



National  
MPS  
Society

Support for Families. Research for a Cure.

# 2020 Walk/Run Event Guide



**For all questions and to get started contact (919) 806-0101**

National MPS Society  
Walk/Run Guide

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## 9-12 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



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## 6-9 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

## 2-3 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 rest of the 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



## National MPS Society Walk/Run Detailed Timeline

### ASAP

- Reach out to the National MPS Society staff to obtain a list of other MPS Families in your area or state.
- Contact the other MPS families who live in your area and decide on your Walk/Run date. It is never too early to begin publishing the date of your event and it will ensure the growth of your race. Setting your date early also enables the Society office to keep the National MPS Society's website lively and current. Who knows? You may even attract a major sponsor or two for the next year as well!
- Name your race for a local child (or children) with MPS or ML. Focus communication materials on the child's family throughout the planning process.
- Begin developing your sponsorship prospect list. Think through local restaurants and businesses in your community that you frequent.
- Observe another organization's race in your community. There is always something to learn – both how to and how not to – from someone else's experience. Talk to local race directors about suggested do's and don'ts.

### 11 Months Out

- If this is your first year, you should have had at least one meeting with your core organization committee. Spend time getting to know one another, setting goals, preparing a sponsorship prospect list, identifying runners that might help you get started, and assigning tasks.
- Pull together an evaluation and planning meeting. Evaluate your strengths and weaknesses from last year and begin assigning tasks for this year. Brainstorm your major sponsors and refine your sponsorship prospect list. If this is your first year, think of what strengths you have and what obstacles you may face.
- Identify a running expert or running club to serve on your planning committee.
- Begin securing sponsorships, the earlier sponsors sign on, the more promotional materials they can be included in.
- Assign early tasks and schedule monthly meetings.
- Become familiar with the walk/run portion of the National MPS Society website, let the Society staff know what information you would like included on the website for your race, and if you need any additional materials.

### 10 Months Out

- Create subcommittees for site logistics, sponsorships, volunteers, food and registration.

### 9 Months Out

- Date and venue should be set. Now begin enlarging your group of volunteers. Sports shops, running clubs, and running magazines provide excellent leads.

### 6 Months Out

- Prepare a budget. This will be goal-based for new race organizers and experience-based for repeat races. Set fundraising goals based on keeping expenses below 15% of revenue.
- Registration form and brochure should be ready for print.
- Draw a map of your site!

### **3 to 4 Months Out**

- Continue volunteer and participant recruitment. You may already be accepting registrations and donations.
- Distribute materials to local running stores and run clubs.
- Your team should be soliciting everyone they know for sponsorships!
- Consider sending an early press release, 3 months before the race to announce the date and explain the cause – raising money for MPS research – and solicit volunteers. Line up all your day of race volunteers, map your racecourse, arrange for timers and water stations, and determine signage for the venue as well as for the racecourse. Course markers are excellent sponsorship opportunities.

### **2 to 3 Months Out**

- T-shirt and award medallion orders should be filed by now. Both t-shirt and award medallion forms need to be received 60 days prior to the event date. The National MPS Society staff handle t-shirt and award orders.
- Be certain your registration brochures have been distributed. Communicate to the media and service organizations that your race family(ies) and honoree(s) are available for interviews. Be certain the media knows that a *Living with MPS and ML* video is available.
- Be sure to thank your volunteers before the race and throughout this process. They are necessary for a successful event.

### **6 Weeks Out**

- Raise awareness by getting as much media coverage as possible; invite guests to attend your event so they may become interested in being involved next year. Show the video *Living with MPS and ML* to groups.
- Consider setting up registration and information tables at large work sites, retail outlets, and other athletic events. Many people who cannot attend your event will make donations especially if your spokesperson, honorary chair, or race honoree are present.
- Refine your site map. This will help identify equipment and supplies you may have forgotten. A site map is also an essential tool for rental and supply delivery people, set-up and clean-up volunteers and sign hanging volunteers on the day of the race.
- Announce the date of your evaluation meeting for this year and next year's planning meeting.

### **Race Day**

- Have a volunteer sign-up sheet on the registration table and at the closing ceremony for next year's event.

## After the Race

- Celebrate! Make every effort to get your race results posted and through the reporting process as quickly and efficiently as possible.
- Thank your volunteers! A handwritten note goes a long way.
- Complete your evaluation meeting and next year's planning meeting these meetings within 30 days of the conclusion of your event.
- Decide on your walk/run date for next year (if you haven't already).



## Why Host a Walk/Run?

***Because there's nothing more important than making a better life for our children.***

***By organizing a race, you and your volunteers are directly involved in discovering treatments – and ultimately the cures – for MPS and ML.***

Volunteers throughout the country work hard to produce National MPS Society walk/runs because children and friends with MPS and ML are depending on us.

Our walk/run events raise awareness and generate essential funding to cover the high cost of medical research.

It is important when recruiting volunteers to make certain they understand why we're raising money. Everyone volunteers for a reason. In most cases, it's because someone they know asked them to get involved.

The more your volunteers understand what MPS and ML are – and how research money is improving the lives of children and adults throughout the world, the more willing they will be to get involved and actively recruit runners, sponsors, and additional volunteers. Volunteers donate more when they feel more involved, and that they are making a difference.

The Society has a video that is available to all race organizers. The video clearly answers the question: Why support the National MPS Society? Entitled *Living with MPS and ML*, the video outlines why research is important and how essential funding is helping to identify new treatments every day. The video is an effective way to attract volunteers and sponsors. Watch the video yourself and then consider showing it to a group of invited neighbors, a work-group, college service organization,

merchant's association, or anyone who is not yet familiar with MPS and ML.

