

How to organize my...

5K Run/Walk

By Peg Padden & Mary Ann Lana
FARF Philanthropy Council, FA parents &
seasoned 5K veterans

Putting on a 5K is a GREAT way to raise money for much needed FA research and family support, and also to bring awareness to the public!

Get a committee together

Ask a few family members and friends to help organize your 5K. You will appreciate the help! Consider using GoogleDocs to communicate with your team. This is a lifesaver for planning and record-keeping. People can see real-time updates to documents and spreadsheets.

Scout & decide on a route

It is easiest to use the same route as another run/walk in your area. Talk to organizers of other runs in your area, attend events and take notes. If you want a specific route, accurate measuring is important. The most accurate way to measure is by renting a measuring wheel. Routes that require closing roads are generally more involved and more expensive. Consider a sheltered area for registration, sign-in, and food. If your route involves closing roads, you must have a permit from the city or possibly the Parks Department. Ask to speak to someone regarding special events.

Get insurance

Most insurance companies don't cover special events. Gales Creek Insurance does in every state but Arizona and North Carolina. They will ask you how many people you expect to participate; since you won't know for certain, give a low estimate because they charge more for more people. You may consider getting insurance from USATF for events in the US, as using their logo attracts runners. (www.usatf.net)

Set registration fees

Research registration fees for other benefit races in your area to set a price. Set up online registration. Contact FARF so we can set you up with a page on our website where people can go to register, donate, and learn about your event. You can be an admin of the page to easily update it and contact your participants & supporters at any time.

Promote

Make up a brochure or flyer announcing the event. It's also helpful to have a logo and color scheme for your run. Consider asking a marketing company to help out in exchange for sponsorship perks. Don't forget to

A word from Peg

Just take one step at a time—that way it's not so overwhelming, and...it can definitely be done. Remember, ANY amount of money made will be money for research, and you WILL make money!

Good luck!

Include a registration form on your brochure for those who don't register online or who register the day of the event. Also, include options on your registration for people to donate in addition to the registration fee and to donate even if they will not be attending the race. This is a great and easy way to increase your fundraising.

The FARF team can help you with printing and mailing your flyers or brochures. Email everyone you know and ask them to email everyone they know. Use Facebook and other social media sites to get the word out. FARF can also help promote the event. News and radio channels love human interest stories. Contact them, request an interview, or invite them to the event!

Rely on volunteers

You will need volunteers at various points: for registration at the race, at the t-shirt table, food table, and along the way to cheer people on. You may also need some volunteers to check for traffic and point runners in the right direction.

T-shirts

People LOVE these. You can't put on a run without them. There are several websites where you can order custom t-shirts. You may want to consider two registration fees—one that includes a t-shirt and a slightly lower fee without a t-shirt.

Equipment

You will need a **clock** for participants' times at the finish



line. These can be rented. It's also worth hiring someone to do this since so many runners want their time.

A **microphone** is needed to announce the start and anything else you want to say. You can rent one, but, once again, I have found that it is great to have someone who is regularly involved in runs perform this duty. My timer guy also has a PA system; we just rent a generator.

You will also need **bib numbers**. Road ID will give you free bibs (minus shipping) in exchange for adding them as a sponsor (this means passing out their brochures). They will also give you gift cards to be awarded as you see fit.

Food

It's a good idea to provide a light snack to participants, such as bagels or muffins and bananas. Of course, water is a necessity (bottled or in a dispenser). These items are often donated from supermarkets, bakeries, and/or local produce and water suppliers.

Restrooms

You may want to order some porta potties. This is rather important unless your route is in a park or area with sufficient public restrooms available. You will also need garbage and recycling bins.

Awards and prizes

Most races have awards or prizes for top finishers by gender and, sometimes, age group. Some benefit races also have prize drawings at the end of the race. Ask your contacts and solicit local businesses for things like gift certificates to restaurants, shops, supermarkets, and services. Hotels and friends with vacation houses may offer a weekend stay. You could award prizes to the top three male and top three female runners in addition to prizes for random bib numbers.

Registration at the event

Have three or four tables:

Place one off to the side for those who have **not yet registered** with forms and pens. Having one volunteer to staff this 'info' table is helpful to answer questions and point people to the next table.

Have one table for "**Already Registered**" and another for "**Needs to Register**." For the "Already Registered" table you will have a list of registrants with their bib number next to their name. I typically have three volunteers staffing this table with a sign in front of each for people to check in by last name: A-I, J-Q, R-Z. When people check in, cross off their name, give them their bib number, and send them to get a t-shirt, if applicable. It's VERY important that they get the correct bib number if you are having the race timed and/or have a photographer—this is how runners are identified.

The "**Needs to Register**" table should also be staffed by

up to three volunteers. Have one stack of bib numbers in the middle. As people come up with their registration and money, a volunteer should take the top bib number and write it on the person's brochure. Send them to t-shirts, if applicable.

Follow-up

After the event, follow through with any remaining work—distributing prizes, returning rental items, etc. Thank your sponsors, participants and volunteers with a post card. That same mailing list can then be used to invite people back next year! Provide FARR with a list of everyone who should receive a tax receipt thank you letter.

Share results from your event on your page & on social media, including top race times, how much money was raised, how it helped those with FA, and—if it is to be an annual event—information for volunteers, sponsors, and potential attendees about the next run.

Wrap-up meeting

Plan a final meeting with your planning/volunteer committee soon after the event to go over what went well and what could be improved. Consider making this a party-style meeting to thank everyone for their time and effort and to celebrate the success they made happen. Even if you expect this was a one-time event, this meeting is a great final thank you for your volunteers! You will gain valuable information for holding any future event or assisting others with one.

Consult the FARR Fundraising Toolkit for more helpful tips & forms to make your planning easier and your event more successful!

Available at www.fanconi.org, by calling 541.687.4658 or by emailing info@fanconi.org