

# Participant & Team Toolkit 2025



# ROCK'N RACE

PRESENTED BY



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COUNTY SAVINGS BANK



Thank you to our Team Champion Sponsor:



CONCORD ORTHOPAEDICS

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[www.rocknrace.org](http://www.rocknrace.org)

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# \$339,000

\$339,000 was raised directly from the 2024 Rock’N Race event, including over \$200,000 directly from participants.



# 5,855

In 2024, there were 5,855 patient contacts through the HOPE Resource Center including 1,324 appointments with nutritional services, 343 mastectomy fittings, and 52 wig fittings.



## Concord Hospital Payson Center for Cancer Care has served our community for over 20 years!

Whether you are new to the race or are part of a long standing team, YOU are making a difference in the lives of our friends and neighbors battling cancer. Rock’N Race provides funding for the HOPE Resource Center, which supports programs and services for cancer patients all year long. In 2024, our Rock’N Race community raised over \$339,000 to ensure that our friends and neighbors living with cancer received the care and support they needed. Since the beginning, Rock ‘N Race has raised over \$6 million for the HOPE Resource Center!

Annually, the Payson Center for Cancer Care sees over **1,600** new patients every year. Your leadership at this event supports new and existing patients receiving support at the HOPE Resource Center. The goal of the HOPE Resource Center is to help patients and their families find compassionate support - from specially trained professionals who recognize that cancer affects an entire family to recognizing that care does not end when patients complete their chemotherapy and radiation treatment.

## Fundraising

### The #1 fundraising tip is...ASK! If you don't ask for a donation, you won't receive one.

- Start a Facebook fundraiser and share your fundraising page through your social media channels. You can directly connect your Facebook fundraiser to your RunSignup Fundraising page!
- Theme dress-up day: Have employees/co-workers donate to dress up according to a fun theme, or have an outfit contest.
- Organize an office game or events where participants donate to enter and all the proceeds support your team. You can also organize a raffle, contest, challenge or fundraising dinner.
- Organize a bake sale! Everyone loves tasty treats.
- Uno's Dough Raiser - Host a dough raiser at your local UNO restaurant and earn up to 20% of sales generated from guests who dine to support the cause <https://www.unos.com/getstarted.php>
- Email friends and family through your RunSignup fundraising page asking for race donations. For a low-tech option, pen a letter asking for their support.

### Where does my fundraising support?

Your fundraising directly supports services at the HOPE Resource Center that are available to patients and their families - all at no-cost to them.

- Financial Counseling;
- Nutritional Counseling & Nutritional Programs;
- Nurse Navigation;
- Social Work Support;
- Patient & Family support groups;
- Reiki & Massage Therapy;
- Spiritual Care;
- Cancer Resource Library;
- Online resources including the Anti-Cancer Lifestyle program;
- Connecting patients and families to community resources;
- Support for the purchase of wigs and prosthetics.



# Becoming 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 Rock'N Race website has tools available to track your progress and promote your Rock'N Race efforts.

The first step is to create your team by heading to **[www.rocknrace.org](http://www.rocknrace.org)** and follow the prompts to create a team.

Once you have your team created, make sure to follow the checklist below to ensure success! Please mark your calendars for **Packet Pick-Up on Tuesday May 6, 2025** at Christ the King Parish, 72 S. Main Street, Concord, NH. Packets can be picked up between 9am and 5pm. Please note the team captain is responsible for picking up the team packets and we encourage you have a plan for meeting your team and distributing t-shirts and swag on race day.

- **Make your own donation first;**
- **Ask your employer to contribute or match your donation. Check with your HR department to get a matching gift form and any other specifics;**
- **Distribute information to your team members and recruit new members. Distribute information around your office or neighborhood;**
- **Utilize social media to fundraise and spread the word about your team and the cause;**
- **Act as the liaison between your team and the race. Field any questions and as the team captain organize a time and place on race day to distribute your team's swag;**
- **Motivate and encourage! Rock'N Race is a FUN event that is for an amazing cause.**



## Important Race Information & Deadlines:

- **Registration and Race website:** [www.rocknrace.org](http://www.rocknrace.org)
- Online Registration Fees:
  - \$35 Early Bird through March 1, 2025
  - \$40 March 2 - May 2, 2025
- Online Registration closes May 2, 2025 at 12:00 pm. If you miss online registration, you can register for \$40 in person at Packet Pick-Up on May 6th or the day of the event on May 7th beginning at noon on Capitol Street.
- Paper registration forms are available at the Trust Office for \$35.
- Children 14 years and younger can register for \$15.
- Checks can be made out to **Concord Hospital Trust** and write Rock 'N Race in the memo.
  
