

6-9 MONTHS OUT:

1. Set a date and select a venue

- Pay attention to other race dates and locations in the area

2. Find Sponsors

- Corporate/businesses
- T-shirt sponsor
- Race sponsor- Running Club/Local Fitness Store
- Finish Line Sponsor
- Corporate sponsors are good to solicit the 1st of the year

3. Organize a team of volunteers

- Reach out to family and friends for support and ideas

4. Create advertising materials for the event

- Keep materials easy to read- Not too busy and wordy
- Include information like: Name of event, date, time, location, cost, contact information
- Ex: Flyer, Social Media, Email, Invitations, Registration form, etc



3 MONTHS OUT:

1. T-shirts- Design and order

2. Medallions- Design and order

3. Hold a meeting with volunteers

- Assign specific tasks to specific people

4. Registration Materials

- Set a registration date and cost
- Create a registration form and an online link

5. Reach out to MPS families

- Ask for help, support, and tips

2 MONTHS OUT:

1. Solicit local donations for raffle/silent auction

2. Advertise!

- Hang flyers at local businesses, schools, community boards, Running Clubs, Fitness Stores, Local Gyms/Fitness clubs, etc
- Social Media- Create a Facebook event

3. Course Layout

- Decide what the route for the race will be
- Create a race map
- Involve local police
- Invite paramedics to event

Refer to the National MPS Society's Walk/Run Guide for more in-depth information.

TIPS:

- Use the Walk/Run Guide from The National MPS Society
- Attend a walk/run in your local area for ideas
- Recruit lots of volunteers! You can never have too many!
 - Ex: Boy Scouts, Local Churches, Service Organizations
- Consider other entertainment at the event
 - Face painting, yard games, music, etc
- Consider getting food/water donations from local grocery stores to give out to the participants
- Make sure you have water stations set up on the race course
 - Have volunteers at each water station
- Consider creating a website for your event
- Consider contacting a local TV or radio station to advertise for your event
- Recognize guests who are affected by MPS or ML at your event
- Invite doctors and researchers who specialize in MPS or ML
- Recognize all donors at the event
- Send thank you notes to all donors
 - Include amount of money raised



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