The video will raise a variety of questions from any audience. Be sure to answer questions as honestly and as accurately as you can. Remember that it is always okay to say "I don't know", and refer a question to the National MPS Society website or a specific individual.

The video is available online and, in a CD, or DVD format. Copies are distributed free of charge to qualified solicitors. For copies of the video contact the Development Office at [info@mpssociety.org](mailto:info@mpssociety.org) or (919) 806-0101.

Be aware that the video tells the stories of MPS and ML as they really are. The stories are informative, comforting, scary, sad, uplifting and motivating when viewed by most people. Just be prepared to answer questions honestly and as best as you can after you've shown it to a new group.

**All money raised through registration and sponsorships goes directly to medical research. Every day, medical research is searching for better treatments and eventually, the cures for children and their families throughout the United States and the World.**



## Your Event Team?

### **Board, Staff, Organizers, Volunteers, Sponsors, and Participants**

Every National MPS Society walk/run is different because each one depends on the network of friends, businesses, and relationships the organizing team brings to the event. As new volunteers become involved, the networking circle grows, and more and more resources become available. Consequently, the first year of any special event will be the hardest. To organize your first National MPS Society walk/run there are four important things you can do right away to make your event successful:

1. **Establish communication with the other MPS of ML families in your area.** Decide how, or even if you are going to be able to work collaboratively. If you need assistance identifying other families contact the office at (919) 806-0101.
2. **Name the Race!** Name the race after a local MPS or ML child or children in your area. The child(ren) will be the focus of your event. The Honoree(s) will create a local identity and purpose for the walk/run.
3. Pull together a diverse **team of volunteer organizers.** You need a “race director” and five or so helpers. In addition, you will need two dozen volunteers on race day.
4. Make certain you **involve** an experienced runner or two and if possible, a person from a local running club.

When building your organizational team, remember that you need volunteers to help with:

- ✓ Leadership and managing volunteers and deadlines
- ✓ Accountability and bookkeeping

- ✓ Running expertise and course planning
- ✓ Set-up and clean up
- ✓ Volunteer recruitment, publicity, letter writing, and promotion
- ✓ Safety and security
- ✓ Photography
- ✓ Supplies: track markers, refreshments, tables, chairs, PA system
- ✓ Printing (brochures, posters, registration forms, press releases, flyers)
- ✓ Registration and t-shirt distribution
- ✓ Public speaking
- ✓ Signage
- ✓ Awards

Once you have attached the core of your organizational team, you will want to assign team members responsibility for at least one of the areas listed above.

Everyone needs to be involved in soliciting sponsorship and donations by both teaching and learning about MPS and ML.

Be sure to include your race honoree(s) in as many as public solicitations of volunteers and sponsors as possible.

Give consideration to enlisting the support of a Spokesperson and/or Honorary Race Chair. A spokesperson and honorary race chair will enhance your ability to attract media, runners, and donor support.

If your organizational network allows, seek to enlist the support of someone like your state’s Governor, a Senator, or Representative, Police Chief, College President, Hospital President, High-School Principal, Local News and Sports Anchors.

Your network of organizational volunteers will determine who you will attract as your Honorary Race Chair. As new race organizers, you will sometimes find that honorary chairs are not willing to be involved until your event is a proven

success. So, don't feel bad, if you aren't able to attract the person you want to attract in the first year – the person you do attract will be the right person. They will grow the network to a new circle of support, and they will support your race for many years to come.

If you are fortunate enough to attract an Honorary Chair or Spokesperson, have their photos taken with your race honoree. These make excellent press photos and are also meaningful recognition gifts to the celebrities involved.

If you have had races in the past, do not forget to invite past Honorary Chairs to participate in your event. They may be willing to participate in award presentations, race kick-offs, registration or simply as a runner or spectator. Do not forget to recognize their presence at the awards ceremony following the race.

Speak with local health clubs, athletic professionals, fitness organizations, and sports shops to identify a running expert to work with you and your committee.

One of the few things that can permanently ruin the success of a special event is an accident. You and your organizational team planning committee need to assign the job of safety to a specific safety committee. The committee will be responsible for planning ways for volunteer safety officials to have visibility throughout the event and to minimize all possibility of accidents from set-up to reporting. Be sure to have a safety plan on hand in case of emergency.

Work with your local fire and rescue squad for safety planning. They are a talented, experience resource within your community.

**The National MPS Society provides liability insurance covering volunteers, staff, and board members at each event. Occasionally, questions arise about proof of insurance or adding another insured to our certificate. In those cases,**

**please contact the Society office at (919) 806-10101.**

**Before signing any agreements for bouncy houses, moon walks, or additional items please contact the office to discuss special insurance considerations.**

Throughout the organizational frenzy, try not to lose sight of the fact that attracting the financial support of your community is the goal of the Society's walk/run. Consequently, your most important contacts will be made long before the race celebration event.

The better your audiences understand the Society's research goals, the more likely they will be to support medical research. Perhaps it will be helpful for you to think of your walk/run event like this:

- You and your Organizing Committee are producing a walk/run to raise awareness and fund research.
- By the day of the event you will have raised the majority of your contributions and you will have gathered together hundreds of people who want to be involved in your cause.
- The hard work will have been done. The actual running of the race and award ceremony take place to celebrate everyone's hard work and share the joy of success with the hundreds of people who have gathered to run and support your race honoree.
- Take the time to celebrate the essential medical research you and your participants have made possible.

## Pick your Event Type – Competitive Run or a Spirit Walk?

***We are raising awareness and money for medical research.***

Your event will be whatever you and your organizational committee determine it to be.

Many sites conduct a 5K run and 1 mile walk simultaneously.

