

Race Timeline

May (5/6 months out):

- Pick date
- Contact OUR
 - Get connected to a liaison
 - inform them of your date
 - Get financials set up
 - Get on event calendar
 - SET UP CAMPAIGN PAGE.
- Book Location (do earlier if you are set on a place)
- Contact Potential Sponsors- revise and distribute letter- collect contracts and money.
- Set up Social Media pages (if it's your first year)
- Book a timing company (if that's the route you are taking)



June (4 months out):

- Determine event details, schedule and rules.
- Set up your registration page (we use active.com)
 - Event Info/Rules
 - Prices (with set price increases)
 - Photos
 - Registration questions- referral, address, liability, photo waiver, etc.
- Update Website
 - Photos
 - Rules/event info/schedule
 - Links to register, virtual run and donation
 - Update FAQ
 - Contact us/ OUR Contact
- Be sure campaign page is up and running- accurate info. Links to active and website
- Attain race insurance (if required), event/race/city permits (if required)
- Design:
 - Update logos/banners
 - Start design of flyer
- Create social media posts calendar. Gather ideas. Begin posting

July (3 months out):

- Open Registration- early bird pricing.
- Email last year participants to say registration is opening and send code
- Nail Down sponsors- confirm. Send them free registration "coupons".
- Add race to all the race sites databases (google search)
- Approach companies for donations for event prizes or raffle
- Continue reaching out to smaller sponsors- food for event, entertainment for after the race, etc.
- Work with a local running company. Race packets? Prizes for runners? Possibly packet pick up?
- Determine your volunteer needs and put up the sign-ups for those slots
- Get your event on all local online event calendars
- Walk through course yourself- map it out.
- Order bibs *Road Id*

August (2 months out):

- Book after race activities (bounce house, face painting, porta-potties, get a sound person, etc)
- Flyer design- prep for printing – flyers and school “pass along cards”. PRINT
- Distribute flyers around town
- T-shirt company- determine, reach out.
- Plan set up/layout at venue
- Email past participants reminding them of price jump

September (1 month out):

- Price jump
- Coupon codes- email friends, dental offices send to patients etc.
- Get permission from schools and/or county to distribute flyers
- Look for events to have to pass out flyers- bake sale
- T shirt design- submitted
- Order medals for kids if needed
- Nail down raffle donations-collect- write ups –gather
- Inventory last year’s supplies- including signs
- Design- raffle needs and all race day signage- submit to printer
- Determine carnival games- shop for supplies/make
- Shop for all other supplies (table cloths, etc)
- O.U.R . write checks for race day

October (last couple weeks):

- Price jump
- Paid FB ads?
- Print materials for race packets
- Race packet promo items from sponsors
- Bibs/safety pins
- Confirm/ organize volunteer lists
- Assemble prize packages for winners
- Assemble race packets/with labels of participants name and event- including assign bib numbers and give to timing company
- Assemble rosters/check in lists
- Gather emergency contact list
- Shop for food for race
- Send email to remind participants all that they need to know for Race Day
- Bank- cash for race day
- Determine needs then Borrow tents/tables/coolers, etc. for event
- Balloon order (4 dozen- Giant)
- Write out race day schedule and announcements/speech
- Touch bases with timing, location, all those.

POST RACE-

- Volunteer/donation/ sponsor thank-you letters
- Return all borrowed supplies
- Store away materials to be used again
- Reports
- Update social media with pictures/results
- Survey
- Email to follow up (above things)
- Wrap up campaign page- donations
- Deposit all money
- Get final checks to OUR
- Volunteer feedback