



**Oregon Road Runners Club
Race Director Workshop
Handbook
November, 2010**

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1) Introduction

Have you ever wanted to raise money for a club or a team by putting on a road race? This handbook is designed to help you in your efforts

The most successful event directors are able to develop programs from the start, and pay attention to all the details.

This manual is intended as a guide to give prospective volunteers an idea of what it takes to put on an event, including the most important parts, and some details that are standard, from event to event.

However, this handbook is not intended to be all-inclusive. Some events require more work, while others require less.

Good luck in putting on your event!



2) Deciding on a Distance and Course/Insurance & Permits

Deciding on a Distance

The distance of an event can determine how many people decide to run it. For example the shorter the course, the more people have the capability of completing it.

Deciding on a Course

The type of course can have the same affect on the number of people entering as the distance. Do you want a course run on the roads or on a trail? Do you want an easier course that is primarily flat, or a more challenging course with hills? Do you want a course in the city or a course in a park? In general, the easier the course, or the more scenic the course, the more participants you might have.

What is a "Closed Course"?

It is a course that does not share the road with either pedestrians, bicycles or motor traffic. It holds a great advantage in that the risk for accident is small. The race course is closed to everything except your race. The disadvantage is that if public roads are used for a closed course, it can be expensive in terms of permits, traffic control, and volunteer commitment. Examples are the Portland Marathon, Dual Duel, Wildwood Trail Trial and the Vernonia Half Marathon. Here are where they can be found:

- Paved bike trails
- Civic events where a Parade takes place (like the Starlight Run)
- Running Tracks and paths.
- Sidewalks (Tricky here, sidewalks usually cross streets at some point.)

What is an "Open Course"?

It is a course that DOES share the road with other traffic. The advantages are the costs are usually less and they are usually good for smaller events. The disadvantages is that open courses generally have provisions and conditions written into the permits. Obviously major streets and busy recreational bike paths need to have a lot of thought put into them if they are intended to be used for you race. If certain roads have a wide shoulder or bike lane on the side of the road, that helps. Examples: Up the Lazy River (Masters 10k), Hagg Lake.

10 things to do and not do when looking at a potential race course:

1. Hang out at your venue(s) and visualize the event, how a start/finish might work. Spend some time there.
2. Run the course yourself. Try it at the same time, and if possible, the same time of year you plan to run your event. Don't wear headphones and take a note pad if you can. It will open up an entire new world to your vision.
3. Map the course out on your computer first. There is a terrific website at <http://gmap-pedometer.com/> you can plan out your course and get a very good idea of the distance.
4. Don't be married to a set distance. It doesn't have to come out "even". If you get 5.9 miles instead of a 10k, it can be measured and publicized as a 5.9 mile run. As long as it is accurate, runners don't care that much.
5. Measure it accurately. Nothing will trash the reputation of a race worse than an inaccurate measurement. If it is 8.2 miles, make doubly sure it is before you put out any publicity. It should be measured by either measuring wheel or bicycle. If you plan to use the same course for several years, consider having it certified.
6. If the course doesn't make sense, then trust your instincts.
7. Consider the numbers. Understand that you'll have more people running together at the beginning and it will thin out as the race goes on.
8. Consider the jurisdictions you are in. Ask around for the reputations of where you plan to run. More jurisdictions means more permits and paperwork.
9. After the run is over when people are cooling off, ask the runners how they liked the course and if they thought everything was ok. No better feedback on your efforts than talking to the runners right after the race. It will help you next time.
10. Be thinking logistics from the beginning of your planning. Consider how many "venues" you have as a part of this.

Getting Permits and Insurance

No matter where you hold the course, undoubtedly there will be permits required to run on it. Check with all of the city, county and park agencies on whose land you want to hold the event.

You will also need insurance for the event, since most permits are not allowed unless there is insurance. This insurance is for liability so as the person or club putting on the event, you are not held responsible unless there is negligence on your part.

Course Certification

If a race director believes that an age group record might be set at their event, they might want to get their course certified. Or if they think their course might be used in an attempt to qualify for another event (such as running a marathon in hopes of qualifying for the Boston marathon). However, due to the cost issue, they should contact the USATF for information regarding this process.