Some races are competitive and professionally timed. If you and your organizational team decide your event is going to be a walk down Main Street followed by a short awards ceremony, and pie eating contest, that's great. It needs to feel right for the group that is soliciting sponsors, donors, and participants. The event needs to be a meaningful experience for everyone involved.

In a few cases organizers have determined that walks or runs are not for them so they have taken on bowling tournaments, phantom runs, golf tournaments, and bake sales. If, after reading this how-to manual, you feel somewhat overwhelmed by how complicated this seems don't worry. There are a lot of details to pull together but by working with an organizational team – everything gets done. In the unlikely event that you feel confused or frustrated don't hesitate to contact the Society's development team at [info@mpssociety.org](mailto:info@mpssociety.org) and ask for help with ideas.

Whatever you choose to do, it's important to keep the purpose of your work first and foremost in your mind:

Your event will raise awareness of MPS and ML. By doing so, physicians will be equipped to provide better diagnosis and families will be able to provide better care. Your work will ultimately attract scarce but

urgently needed financial resources to support the medical research that will bring us the treatments and cures of tomorrow.

Organizing a run or a walk is a way to be meaningfully involved in improving the life of your honoree and the hundreds of MPS and ML and children and adults throughout the country.



## Event Timing – Spring and Fall are Best

### Timing is everything. Know your competition. Explore alliances.

Compared to many national walk/run events, the National MPS Society runs are relatively new. The races began in 1999 and each year marks continued growth.

Because our greatest fundraising challenge is lack of public awareness, the runs continue to be designed in ways that will enable us to increase our recognition throughout the United States. The better the general public understands MPS and related diseases, the research projects we fund, and the family services we provide – the more the general public will be willing to provide support.

We encourage you to hold your special event during the second weekend in October if at all possible. Clustering events on the same weekend nationwide is ideal and helps with t-shirt and award ordering, as well as website development.

We do understand that everyone will not be able to conduct events on the same October weekend, but we do ask that you try to schedule your event during the fall so that they are more closely clustered and identifiable.

When discussing your event date and time with your organizational team, keep in mind that serious runners like to run in the morning. You may want to weigh their needs with the popular new trend of holding races late morning in an effort to attract more people.

5K runs are considered fun runs for the serious runner because the distance is short.

Whatever you and your committee decide,

the most important scheduling conflict to overcome is another large-scale race event. Research local sport shops, running clubs and community calendars before setting your event date and time.

Make it absolutely clear in your press releases and promotional materials, that unless a storm is life threatening – runs and walks take place rain or shine. And even then, a life-threatening storm will normally delay a race for only an hour or two.

The most financially successful races are those that set their race date early and begin soliciting sponsors before any race materials (brochures, posters, signage, awards) have been ordered enabling sponsors to be included in the promotional materials.

If you are a first-time organizer and feel you're already a bit late getting started, keep your event simple the first year. If you are able to pull a race together this year, it will make next year more successful.



## Pick your Event Location?

**Location, location, location. Cost, safety, amenities, and aesthetics are all important to a successful event.**

Successful races are taking place in as many different types of locations as there are races.

Each race is different because each race reflects the network and ideas of the respective organizers.

Local parks, high-school track and field arenas, wildlife sanctuaries, beaches and public streets have all been sites of successful events. We have found that although races held on public streets raise awareness better than those in contained areas, the contained locations are easier to manage and often provide a more relaxed atmosphere.

In choosing a venue and route, consider the needs for parking, rest room facilities, water stations along the course, trash containers, public address systems, registration, refreshments, spectator comfort, and traffic flow of participants and spectators.

It helps to have your running expert or running club partnership assist you in mapping out your 5K route (3.1 miles). Most races have organized their courses so that the route forms a loop – beginning and ending at the same point.

It may not be necessary to have your course officially certified – especially during the first year – but it never hurts.

A walk route can be as short as one mile or as long as a 5K. Again, most find that mapping the walk to begin and end at the same point simplifies the administration of the event.

To assure safety and ease, consider

staggering the start times of each race. A one mile walk usually takes no longer than 30 minutes and a 5K takes about 16 minutes for a fast runner and 45 minutes for a walker.

Some other considerations in choosing a site include contacting the appropriate authorities to determine whether you will need a permit or are required to hire security personnel. Will you need to rent rest room facilities?

Will you need to hire police security? Is parking readily available?

It's important that participants enjoy themselves because it will be through their word-of-mouth that your event will grow in years to come.

We strongly recommend that you obtain your site permit or site use permission in writing at least four months before your event. Last minute venue changes usually result in disaster.

Often times you will need additional insurance information for a site permit. Please see the Supply Checklist at the end of this document for contact information regarding insurance.



## Plan, Organize and Execute your Event?

**There is no precise road map to show you how to organize a walk/run. Our checklist and words of advice provide a foundation. You and your organizing committee will build the event.**

### Attracting Sponsorships and Contributions

The Society's walk/runs are sponsor events – not pledge events. This means that participants are encouraged to collect contributions and sponsorships prior to the event. Raising sponsorships and contributions prior to the event enables organizers to publicly recognize outstanding contributors at the awards ceremony on the day of the race.

**If you've never attended a road race before, attend one as soon as possible. Every race is different. By observing other races you're certain to learn ways to make your own race better.**

#### Local sponsorships have included:

- Grocery stores have provided food, water, cups and sponsorships.
- Health clubs have provided volunteer support, athletic memberships to be used as prizes, and cash sponsorships.
- Large corporations have provided sponsorships, volunteers, and people who want to learn more about MPS and ML.
- Newspapers and radio stations have provided advertising, press coverage, registration form distribution, and promotional

services.