- **Safety Precautions: no bikes, rollerblades, skateboards, or pets.**
- **Strollers:** If you are registered as a runner, please line up at the back of the runners on N. State Street. If you are registered as a walker, please line up with the walkers on Capitol Street.
  
- **ADD-ON'S: Deadline April 10, 2025**
  - When registering for Rock 'N Race, add-on purchases will be available. Please note that this purchase amount does not go towards your fundraising goal. All add-on purchases made before midnight on **April 10, 2025**, will be available in your packet at Packet Pick-Up on Tuesday, May 6, 2025, at Christ the King Parish. All add-on purchases made after April 10 and through May 2, 2025, will be available at the Trust office beginning in June.
  
- **TEAM T-SHIRT: April 11, 2025**
  - Teams with more than 10 people on their team OR who have raised \$3,500 by **April 11, 2025**, will receive their team name on the back of their t-shirts. Please note that individuals registering with a team after the April 11, 2025 deadline will not be eligible for the customized team t-shirts (but can still get t-shirts without the team name while supplies last).
  
- **ROCK STAR TEAMS:** Rock Star teams are teams that have fundraised more than \$3,500. Teams raising this amount will receive the chance to get their team picture taken on race day and a framed picture delivered after the event. These teams will also be recognized at the 2026 Captains Breakfast with an award.
  
- **TOP INDIVIDUAL FUNDRAISERS:** Individuals raising more than \$2,000 or more, will receive an award at the Captains Breakfast in 2026.
  
- The highest fundraiser overall will be displayed on a plaque at the Payson Center for Cancer Care. All donations must be received by May 31, 2025 in order to qualify for an award. Registration fees and Add-on's DO NOT count towards fundraiser goals and individual fundraising totals funnel into team totals.

