Virtual 5k Nov. 2 - Nov. 14, 2020
Weekly Challenges begin October 5th
Welcome to the 2020 Virtual Carpe Diem Dash! As a Team Fundraiser, you have taken on a meaningful role in managing your team's efforts. Together, you will make a significant impact! In addition to having fun and getting fit in a socially distanced way, the funds you raise will help enhance opportunities for Bay Path Students to realize their dreams and make a lasting difference in the world.

Please know that we are here for you every step of the way. Do not hesitate to contact us with any questions. We can be reached at bpalumni@baypath.edu or by telephone at 413-565-1591. We are grateful for your willingness to lead a team and we know that with your support the 2020 Virtual Carpe Diem Dash will be an incredible success!

Carpe Diem!

Veatrice Carabine
Executive Director, Annual Giving and Alumni Relations

To help you get started, we have prepared this Team Leader's Guide containing tips and tools on topics such as:

- Setting fundraising goals and creating a plan to reach them.
- Recruiting family, friends and community members to join you.
- Building momentum, enthusiasm and support for your team and Bay Path University.
- Celebrating your team's success.
EVENT DETAILS

Participants can choose to register for one or all of the following events.

**Carpe Diem Dash 5k Run/Walk**
The Dash will open Nov. 2 - Nov 14th. Choose any one day during that time period to run or walk the 5k. Track your time and distance using a Fitbit, Garmin, the Strava app, or any other device of your choosing. Upon completion, you will have the ability to upload your time and distance to the race website. You can also simply indicate completion without sharing time/distance details. The 5k can be run on any course you choose, or even indoors on a treadmill.

**Carpe Diem Dash 20k Bike**
The Dash will open Nov. 2 - Nov 14th. Choose any one day during that time period to bike your 20k. Track your time and distance using a Fitbit, Garmin, the Strava app, or any other device of your choosing. Upon completion, you will have the ability to upload your time and distance to the race website. You can also simply indicate completion without sharing time/distance details. The 20k can be completed on any course you choose, or even indoors.

**Carpe Diem Dash Step Challenge**
The Dash will open Nov. 2 - Nov 14th. Log all your steps over this two-week period. Track your steps using a Fitbit, Garmin, the Strava app, or any other device of your choosing. Upon completion, you will have the ability to upload your steps to the event website. Set your own goal - the only limit is you!

PRICING

Registration fees for all events as follows:

- Current Bay Path University Undergraduates - free
- Bay Path University Graduate students - $10
- Alumni - $20
- All others - $25
- Children under 12 Free

Individuals registering for more than one event, receive a $10 discount off the second event.

Teams of 10 or more registering together will receive a $3 discount per person.

REGISTER BY OCTOBER 1, 2020 TO RECEIVE A DASH T-SHIRT (while supplies last)

SHIRTS WILL BE MAILED TO THE ADDRESS PROVIDED AT REGISTRATION
WEEKLY CHALLENGES

Weekly challenges are a fun way to build momentum and excitement for your team. Participation is purely optional, though we encourage you to participate in as many of the challenges as you are able. Beginning on October 5th, a weekly challenge will be announced on Friday for the week immediately following. Challenges run Monday - Friday and winners will be announced on the following Monday.

**Week 1:** Oct 5 - Oct 9
Challenge Announced: Oct 2
Winner Announced: Oct 12

**Week 2:** Oct 12 - Oct 16
Challenge Announced: Oct 9
Winner Announced: Oct 19

**Week 3:** Oct 19 - Oct 23
Challenge Announced: Oct 16
Winner Announced: Oct 26

**Week 4:** Oct 26 - Oct 30
Challenge Announced: Oct 23
Winner Announced: Nov 2

LEADING A SUCCESSFUL TEAM

Spread the Word - Build Excitement
Once you have registered and created your team fundraising page, get the word out and build your team. Invite your friends, family, neighbors, co-workers and business associates to join you.

Ask your team members to invite their friends, family, neighbors, co-workers and business associates to join the team.

Encourage your team members to compete in the weekly challenges.

Create a buzz using social media - brag about your team on the Virtual 5k community page.