3) Registration

Registration Software (online registration)

There are many websites can be set up for online registration. Listed here are a few of them.

- a) Active.com
- b) Signmeup.com
- c) Ultrasignup.com

Registration/Race Flyers (paper registration)

This is the content that should be included on any registration/race flyer

- a) Name of Club
- b) Name of Race
- c) Graphic
- d) Race Distance – can be included in name
- e) Date of Race
- f) Location – city, park, etc.
- g) Permit for USPS mailing
- h) Specify start times for each event
- i) Course description or map
- j) Directions to race site (include the street address so it can be map-quested)
- k) Awards
- l) What the entry fee includes (or doesn't include: shirt, pancakes, park entry fee, etc)
- m) Kids run
- n) Walk
- o) Option to register on-line (if applicable)
- p) Sponsor logos
- q) Request for volunteers
- r) Phone number for questions (and/or e-mail)
- s) Website (if applicable) for more information
- t) Registration form

Registration/Race Flyers (paper registration) – (cont)

This is the content that should be included/asked for on a registration Form

- a) Check distance
- b) Name (last and first)
- c) Address (street, city, state, zip)
- d) Daytime phone
- e) E-mail
- f) Age on race day
- g) Gender
- h) T-shirt size
- i) Address to mail the entry form
- j) Check to be made payable to???
- k) Fee check-off (pre-registered, late, day-of-race, ORRC discount, stuff, total)
- m) Waiver

Sample registration waiver

RELEASE: I know that running, walking and volunteering at races are potentially hazardous activities. I should not participate in activities unless I am medically able and properly trained. I agree to abide by any decision of a race official concerning my being allowed to participate in or complete this event. I assume all risks associated with participating in this event, including, without limitation, falls, contact with other participants, the effects of weather, including high heat and/or humidity, the conditions of the road and traffic on the course, all such risks being known and appreciated by me. Having read this waiver and knowing these facts, and in consideration of your accepting my entry, I, for myself and anyone enlisted to act on my behalf, waive and release **YOUR CLUB HERE** [Business, School District or Park Entity where event is being held], [City or County whose roads are used for the event], & all sponsors, and their respective directors, officers and successors from all claims or liabilities of any kind arising out of my participating in this event, even though that liability may arise out of negligence or carelessness on the part of the persons named in this waiver, and grant permission to them to use photographs, motion pictures, or other record of me in this event.

Signature: _____ Date: _____

_____ Date: _____

Parent's signature if under 18 yrs.

Registration Fees (early bird, pre-registration, on-time, late, day-of)

- 1) When deciding on a registration fee you need to determine what is expected to be covered by the fee. Does it include a t-shirt? Is it meant to be large enough to raise money for a charity/cause or are you hoping to just break even on your costs?
- 2) Will you allow day-of-race registration? If you do, be prepared to have cash on hand for change, and have the capability of adding late registrants to your database for results.
- 3) Will you have early (cheaper) registration fees? This can encourage people to register early, but can also cut into any money you might be trying to raise for your charity/cause.

Race Numbers

The information included on a race number helps you tally your results, both for overall awards, and age group prizes. So make sure the information on a registration form gets correlated with the appropriate race number.

Race numbers can include tags that are torn off at the finish line to tabulate results. They can include the name of participants so spectators can cheer for them individually. You can have different numbers for different events (such as 1000 numbers for walkers or a 5K and 5000 numbers for runners or a 10K)

Participant information can be coded on the bib number via a bar code system, or simply printed on the tag. High volume races may opt for a “chip” system that does not require number tags, but does require what can be an expensive electronic system for runners to carry a “chip” or bar code somewhere on their body.

If you allow day of race registration you need to have enough race numbers for all participants who may show up that morning.

You also may want to include the sponsor information on the race number. For example you can order race numbers from any number of organizations, and some will provide them for free as long as their logo appears on the number.

Refunds?