- Printers will often provide printing and design services of brochures, markers or posters at cost or as a contribution. It is customary to collect at least three bids.
- Small businesses will help distribute registration brochures, provide prizes, and cash donations. They are approached daily by hundreds of worthy causes so be prepared to be specific when approaching a small business. Ask for something such as a \$50 sponsorship of a course marker or an in-kind contribution of printing services or equipment rental.
- Car dealerships, lawyers, and realtors purchase a significant amount of advertising. Don't be shy about asking them to tag their ads with a supportive statement such as: "We invite you to learn more about how you can support the MPS Danny's Run. For Details, visit our website at [www.FordUS.com](http://www.FordUS.com)."
- Chambers of Commerce, downtown business associations, and local retail organizations like to be approached as a group. If you are able to schedule an appointment to address a service organization or merchant's group, take advantage of the situation by showing the *Living with MPS and ML* video. After the video discuss sponsorships and your need for in-kind support and volunteers.
- Health clinics and hospitals, physicians and homeopathic practitioners – especially when contacted in person by their own clients – are happy to be involved.
- Don't overlook your local Wal- Mart,

Sam's Club, or similar retail outlets. Supermarkets, chain drug and convenience stores are also viable prospects. Local managers have a discretionary fund for community events.

Prior to soliciting sponsorships, your organizing team needs to brain-storm a sponsorship opportunity price list.

The most effective way to build your sponsorship opportunity price list is to start with a fundraising goal. If this is your first race year, you will have no idea what the potential is in your community. Don't be afraid to set your goal higher than you think you can possibly reach. If you are unable to attract the level of sponsorship you were hoping for, you can always negotiate with sponsors "off the price list" if necessary.

Solicitors need to provide prospects with specific choices for support. The National MPS Society office can help provide these ideas for these options.

### Soliciting Sponsorships

The most important thing to keep in mind throughout the solicitation process is that you are raising money to save lives. Since so many people say they hate "asking for money," remind yourself and all solicitors that your work is vital to the lives of thousands of children and families.

**You are raising money that will help cure MPS and ML. Thousands of children and adults are depending on our commitment and success. Every day, our research efforts are improving**

### **lives and bringing hope. And we have a long way to go.**

Sponsorships can be collected by family members, runners, and anyone interested in being involved. Don't underestimate the generosity of individuals. Businesses are approached regularly for all types of charity support, but once they hear why you are raising funds, they may be more than happy to contribute.

Aside from everyone approaching their respective friends and family, the organizing team should generate a list of prospects.

Raising sponsorships is simple if, early in the planning process, your team generates a prospect list to approach for sponsorships. Prospects are the primary individuals and businesses within the community who either have a relationship with MPS and ML families or would benefit from the community recognition generated from taking advantage of a sponsorship opportunity.

To solicit support from your prospect list, the team should assign a solicitor to each prospect. The solicitor should be the person who has the closest relationship with a particular individual or company. Be creative and know that the solicitor does not have to be a member of your organization team. If someone on your team knows someone who works at a local business or company, don't be afraid to ask for help.

Many private health clubs, college and civic service organizations, women's groups, and large corporations will have an interest in making an impact on the people attending your event.

Colleges have student service organizations; churches have teen and women's groups; large businesses have public relations officers; private health-clubs want to stand out from the crowd – and they are all looking for opportunities to gain

recognition and strengthen their communities.

To generate participation from groups and organizations, be specific in what you're asking:

*"We'd love to include your names in our Press Releases and Registration Brochure, would you commit to bringing 12 volunteers at 1PM on Sunday afternoon to assist in clean-up?"*

*"We'd love to have Goulds Gym handle our water stations or time our runners. Your volunteers are welcome to wear Goulds t-shirts and the Gym's name will be included in our press, promotional materials, and on the back of our event t-shirt."*

Initial contact for sponsorship gifts should be made by phone. Solicitors should ask for an appointment – especially for prospects of \$500 and over.

All preliminary phone calls should be followed up with a customized *Corporate Sponsorship Letter* included in the walk/run section of the Society's website ([www.mpsociety.org](http://www.mpsociety.org)).

Don't be afraid to ask for help, but be prepared to make a specific request when a prospect shows interest:

*"Sponsorship of the finish line banner is \$2,500. Will you consider that amount?"*

## Expenses, Income and Financial Reporting

**General Operating Practices:** The most successful events are the ones that raise money and awareness for MPS and ML. Also, it is important that the gross and net ratio is within an appropriate range. The best practice for nonprofit events is for event expenses to be below 25%, which allows 75% of the money to go for

supporting the mission of MPS.

**Expenses:** We strongly encourage you to get as many sponsorships and donations as possible, but sometimes you have to pay for a needed item. Many times even if you are required to pay, you can get the particular item at cost or a discount. Any walk/run expenses you do incur can be reimbursed. There are a few different ways this is handled:

1) You may cover the expenses up front and then reimburse yourself from the cash received on event day.

2) If there isn't enough cash or the expenses are too great, the Society will reimburse you for the expenses when you turn in your Race Event Recap form after your event. If the expenses are too far in advance of your event and are fairly high, the Society can reimburse you beforehand.

3) The Society can pay the vendor directly (either by check or by credit card – if by check please allow time for the check to be processed and get to the vendor).

In all cases, we need your receipts so please keep track of them. If you are temporarily covering the expenses, you need to send in a list of these expenses when you turn in your Race Event Recap form after your event. If you are requesting a check beforehand, you need to send in a check request form to the Society along with your invoice. Then, when you send in your Recap form at the end of your event, please send the actual receipt. Both the Recap form and the Check Request form will be available on the Walk/Run section of the Society website ([www.mpsociety.org](http://www.mpsociety.org)).