Host a virtual team pep-rally to get your team excited and build momentum.
THE ROLE OF TEAM LEADER

Team Leaders help make a meaningful impact on the lives of Bay Path University students. By raising money in support of the *The Carpe Diem Fund* you help to provide unrestricted funding that is available immediately for our students’ most pressing needs - emergency funding for students, student programming, classroom equipment, and even technology to aid in the virtual learning experience.

1. **Sign up as a Team Fundraiser**
   Register online and take advantage of the easy-to-use fundraising tools at www.baypath.edu/dash.

   *First*, register for the event of your choice. During registration you will have the opportunity to sign up as an individual fundraiser. Once you sign up to be an individual fundraiser, you will have the option to become a team fundraiser.

   Give your team a fun and empowering name and create your own team web page where you will be able to fundraise online, track donations, and share your story.

2. **Recruit your team**
   Ask at least five friends, family members and/or business associates to participate as members of your Carpe Diem Dash Virtual 5k team. Share your team page on social media. Build team Spirit!

3. **Raise Money**
   All you have to do is ask! Set a team goal and encourage your team members to set and surpass their fundraising goals. When setting your goal - be ambitious but practical, keeping in mind that the average walker will raise $100.

4. **Spread the Word**
   Share fundraising advice, team progress, and challenges with your team and build excitement for the launch of the Virtual Carpe Diem Dash on November 2nd. Share your teams progress and post on social and in the community page.

5. **Ready, Set, GO!**
   Participate with your team in the weekly challenges. Brag about your team on the community page and on social! Have fun!
FREQUENTLY ASKED QUESTIONS

When does it take place? The Virtual Carpe Diem Dash will take place Nov 2 - Nov 14th. Run, Walk or Bike your on the day and time that works for you. The Step Challenge will run over the entire two week period.

Where does the money go? All donations will support The Carpe Diem Fund which provides unrestricted funding that is available immediately for our students’ most pressing needs - scholarships, student programming, classroom equipment, and even technology to aid in the virtual learning experience.

Do Bay Path Students really need MY help? Yes! Your support makes a difference. 78% of students at Bay Path are receiving need based financial aid and over half are pell-eligible. Many of our students are also the first in their family to go to college.

Do I have to do the challenges too? No, the weekly challenges are purely optional. Participate in all of them, or pick and choose depending on your interest.

If it’s virtual how will you track my activity? You will be able to track your time and distance, or your steps via whatever device you choose. Once you’ve completed your race or step challenge you will be able to report your results on the race website. If you prefer, you can also choose to simply acknowledge completion without recording time and distance.

What activity is permitted? You will have the option of registering for the Walk/Run 5k or 20k Bike Challenge or the 2-week Step Challenge. Run/Walk/Bike your favorite route or use indoor fitness equipment. Whatever works for you!

Who can participate? The Virtual Carpe Diem Dash Virtual is open to the public and all are welcome to join us!

Is there a registration fee? Yes, the registration fees are as follows:

- Bay Path Undergraduate Students: Free
- Bay Path Graduate Students: $10
- Alumni: $20
- All others: $25

Where can I register? To register visit:

What if I don't want to make an online donation? Can I mail a check? Yes. Checks should be made out to Bay Path University and mailed to:

Bay Path University
Development Office: Carpe Diem Dash
588 Longmeadow Street
Longmeadow, MA 01106

Who can we contact for help? Contact the Alumni Relations office:
bpalumni@baypath.edu or phone 413.565-1591
How to Raise $250 in FOUR DAYS!

All funds raised will help make a meaningful impact on the lives of Bay Path University students. By raising money in support of the *The Carpe Diem Fund* you help to provide unrestricted funding that is immediately available for our students’ most pressing needs - emergency funding for students, student programming, classroom equipment, and even technology to aid in the students virtual learning experience.

**DAY 1 - Sponsor yourself for $25**
**DAY 2 - Ask 4 relatives to donate $25 each ($100 Total)**
**DAY 3 - Ask 4 friends to donate $25 each ($100 Total)**
**DAY 4 - Ask 5 co-workers to donate $5 each ($25 Total)**

Total Raised - $250!! Way to go!!

Tips to share with your team

- **Ask:** Did you know the #1 reason people give is because they are asked. Encourage your team to ask as many people as possible.

- **Matching Gifts:** All team members should contact their company's HR department to see if they offer a matching gift program. This could be an easy way to double your team's donations!
THANK YOU!

Thank you for your leadership and support!

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