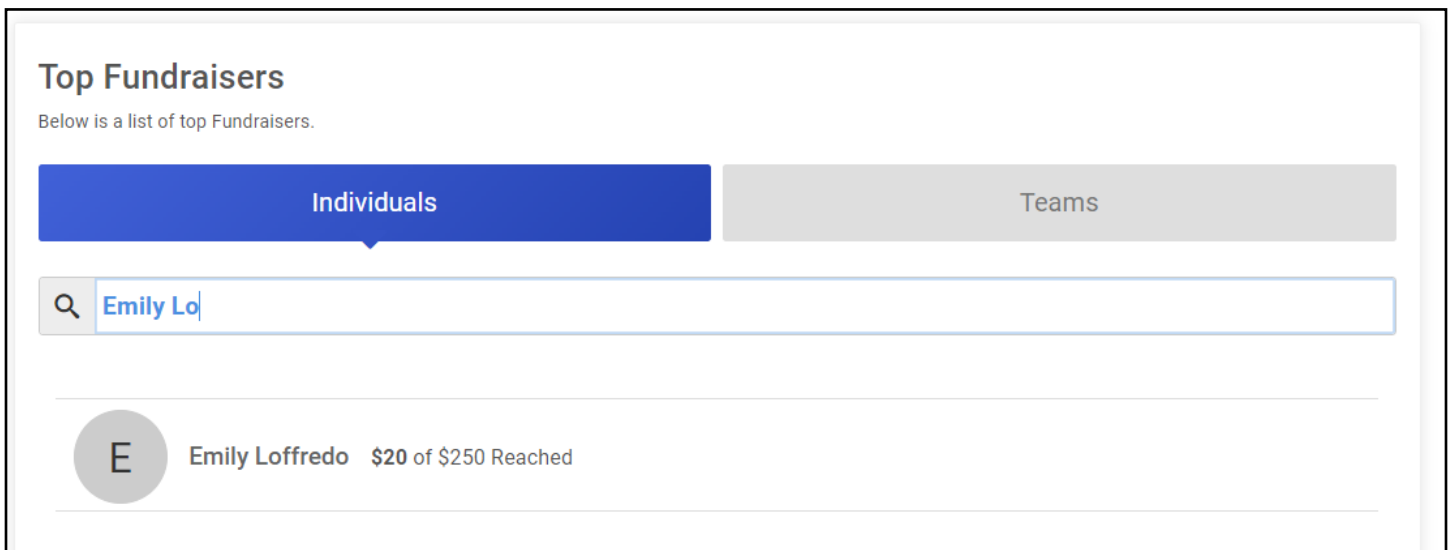
Tips for Online Registration Continued...

How to Link a Facebook Fundraiser After Registration:

- Go to www.rocknrace.org and make sure you are logged in
- Scroll down to the fundraiser listing on the home page of Rock'N Race and click "View All"



- Search for yourself under individuals



Tips for Online Registration Continued...

- You will be brought to your fundraising page where you will see a button to create your Facebook Fundraiser

+ Tell your story, add a slideshow

Fundraiser
 Emily Loffredo [Manage](#)

\$20 Raised of \$250

\$0 \$250

Story

The HOPE Resource Center at Concord Hospital Payson Center for Cancer Care offers important services to cancer patients and their families through experts who offer guidance, information, and access to support programs for people affected by cancer at no cost. These include services such as nutritional and financial counseling, nurse navigation and social work support, spiritual care, support groups, and online resources such as the Anticancer Lifestyle Series.

Rock 'N Race is proud to provide funding for programs and services of the Payson Center for Cancer Care HOPE Resource Center, which attracts over 4,000 runners and walkers annually. Won't you join us in supporting our friends and family members living with cancer?

Thank you!

Reach Your Goal Faster with Facebook

- 1 Connect this fundraiser to Facebook
- 2 Invite friends, share updates, and collect donations on Facebook.
- 3 We'll keep track of your progress for you. The money you raise on Facebook will count towards your goal.

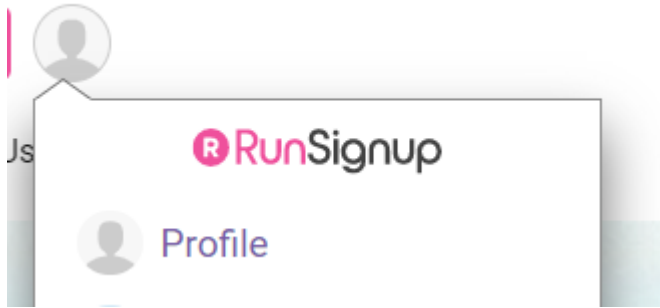
[Create Your Fundraiser on Facebook!](#)

- If you click on this button and you are simultaneously logged into Facebook on the device/computer you're using, you will be guided through Facebook Fundraiser setup.

Tips for Online Registration Continued...

How to Create or Join a Team After Registration:

- Log onto RunSignup through www.rocknrace.org and Go to your Profile icon



- Click My Registrations
- Click Manage Registration where you see your walk or run registration for this year's Rock'N Race
- Click Fundraiser in the sidebar menu
- You'll be brought to the Edit Fundraiser page where you can Create a new team or Join a Fundraising Team through the dropdown menu.

Captains: Invite others to join your team or donate to your team:

- Log onto RunSignup
- Click "Top Fundraisers" at the top of the page
- Type your team name into the search bar to pull up a list of Rock'N Race Teams and Your Team page will pop up.
- Click on the Manage button near our team name
- Click on links & sharing. You will see your fundraiser URL that can be copied and pasted into your own emails. You can also send emails using the menu on the left-hand side of the page.
- Additionally, you can copy and paste your fundraiser URL into a Facebook post. People will be able to click your post and link directly to your fundraising page on RunSignup.

Note: once your friends get to your team page, they can register and join your team by clicking on the "JOIN" button. You can send your potential donors to this page through an email and they can donate directly to your team by clicking on the "DONATE" button. Click on "send emails" scroll down to write your email or choose one of our email templates from the drop down menu. You can also import contacts from a CSV file using the RunSignup importer.

OFFLINE DONATIONS by check, etc. should be sent to our office for processing and recording towards your ultimate fundraising goal. Please write the Team or fundraiser in the memo.

Checks should be made payable to: Concord Hospital Trust

And mailed to:

Concord Hospital Trust

Attn: Liz Fay

250 Pleasant Street

Concord, NH 03301

If you have any questions, please call Concord Hospital Trust at (603) 227-7162

Or email chtrustevent@crhc.org