**Income:** All check donations to your race should be made payable to the "National MPS Society" and mailed to the Society in a timely manner using the transmittal forms on the Society website. Sometimes you

may receive checks months in advance of your event, sometimes you are receiving checks a month after. **In any case, do not hold on to your checks for more than two weeks.** You will receive a deposit stamp to stamp the backs of the checks. Please mail the stamped checks in with the transmittal form. There is a copy of the transmittal form on the walk/run section of the Society website. Keep track of your transmittal totals. The easiest way to do this is in a spreadsheet format so that you can keep track of your donors with addresses and amounts donated. This is very helpful for the next year or in sending your thank you notes later.

When receiving cash donations, you may use some of this cash to reimburse your expenses (please keep receipts). All remaining cash should be changed into a cashier's check or money order before sending it to the Society. The bank where you have your personal account may waive any fees associated with these transactions. If not, please take them into account to cover your costs with the cash on hand.

Please note, **under no circumstances does the National MPS Society allow you to set up a bank account to collect the funds and cover expenses yourself.** All the deposits and expenses need to go to and come from the Society's main account.

**Reporting:** Within a month after your event, a final recap form should be sent into the Society summarizing your income and expenses. All the totals from your income transmittal forms should be listed (please keep track of them). All expenses should be listed on the 2nd page. If you paid for the expenses and reimbursed yourself from the cash received please include copies of the invoices, you may keep the actual ones. If you are requesting a check for your expenses or you did during the planning process, please include the actual receipt

and keep a copy for yourself. Please contact the National MPS Society development team if you have questions completing the forms.

## Publicity and Promotion

### **Three to Six Months In Advance:**

Walk/Runs are nearly always dedicated to a local MPS or ML adult or child. Once named, consider contacting a local TV or radio personality to serve as spokesperson for the event.

Your event's *Spokesperson* can also be your event's *Honorary Chair* but we have found that if it is possible to get a media personality as spokesperson and a business leader as the Honorary Chair, the event benefits from the increased networking opportunities that evolve.

As early as possible the organization team should schedule presentations to as many service clubs, businesses, and groups of individuals as possible to generate interest and involvement.

**Four to Five Weeks Prior:** A press release template is available both in hard copy and electronic form (on the website). The press release template needs to be customized with local details. The more local the release sounds, the more likely it is that local media will be interested in providing coverage of your event.

Distribute Press Kits (including sponsor information, a registration brochure, National MPS Society brochure, and information about the individuals the race is dedicated to) to your media contacts. If you do not have established media contacts, initial contact should be made by phone and directed to the News Director. Usually, the News Director will pass you along to the individual who handles your type of story. When you've had an opportunity to speak with the person in charge of your story you will be able to check in regularly to answer

questions and present story ideas.

**One month prior:** One month before your event, local news programs, cable networks, and radio stations will accept PSAs (Public Service Announcements) to incorporate into their event calendars. In most areas, stations prefer to have the information (no background information) clearly typed on a 3 x 5 card. E-mails are also acceptable. A PSA (should look something like this):

**Medical Research Will Save Lives**

Join Us For

**Bangor's Walk for Susan**

**Saturday, October 15**

11 a.m. (Registration begins at 10 a.m.)

City Park - Downtown Bangor

Register on line: [www.mpsociety.org](http://www.mpsociety.org)

or call 919-806-0101

For information on MPS visit

[www.mpsociety.org](http://www.mpsociety.org)

Everyone Welcome! Pre-registration not required

First 100 to raise over \$75 receive t-shirts.

Volunteers should continue to show the video to as many groups as possible.

### The Registration Brochure

Each MPS Walk/Run is responsible for printing their own brochures. If your organizing committee is unable to get the printing donated, you may consider ways to decrease your printing costs like only using two color or even single color printing or by only using color on the outside of the brochure and using a single color on the inside. An MPS Society Walk/Run Brochure template is available for your use. The template is formatted so that organizers will need only to provide their local printer with their respective details such as: Name of race, location, sponsors, logos, prize info, etc.

**You cannot thank your donors, sponsors, and participants too many**

**times. A prompt, simple hand-written note card signed by one of the race organizers is always appreciated.**

Enlist the support of your entire organizational team to distribute registration brochures.

Organizers, your spokesperson, and your Honorary Chair should carry brochures with them everywhere they go – distributing them as personal invitations to everyone they meet.

Brochures are expensive, so organizers should distribute only to locations like health clubs, gyms, swim clubs, running stores, athletic apparel and foot wear shops. Select a particular business, like a major grocery store, that is easily accessible to non-runners who want to participate.

Announce brochure distribution sites in your press releases, advertising tags and during any presentation you and your team may be making. Keep track of your brochure distribution so that you can continue to improve distribution sites in the years ahead.

### Volunteers

**If you're not having fun then you are either trying to do too much or you don't have enough volunteers. The most fun and successful runs are those that involve a diverse group of volunteers who are held accountable by a fun-loving (but detail oriented) organizer. Have FUN, and SHARE your event on Social Media!**

You will need to have volunteers or professionals to cover the following areas:

- ✓ Set-Up
- ✓ Parking
- ✓ Registration
- ✓ Safety/Course Marshalls
- ✓ Photographer

- ✓ Food and Drinks
- First Aid
- ✓ Timers
- ✓ Water Stations Along the Course
- Finish Line Awards
- ✓ Clean Up

**Set-Up:** By the day of the race, set up will be easy because site-maps will have been prepared in advance by the organizing committee. The site maps will show where parking will be located, where the registration tables, start, finish, water stations, podium signage and everything is going to be located.

