PARTICIPANT GUIDE

RACE FOR CAASE

Thursday
June 4, 2020

6:30 p.m., rain or shine, at Grant Park

ON TRACK TO END SEXUAL EXPLOITATION

Race for CAASE is in partnership with Strides for Peace.

CAASE provides Legal Services, Prevention Education, Community Engagement & Policy Advocacy.
WELCOME TO THE RACE FOR CAASE TEAM

We are excited to have you on board and want to help you reach and exceed your commitment of $300 for the 8K, $200 for the 5K, $100 for the 2 mile walk, or $45 for the Kid/Tot Sprint. The first step to reaching your fundraising goal is registering for the race on EnMotive. The second is setting up your very own page on EnMotive. With our step-by-step guide, you’ll reach your goal in no time and even surpass your expectations!

Registering and Fundraising with EnMotive

EnMotive is a race management site where you will register as a Race for CAASE team member and you will be able to set up a personal fundraising page to help you meet your goal!

Registering

Step 1:
Go to https://stridesforpeace.EnMotive.com and click the “Register” at the top.
**Step 2:**
Select your distance (this can be edited later in your account if you decide you want to run more or less).

**Note:** “Virtual Runner” is an option for anyone who will not be attending but would like to receive a team shirt and would like to set up a fundraising page to raise money for CAASE.
**Step 3:**
If you have an EnMotive account, sign in and choose the registrant for the registration. If you don’t, create an account then continue.

![Strides For Peace - 2020 Race Against Gun Violence registration page](image)

**Step 4:**
Select “Race for CAASE” as your team and select your t-shirt size under “Products”. Strides for Peace branded lifestyle t-shirts and baseball hats are available for purchase but will not be covered under the cost of your registration.

![Team selection page](image)
**Step 5 - Important:**
When prompted with “Who are you running for?”, select “Chicago Alliance Against Sexual Exploitation” from the drop down bar. This step helps set up your race fundraising page, so double-check to make sure your hard-earned fundraising dollars are going to the right place!

**Step 6:**
Once you’ve chosen “Chicago Alliance Against Sexual Exploitation”, you can choose to make a one-time donation (optional). To finalize your order and create your fundraising page, select amount, and click “continue.” Once you have completed your registration, you will have a chance to review and customize your fundraising page.
**Step 7:**
Verify that your information is correct. Review, and accept the participant waiver and acknowledgements. If prompted, DECLINE the EnMotive Protection Plan as CAASE is covering the cost of your registration fee. You may now add another participant or proceed to checkout.

![Registration Page](image)

**Step 8:**
CAASE is covering your registration fees so you will need to use the coupon code “RACE4CAASE2020”. In the checkout, click the “Use Coupon” button.

![Checkout Page](image)
**Step 9 - Important:**
Enter coupon code “RACE4CAASE2020” and click the “Apply Coupon” button.

**Step 10:**
Once the coupon is applied, your total should be $0.00. You may now click “Submit”.
**Step 11:**
You will now see the registration confirmation page. From here, you can view and/or edit your fundraising page by clicking “View Your Personal Fundraising Page.”

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**Your Fundraising Page**

**Step 1:**
You will now see your personal fundraising page. Please make sure the “Benefitting” organization is “Chicago Alliance Against Sexual Exploitation.”
**Step 2 - If needed:**
If your selected organization isn’t correct, click the “My Fundraising Settings” menu in the top right corner of your page and select “Fundraising Settings”.

Next, select “Chicago Alliance Against Sexual Exploitation” from the drop down bar and hit “save”.

**Step 3 - Optional:**
If you wish to customize or edit your page, you can do that from the “My Fundraising Settings” menu, too.

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**CONGRATULATIONS!**
You’re ready to fundraise online to meet your Race for CAASE pledge goal!
**PAY YOURSELF FIRST**
Before asking others to donate, kick-start your fundraising page with a little of your own money to show your commitment. We suggest making the first donation and then telling five friends: “I just donated $25 to my fundraising page. Will you match that?”

Once you have a few donors, move on to more casual acquaintances. People are hesitant to be the first to donate but they get inspired by others caring for a cause.

**PLAY UP YOUR OWN CONNECTIONS**
Make your fundraising campaign personal by sharing what motivates you. Are you a parent trying to teach your kids about avoiding harmful attitudes about women? Maybe you know someone who’s a survivor of sexual assault. Perhaps you’re affiliated with CAASE as a staff, board, or YAC member, or you’re simply an ally. Whatever your connection might be, tell your story. Sometimes people care about a cause but feel too distant from it to get involved. You can be the bridge they need.

**EVERYONE LIKES A GOOD INCENTIVE**
We’ve all heard the saying ‘a good deed is its own reward’ – but it’s nice to be acknowledged for something we’ve done. A great way to get people excited to give is to promise an incentive in return. It doesn’t have to be complicated or hard to do. You can send a thank you video that you captured on your smartphone. Try taking the creative route and draw them a cartoon or offer homemade cupcakes to sweeten the deal.

**PARTY WITH A PURPOSE**
Do you have a special occasion coming up like a birthday or a spring barbeque? Throw a party with a charitable twist, asking friends to donate in lieu of birthday presents. It’s easier for people to invest in a cause when they are part of a group who is doing it together.
GET SOCIAL

Follow CAASE on social media to see the latest news, including race activity. Be sure to tag @theCAASE and use #RaceforCAASE in your social media posts to boost your fundraising efforts and share our content about the event!

theCAASE
@thecaase
thecaase

GRAPHICS

Download cover images and more for your social media accounts here. Be sure to add your fundraising page’s link in the description or use CAASE’s team link: http://bit.ly/CAASEteam20.

RACE FOR CAASE
JUNE 4, 2020
ON TRACK TO END SEXUAL EXPLOITATION
Help me fundraise - visit my page to donate.
STATISTICS

These statistics may help you talk about why you are supporting CAASE with your run.

MORE THAN 16,000 women and girls are impacted by the commercial sex trade on any given day in Chicago.

90% of prostituted women in local studies, report being physically and sexually abused by pimps, traffickers, and buyers of sex.

Most sexual assaults are never reported because survivors fear they will be ostracized, blamed, and disbelieved.

SEXUAL ASSAULT harms 1 out of every 5 women in the United States.

WEBSITES

CAASE Website www.caase.org/race-for-caase
EnMotive fundraising page / account login https://stridesforpeace.EnMotive.com/

QUESTIONS?

Contact Natalie Richards at nrichards@caase.org or 773-244-2230 ext. 216.
ON TRACK TO END SEXUAL EXPLOITATION

#RaceforCAASE