



## P2B 'RUN IT FORWARD' Program

Love P2B + Looking for a way to give back to the local community = P2B 'Run It Forward' Program

If you have a Team ready to run P2B and would love to use your Team Registration Fee to raise funds for a local Charity then the 'Run It Forward' Program might be the option for you.

Being a locally Organized and Supported Event in Central New York, P2B loves giving back to local Charities. As we have grown over the years, has too our support with the local community and developing ways to give back. The 'Run It Forward' Program gives Teams an opportunity to use their Registration Fee (+ More) to create a donation to a local Charity, and provides opportunities for Teams to become connected further with the P2B event & staff.

Read below to find out How the 'Run It Forward' Program works & How to Qualify for the Program. We hope to see you and your Fundraising Team on the Adventure of a Lifetime through the ADK!!

### HOW 'RUN IT FORWARD' WORKS?

#### ❖ P2B – PROVIDES:

- ✓ **FREE Team Coupon to Fundraising Team (~\$1,500 Value)**
  - P2B Donates the Registration Fee to the Charity
- ✓ **Creates Custom Fundraising Page for Team to Raise Money**
  - Example Fundraising Page: <https://runsignup.com/nyrunforthefallen2019>
- ✓ **Add Charity to P2B Run Signup Registration Page & P2B Website**
  - Registering Runners see the P2B Charities and will be asked if they would like to donate to a Charity
- ✓ **Charity Announcement via Newsletter & Social Media**
  - 5,000+ Newsletter Members; 2,000+ FB Followers

#### ❖ FUNDRAISING TEAM – PROVIDES:

- ✓ **Selects a Charity to Support (Approved by P2B & Preferably a Local NY Charity)**
- ✓ **Organizes Team and Raises Money for Fundraiser**
  - Each Runner will donate a Minimum of \$125 to the Fundraising Team when they Register
  - Create a Challenge with your Team to help increase Donation Amount
- ✓ **Provides 1 of the following to P2B:**
  1. Organize **10+** Volunteers for Race Weekend
    - a. Volunteers will Register on Run Signup & Select Fundraising Team during Registration
  2. Provide Race Day Donation of Goods to P2B Event (Approved by P2B)
    - a. Example: Food, Drinks, Giveaway Items for Runners/Volunteers
  3. If Unable to achieve Option 1 or 2, please contact P2B to discuss further options
- ✓ **Determine Donation Fund Transfer Option (Before Registering Team):**
  1. FUNDS GO DIRECTLY TO CHARITY: Charity Setup Run Signup Account & Receives \$ Direct
  2. P2B HOLDS FUNDS UNTIL AFTER RACE: P2B holds \$ from Registration & Issues Check After the Race
- ✓ **ENCOURAGED: Announce P2B Partnership & Promote P2B = Increased Awareness to P2B & Charity**

### HOW TO QUALIFY FOR 'RUN IT FORWARD'?

#### ❖ HOW MANY 'RUN IT FORWARD' TEAMS AVAILABLE = **10** per Year

- ✓ Each Charity can qualify for more than **1** Fundraising Team per year

#### ❖ HOW TO QUALIFY FOR A 'RUN IT FORWARD' TEAM:

1. Have a Team Organized or able to be Organized to run P2B
2. Find a Charity to Donate To (preferably a NY State Charity)
3. Select Option for Supporting P2B (Volunteers, Race Day Donation of Goods, etc.)
4. Contact P2B ([Peak2Brew@P2Brelay.com](mailto:Peak2Brew@P2Brelay.com)) requesting a 'Run It Forward' Team