The security of your site and your site permission will determine how early you will be able to begin the set-up process and how many volunteers you will need. The earlier you are able to begin set-up the better.

Identify one person to act as set-up foreman. No matter how carefully an event is planned there are always last-minute set-up decisions and one person needs to have the authority to make those decisions and oversee set-up volunteers.

Volunteers have taken time out of their busy schedules because they want to make a difference. Volunteers need to know exactly who to go to for assignments, information, decision-making and problem solving.

For your own protection, we recommend taking photographs of your venue both before and after the event so that there is no discrepancy over who may have caused any damage that may later be identified. These photos will also be helpful in next year's organization and set-up.

A pick-up truck and appropriate tools make set-up much easier.

### **Parking**

Parking is a big concern for most races. Carefully plan where parking will be located

and have enough volunteers at your entrance to answer questions, safely direct parking and assist handicapped attendees. Parking and traffic control volunteers should be clearly identified either with bright t-shirts, or safety vests.

If participants and spectators are greeted in a friendly manner they'll most likely enjoy themselves for the entire event.

Parking volunteers are busy for about a half-hour. Many of your set-up volunteers can help with parking. Parking volunteers may also be interested in marshalling the race course. Plan on a minimum of two volunteers for traffic control and parking.

**Registration:** The registration process must be smooth and simple. Signage makes the process more efficient.

A lot happens at the registration table. People go there to pick up t-shirts. People approach who are both pre-registered and unregistered. Most pre-registered people have pledges, most unregistered runners do not. Plan signage accordingly.

You will have only a short time between the end of your race and the beginning of closing ceremonies to figure out who has won what award in each age category. This will be automatically calculated if are using a system with chip timing. Your running club partnership or running expert should be included in the registration planning process.

Many serious runners will show up on the day of the race without any sponsorship support. Those runners will pay a flat registration fee. You and your race coordination team are free to set registration fees however you feel will attract the maximum number of runners.

In the past, most of the Walk/Runs set prices at:

Walk/Fun Run.....\$15  
Pre-Registration 5K Run .....\$20  
Day of Race Registration ..... \$25

You can also set a “Family Price” for a family wishing to participate together. This price is \$60 for four or more participants.

Remind runners at the time of registration that awards will be presented at the closing ceremony. The Registration table will require a minimum of five volunteers.

**Safety and Course Marshals:** Safety needs to be carefully planned by the event’s designated Safety Committee. The safety committee is responsible for ensuring that all required security and safety volunteers (including police) are in place.

Safety volunteers need to be clearly identifiable to attendees, and familiar enough with event logistics to answer frequently asked questions. They should be connected with one another via two-way radio support whenever possible. Marshals need to be identifiable (red t-shirts, orange pinnies, bright vests) as part of the volunteer safety staff. They will be posted along the race course to assure safety for both runners and spectators. Marshals should never be further apart from one another than line of site and it is recommended that Marshals have two-way radios or cell phones. It is important for Marshals to be able to communicate with other safety volunteers at the finish line and call for additional volunteers or emergency services if necessary.

Marshals often assist in timing the race. Like parking volunteers, it is important that Marshals maintain a friendly – but when necessary – affirmative demeanor. The number of Marshalls you will need will

depend on the number of spectators and participants. The more complicated the course (hills, turns, bridges, rivers, traffic) the more Marshalls will be needed. Again, a local running club can be of valuable assistance advising you on marshalling your race.

**Photographer:** Taking photos is important. The photos you take this year will enable you to better promote your event next year. Photos can also be used in a meaningful way to recognize volunteers and donors.

If you are fortunate enough to attract a professional photographer, be certain you fully understand the conditions of your commitment to the photographer. Many photographers will volunteer their time and offer you use of the photos for a fee. Be certain you are clear on exactly who has rights to the photos after the event.

Whether you are using a professional or volunteer photographer, it is wise to present him/her with a list of the photos you would like to get. Also, be sure the photographer has a volunteer t-shirt so participants know he/she is part of the event team. Your list may include: shots of volunteers, wide spans that will assist in race set-up the following year, registration close ups and crowd shots, starting line, along the course, finish line, all award recipients, all recognized donors and volunteers and candid photos that include the Race Honoree with volunteers and race participants. Insurance photos of facilities both before and after your event should be taken for your own protection.

For example, if you notice a cracked window in a storage facility prior to your event, take a photo of it. In the unlikely event the window breaks further or worse yet, it causes injury – the fact that we have a photo will greatly reduce the National MPS Society’s potential liability.

**Food:** Food needs are divided into two categories: Race participant (mandatory) food and Spectator (non- essential) food. Water and at least some of the following: yogurt, power bars, quartered oranges, bananas, bagels and juices should be on hand for runners – free of charge – at the finish line.

From an insurance perspective, it is important that we do not put ourselves in a position where we may be held responsible for a prepared food (soup, chili, sandwiches, salads) that may cause harm to a spectator or participant. Prepared food served to spectators or participants must be accompanied by a waiver from the food preparer if the product is to be sold. Please feel free to contact the National MPS Society at [info@mpssociety.org](mailto:info@mpssociety.org) if you have questions about food vending.

**First Aid:** Every community is different in the way they provide first aid and emergency medical assistance. Contact your venue's fire and rescue company to learn how you need to prepare for your event. In many municipalities a rescue unit and ambulance will attend a sporting event free of charge. In others, there is a fee. It is important that each race follow the recommendations of their respective fire and rescue team.