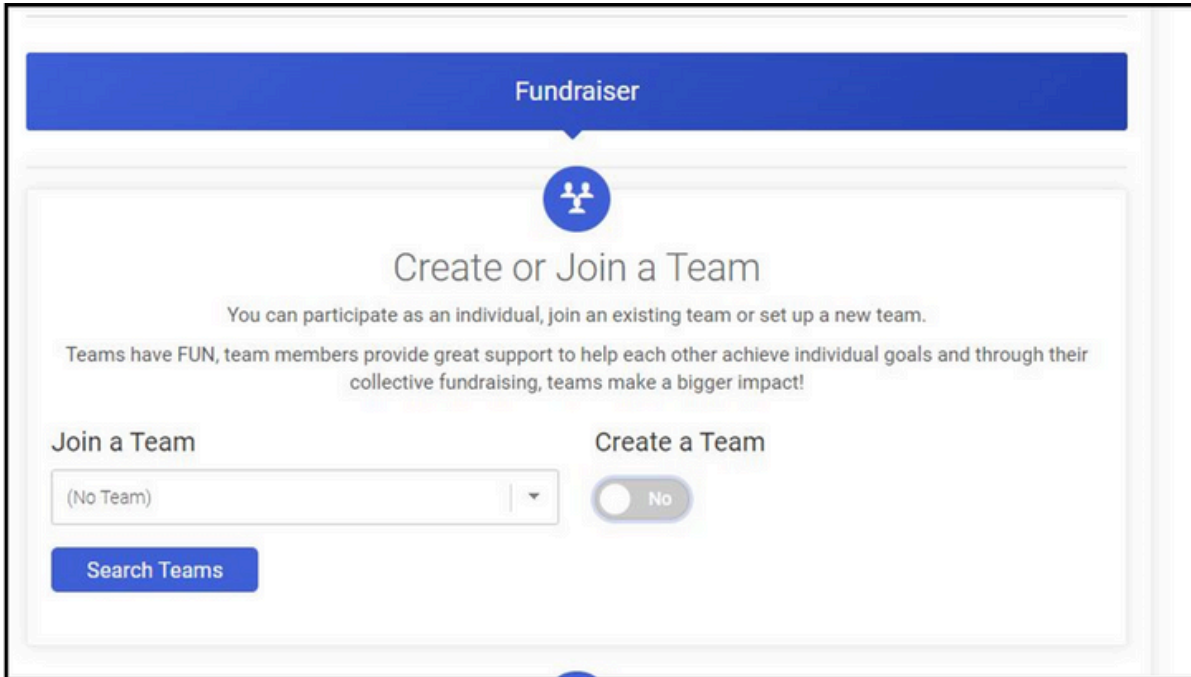
## Online Registration Walk-through

To Register as a participant, **visit [www.rocknrace.org](http://www.rocknrace.org)** and set up your team during or after registration:

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

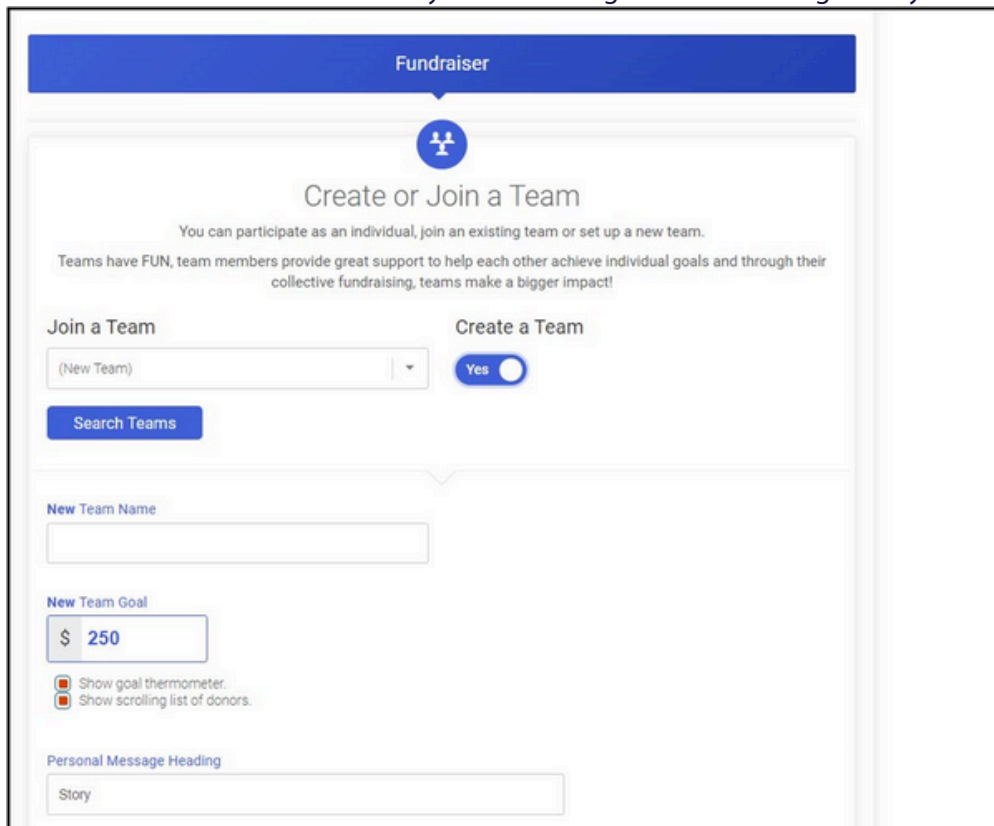
Step by Step instructions for Creating or Joining a Team during your registration process:

