

Tips on How to Create and Host a 5K Walk or Run

Think About the Time of Year that Fits Best

- Weather and location are key
- If other 5Ks are happening, try to find another time of year
- Pick a date or a few for backup
- Look at other race advertisements to get a feel of how it works
 - How can you get the word out?

FIND a RACE Director - This is Key to a Successful Race

- Do they handle the insurance?
- Do they find the police to escort?
- Cones
- Route map and plan
- Time and awards coordination?
- Porta Potty set-up (usually just one) - if no bathrooms are available

Consider Creating a Committee to Help with the Following

- Location/decorations
- Entertainment /program
- Silent Auction
- Entertainment
- Set up /breakdown

T-shirt Design and Orders

- The Foundation uses Custom Ink for t-shirt design/sales.
 - [Learn more here](#)
- Save all pre-registered t-shirts first
 - Extras are for walking up with no guarantee
- Organize the night before

Website

- Have a race website for registration and information, such as active, etc.

Donations

- Look for in-kind and monetary donations
 - Bagels and coffee
 - Hot chocolate
 - Fruit, bananas
- Bagel companies and local stores are usually willing to support you. Tell them they will be highlighted in all marketing material and at the race.
 - Water
 - Gift cards for awards were more fun than trophies
 - Medals Woodles

- Fun local popsicle stand

Create Your Online Event/Fundraising Campaign (Using the CdLS Foundation's Donation Link That Will be Provided)

- Highlight the event details: date/time/location/any information you can provide about the event
- Create/provide a registration link, if needed
- People can register or make their online donations
- Solicit volunteers (if needed)
- Make it personal; tell your story
- Use fun photos to engage your donors
- Share this information with the Event Manager at the Foundation – they can help with the following:
 - Creating an event flyer to promote your event to the CdLS community
 - Creating your GiveButter page/with ticket sales if needed

Identify Your Potential Donor Network

- Share your link to your event/fundraising campaign with family, friends, co-workers, neighbors, and those in your contact list, asking them to participate and support your event and the CdLS Foundation

Follow-Up – Keep Your Event Top of Mind

- Send an initial email to your contacts two months before your event, including the link to your fundraising page
- **One Month Before** - Contact the Event Manager at the Foundation to send awareness items/stickers/swag
- Send a reminder email two weeks before the event, including the link.
- Confirm details with the venue and those who will be donating items for auction or food/refreshments
- One week before your event, confirm you have all the supplies you need (cornhole games and scoreboards; if you have sponsors - flyers with their logo; music, paper products, food, beverages, pens, paper, decorations, tables/chairs if needed)

Day of Your Event

- Gather your supplies
- Print out your registration
- Get to the event space an hour before for set-up
- Have a team of volunteers help organize race day material
- Organize race packets before the race
- Have a walk-up and a pre-registered table
- Have fun and take plenty of photos

Say Thank You!

- Within a few days of the event, email all your participants, sponsors, and donors a thank-you email. You can keep track of who donated through your fundraising campaign page
- Send an email with photos/videos of the event a week afterward and let them know they can still donate

Have fun with it, and know we are here to support you every step of the way.