A presence of safety and emergency medical personnel not only puts people at ease, but is an insurance that accidents and injuries are handled properly. At the least, your local rescue team needs to be aware that a large- scale outdoor sporting event is taking place so their 911 services are prepared to meet the needs of your event. Organizers throughout the race site should carry cell phones in the unlikely event 911 needs to be mobilized.

**Timers:** Serious runners expect a race to be electronically timed. You can approach a professional timing service who will charge according to the technology you need. Most

estimates have come in around \$500. Consult your running expert or club partnership on timing.

**Water Stations:** Water stations should be set up at approximately the one mile and two mile marks. When a course is set up as a turn-around rather than a loop, water stations are at the turn around and half way points. Water should be poured in cups just prior to the first runners approaching the station. Runners will grab a cup from a table and usually discard the cup in a conveniently positioned trash barrel or directly onto the ground. On very hot days it is also recommended to have additional water stations.

A minimum of 5 volunteers will be needed to maintain each water station. Ten volunteers total for this position.

**Finish Line:** The finish line banner is an excellent sponsorship opportunity because so many people (both individuals and media) take photographs there. Before you set the sponsorship price on the finish line banner be aware of how much the banner is going to cost.

If your race is in its third or fourth year and you feel you know your sponsorship audience well enough, think about selling your finish line banner for two, three, or even five years ahead (billed annually). A long term sponsorship commitment reduces costs for your race and generates organizing capital for the following year.

The finish line has an overhead banner (START is often on the other side of it) as well as a breakable ribbon. Ribbons are available through running product outlets and sign companies. They can be as simple or as elaborate as you feel your race needs. This is another area where your running expert or running club partners will be able to make recommendations.

The purpose of the finish line is paramount

to the success of your event. The finish line is where the official timing takes place. Organizers funnel runners over the finish line with markers, flagging tape or cones. Marshals have an important responsibility at the finish line to clearly direct runners over the officially timed mark.

Finish line set up is the responsibility of the timing official. The timing official oversees finish line set-up and the Marshals staffing the finish line.

**The Award Ceremony:** The award ceremony is the time to announce race winners in each age category and present them with award medallions. Some races also give awards to each child and adult with MPS or ML in attendance. Medallions and ribbons should be ordered through the development team at the Society. The order form is available in the walk/run section of the website.

Post event festivities can be as brief or grand as you and your organizational team feel is necessary. During registration let attendees know that award presentations will follow the event and approximately how long it will take to post race results.

If you have an event spokesperson you will want to have him/her emcee the award ceremony as well as the pre-race festivities. This may include the Star-Spangled Banner, but certainly includes a moment of silence for children we've lost to MPS and ML. This helps us hone in on the "why".

If food and entertainment are planned, consider offering them as fundraising opportunities.

The closing ceremony is a potential sponsorship opportunity. For example, if a local musician is going to donate their services, it is likely that a local restaurant, radio station, bank, or hospital will sponsor them. Likewise, if food is served that has not been donated, it is customary to

request contributions or solicit a sponsor or two.

Don't forget to recognize dignitaries who may be present. A simple announcement and hand-shake with the race's honoree is enough.

Learn to see your award ceremony as an opportunity to build strength for the next year. Ask people to sign up as volunteers and organizers. Announce that you need additional sponsors.

Plan on a minimum of four volunteers to prepare for the award ceremony.

**Cleanup:** Leave the race site and course in tip-top condition. We strongly recommend arranging for a fresh crew of volunteers to take care of race clean-up.

Small businesses – like tune-up and body shops; private health clubs, and service organizations – are often pleased to be involved. Soliciting support of the clean-up crew early on in the planning process will enable you to provide recognition to the clean-up team in marketing materials (brochures, posters, t-shirts) distributed prior to the race.

When planning the clean-up operation give thought to the following: Do you have a plan for left-over food? Some organizers donate food to local food pantries. Where does trash need to go? Are you keeping signage for next year? Who will be responsible for storing signage?

### Reporting Your Results

All races are successful. If participants have learned something about MPS and ML diseases and have had a positive experience that will make them want to return again the following year, you have produced a successful event.

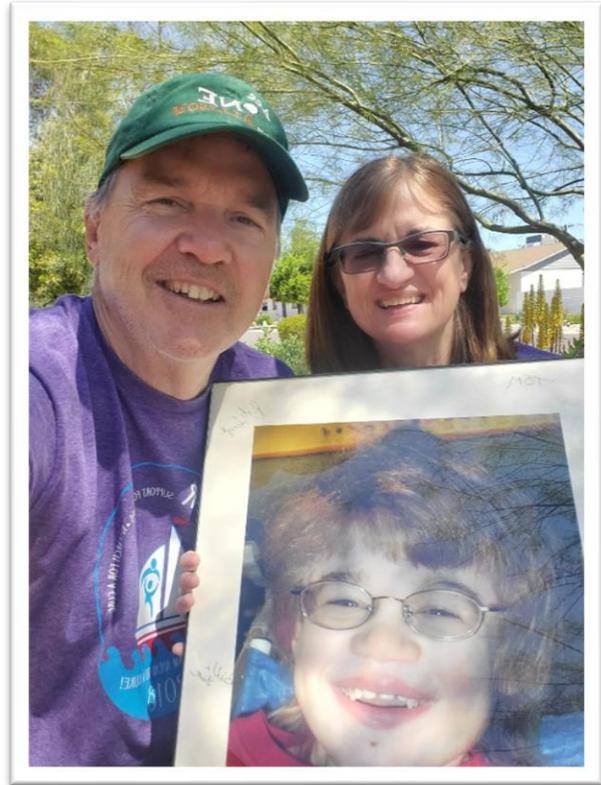
An **Event Recap Form** will be available along with all of the other templates

necessary for the entire event in the walk/run section of the Society website ([www.mpssociety.org](http://www.mpssociety.org)).