- 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 main heading is 'Create or Join a Team'. Below this, there is a sub-heading: 'You can participate as an individual, join an existing team or set up a new team. 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)'. Below this is a blue button labeled 'Search Teams'. 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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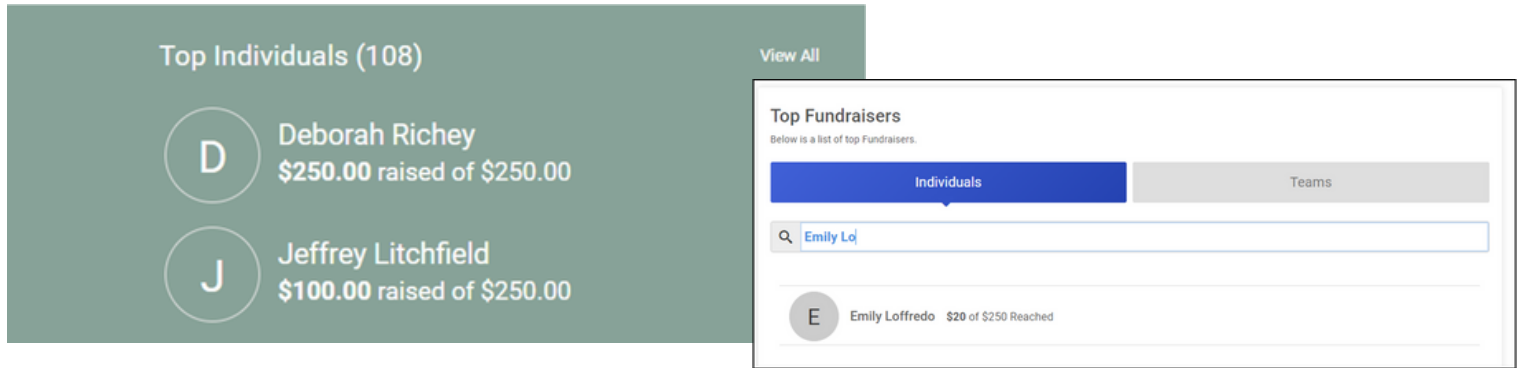
- Captains from last year will be asked if they want to “bring back your team”
- If you click yes, your team will be established again and all members from last year will be automatically emailed and asked to join again.

- 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 tribute store—a sign with your tribute message will be displayed on the course.
- Click Continue
- Purchase Add-on swag 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.



## How to link a Facebook Fundraiser after Registration

- Go to [www.rocknrace.org](http://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.

