

→ Kristen's Kit



Race Planning 101:

Kristen's guide to planning a fun and successful run/walk

Steps to a Fun and Successful Run/Walk:

Pick a Date

- _Ensure enough lead time for planning and promoting
- _Find a date that doesn't conflict with similar events
- _Choose a time of year in which weather conditions will be favorable

The Course

Charting a Course

- _Ensure accuracy of distance (mapmywalk.com)
- _Enough space for desired number of runners
- _Ample space at start/end to accommodate registration and starting line
- _Access to running water + restrooms

*Suggested location: park; near body of water (to emphasize water theme)

Approval

- _Approval needed from City, Community, Park
- _Additional approval required for sidewalks, street-crossings

Promotions

Utilize Existing Networks

- _Reach out to already established organizations (running + environmental networks)
- _Post event on web calendars
- _Email lists
- _Word of mouth

Print & Web

- _See BPR Visual Promotion Guidelines

*Suggested posting venues: running store, environmental organization, school, libraries, coffee shops

Sponsors/Donations

Equipment

- _Race clock
- _Time machine
- _Fluid containers
- _Megaphone
- _Bib numbers
- _Tables
- _Pens

*Suggested equipment donations: local running company/organization/team

Food/drink

- _Bagels/bread + spread
- _Coffee
- _Fruit (pre- and/or post-run)
- _Plates, utensils, napkins, cups

*Suggested food donations: Whole Foods, local bread company, local grocery/produce store

Extra

- _Prizes

*Suggested prize donations: athletic company; water bottle, gift certificate, coupon

Requesting Donations:

Write a letter that explains the event and the mission of the Blue Planet Run Foundation. Make sure to include the date of the event, your contact information, and 401(c)K form (shows that it's a non-profit company, for donators' tax write-off purposes). It helps to include a flier to show that the event is legit. Go to the company, give them the letter, and verbally introduce yourself and explain your request. Be specific with your request and follow up! (Many food companies have a minimum quota that they must donate to non-profits. They may have an established process with which to request donations. They receive a lot of donation requests, so the earlier you submit a request the better!) When requesting sponsors, let them know how you will advertise their company in return. And promote them at every appropriate opportunity.



Goals

- _How many people?
- _How much \$ to raise?
- _Speaker/person of interest?
- _Audience? Younger/older; Runners/walkers?
- _What do you want people to get out of this?
- _What do YOU want to get out of this?