Checks that are deposited more than two weeks after a race may leave a donor with the incorrect impression that their support is not essential to our research mission.

The National MPS Society development team would like to receive word of your results immediately following your event. The Coordinators will be fielding questions from the media and providing instruction to our webmaster so that the website can stay current and begin immediately to gear up for the next year.

The staff need to receive an estimate of the amount of money raised, number of run participants, interesting outcomes such as dignitaries attending or course records set, and the date you have set for next year.



## Supply Check List

- **Award medallions** must be ordered 1 month before by mailing or by e-mailing your Award Medallion Order Form to the development team. The order form is included in the walk/run section of the Society website ([www.mpsociety.org](http://www.mpsociety.org)).
- **Bibs** are the numbers runners will wear to identify themselves during the race. Be sure to have a list of the names and ages of participating runners as well as safety pins!
- **Safety pins** are needed to attach numeric numbers to each runner. Plan on a minimum of four pins for each runner.
- **Cash box** for the registration table. The box should contain 10 \$5 bills; 5 \$10 bills and 25 \$1 bills. It should also contain receipts, pens, pencils, rubber bands, scotch tape, string, felt tip pens, stapler, scissors, paper clips and other necessities. For security reasons the cash box should never be left alone. Often, registration volunteers make change and carry supplies in their own individual pocketed aprons.
- **Course markers** are a must. Often they are provided by the running groups. Local safety officials are also a supply source of cones. Simple flagging tape or flour arrows are inexpensive and comes in handy to direct runners through busy or congested areas and to create a clear funnel over the finish line.
- **Drinks** in addition to water are usually available for participants, volunteers and observers. Often a local merchant will donate soft-drinks, coffee, and sports drinks.
- **First Aid** Supplies will probably be provided by your local emergency rescue service. If they are unable to have a presence at your event ask them to recommend or supply you with first-aid supplies. Water, band-aids, disinfectant, and cold compresses will constitute the bulk of the first aid supplies that unlicensed volunteers should be dispersing. These are available in a first aid kit!
- **Food** and water need to be provided free of charge to runners. They will expect to see at least one or all of the following foods: power bars, bananas, quartered oranges, bagels, and energy bars. Other food items like chips, popcorn, sandwiches, cookies, brownies and ice cream are great to have on hand. It is important to have a plan for how left-over food will be distributed, returned or donated.
- **Ice** is handy to have at water stations although it is best for runners if their water is cool rather than cold. Depending on the outdoor temperature, ice may be essential for chilling foods and beverages. Generally ice is donated by a beverage distributor, the site sponsor, or a restaurant.
- **Insurance** is provided by the National MPS Society. The Society provides liability insurance covering volunteers, staff and board members at each event. Occasionally, questions arise about proof of insurance or adding another insured to our certificate. In those cases contact the development team.

- **Literature** about MPS and ML, the National MPS Society, and press releases about your particular event are important for solicitors to deliver to prospects whenever they call on potential sponsors or donors. It is also important to have literature available at the registration table on the day of the race. Although the day of the race is not the best venue for teaching people about MPS and ML, it is important to have brochures on hand for those who may ask.
- **Paper products** such as napkins, cups, paper towels, and utensils are often donated by the provider of the food products. Before you purchase these items ask to have them donated.
- **Podium:** A podium may be helpful to have on the stage or in the award presentation area. Keep in mind that closing ceremonies do not need to be elaborate.
- **Public Address** systems can make or break your event. Voice amplification is needed during registration, to organize the start of the race, and in conducting the award ceremony. In smaller groups that occupy a single venue the public address system can be as simple as a megaphone. Megaphones are often available through running groups, schools, or at rental centers for about \$20 per day. Microphones and PA systems are often available at no charge through public libraries. They are necessary if your event is planning on having musical entertainment, or if there is going to be a need to broadcast a speech rather than just special announcements. If your organizing committee is unable to get use of a system at no charge, rental companies can help.
- **T-shirts:** First year runs are provided with 200 t-shirts, established runs may request up to 500 t-shirts. The t-shirts are provided by the National MPS Society for any single event. Orders must be received no later than 4 weeks before your event to be assured that they will arrive in time for your event.
- **Registration** table inventory should include items like blank paper, broad tipped felt pens (for emergency signage if necessary) basic tools – hammer, nails, string, rope, stapler, you will need. tape, scissors, pens, pencils, literature and appropriate signage such as: New Registrations; Pre- Registrations
- **Tables** will be needed for water stations, registration, food vending/distribution, awards display (usually done at the registration table). Generally tables are secured through the race venue (area high school or recreation department). Tables are also available through event rental companies who charge for set-up and delivery.
- **Waste Barrels** need to be located at each water station and liberally scattered throughout the site.
- **Water** is a must. Aside from the water stations along the course you must have ample supplies of water available throughout the grounds. Often, bottled water is donated by distributors, health clubs, restaurants or a race sponsor. If you are unable to attract a water sponsor, make arrangements to purchase jug water as inexpensively as possible. Like all other purchased and donated items, take the time to plan what you will do with any left-over water you may have remaining on hand after the event. In some cases distributors will pick up unused inventory. Participants and volunteers may also be willing to purchase unused inventory at cost from the race organizer.

- **Signage** is important and effective signage will help eliminate a great deal of confusion and ensure that race participants enjoy themselves. The obvious signs are: Registration, Start, Finish, Parking, Name of Race along with whatever is needed to mark the course (some races have been successful in selling sponsorships on course markers.) Another effective way to raise awareness about MPS and related diseases is to have your course markers function as informational billboards containing quick to read facts about the diseases.



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