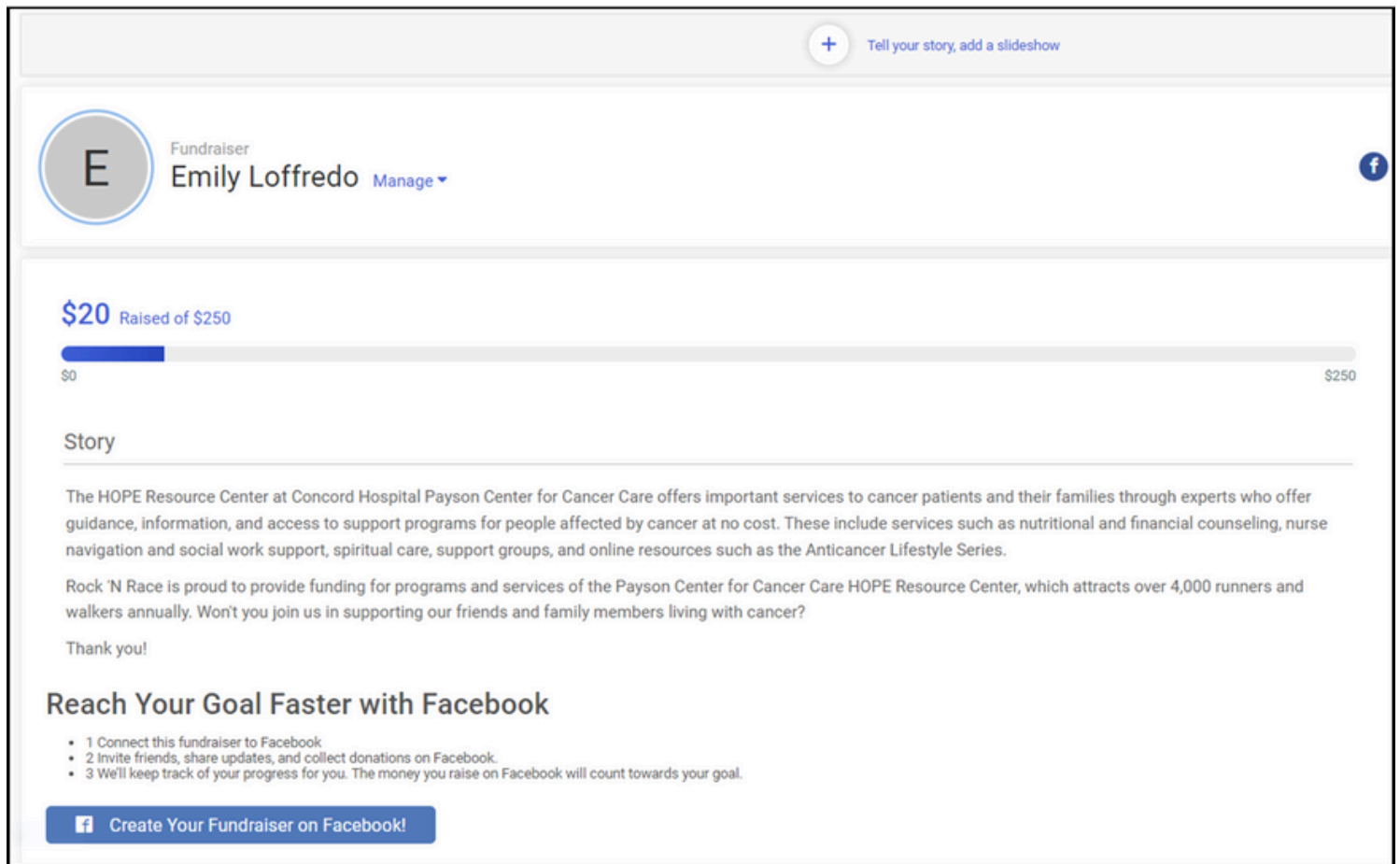


The screenshot shows two panels. The left panel, titled "Top Individuals (108)", lists:

- Deborah Richey: \$250.00 raised of \$250.00
- Jeffrey Litchfield: \$100.00 raised of \$250.00

The right panel, titled "Top Fundraisers", has a "View All" link above it. It includes a search bar with "Emily Lof" entered and a filter for "Individuals" (selected over "Teams"). A result for "Emily Loffredo" is shown with "\$20 of \$250 Reached".

- You will be brought to your fundraising page where you will see a button to create your Facebook Fundraiser.
- If you click on this button and you are logged into Facebook on the device you are using, you will be guided through the Facebook Fundraiser setup.



The screenshot shows a Facebook fundraiser page for Emily Loffredo. At the top, there is a button that says "+ Tell your story, add a slideshow". The fundraiser profile shows a circular icon with the letter 'E', the name "Emily Loffredo", and a "Manage" dropdown menu. Below the profile, a progress bar indicates "\$20 Raised of \$250". The "Story" section contains the following text:

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.

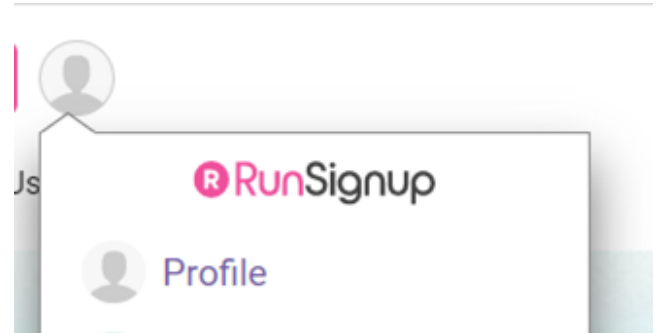
At the bottom, there is a blue button that says "Create Your Fundraiser on Facebook!".



## How to Create or Join a Team After Registration:

- Log onto RunSignup through [www.rocknrace.org](http://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 people to join and 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 your 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:** Checks should be sent to our office for processing and recording towards your fundraising goal. Please write the team or fundraiser in the memo. Please make checks out to Concord Hospital Trust and mailed to:

**Concord Hospital Trust**

**Attn: Liz Fay**

**250 Pleasant Street**

**Concord, NH 03301**

**Please contact the Concord Hospital Trust with any questions at all! You can call us at 603-227-7162 or email us at [chtrustevent@crhc.org](mailto:chtrustevent@crhc.org)**