In general, most registrations are considered non-refundable, and should say so on the registration form. However, there might be situations where you want to consider refunds:

1) No shows

If participants contact the race director ahead of the event and have a reason why they cannot come, you may decide on a case-by-case basis to send them the refund of what money you received (e.g. for online registrants, refunding the fee money you received but not the processing fee that the online services keeps). However, in general you might not provide refunds for people who contact you after the event.

2) Cancelled and re-scheduled event

Refunds are usually given when an event has to be cancelled or re-scheduled

3) Weather Concerns

For events not called off, but where there is/was a weather concern, in general it is at the race director's discretion as to when to provide refunds.

Pre-Registration Activities

If you plan to use put your pre-registration (mail in and/or online) into an electronic file using Excel or another spreadsheet application, here are some suggestions that have worked well for many events:

As a minimum, you will likely need to include the columns shown in the attachment.

Bib: - Assign this number after you have completed all data entry, consolidated your on-line information, and alphabetized the file.

Last Name: - A key item for your bib label.

First Name: - A key item for your bib label.

Age: - A key item for your bib label.

Sex/Gender: - A key item for your bib label.

Address 1; Address 2; City; State; Zip: - Key contact information.

Phone: - Enables you to contact the participant if necessary.(It is important to assure participants that you collect this only for event purposes and will not sell or give the information to other parties!)

Fee: - Lets you collect income for the event.

Event: - May be a key item for your bib label. May be optional if you are having only one event; i.e., 5K run. If you are doing multiple distances or are separating runners and walkers then you can use this to sort participants by event. If you are doing a 5K and 10K distance for runners and walkers, you can code the events in this column: 5KR, 5KW; 10KR.10KW.

E-mail: - Enables you to contact the participant if necessary.

Shirt: - A key item for your bib label if you are offering a t-shirt for the event. You will need to record shirt size and **PULL THE PRE-REGISTERED SHIRTS** on race morning. Participants get very upset if they've registered in advance and paid for a shirt and it is not available.

Remarks/Notes: - Optional information for RD use.

Attachment: Sample pre-registration spread sheet prepared in MS Excel

Pre-Registration Bib Label Preparation

As a minimum, you should include the following on the tear tag of your run bibs:

Bib Number Shirt

Last Name First Name

Age Sex/Gender Event

This can be done by hand for small events or printed on mail labels using the mail merge feature in your word processing program.



4) Finish Line

Timing Devices

There are different types of timing, from no timing at all to using computer chips and software, to hiring others to do the timing for you:

No timing/No awards

Many fun runs work quite well without timing participants. You can have a race clock at the finish line if you want, so participants can see their time when they come in, but not keep track of who finishing order or times.

No Timing/With awards

If you don't want to keep track of times, but want to award places, you can use the old "Popsicle stick" method. Simply write numbers on some sort of stick or card, and hand them out to participants when they cross the line. Number one goes to the first runner, number two to the next, etc. You then give awards to the top finishers by telling them to check in with you and turning in their "sticks".

Timing a race

If you do want to offer timing, the first thing you will need is some sort of stopwatch. It's tricky to find the right stopwatch because in order to be of use, they have to have the capacity to hold multiple finish times – at least as many places as participants your event may have.

a) Wristwatches/Stopwatches

Some running wristwatches will have chronometers that will only save split times up to 50 or 100 places, so you may have to buy a stopwatch with 300 or 500 places – whatever you think you'll need. If you do buy a stopwatch, you might as well spend \$60 or so and get one that can save to 2000 places. Ultrak has one, for example, (the Ultrak 499) that you can also plug into a small printer (the printer is another \$200.) So, you'll have the electronic data on the stopwatch with all the times from the race, and you can quickly print it out on the paper printer. (This same stopwatch will also plug into a computer, (for an extra \$35), so you can save and use data that way, as well.)

Timing a race (cont)

b) Handheld timing system

A hand-held timing system has a stopwatch, memory, and printer. These generally cost \$300 to \$500, and again, you'll want to make sure that the memory can save as many places or hold enough split times. The print-out can act as a back-up to the race info on your stopwatch, or you can use the paper print-out for results. However, the print-out will most likely just have times, as you won't be able to enter in or change bib numbers or any other race information.

From the smaller, hand-held timing systems, you can spend \$500 to over \$1000 on a timing system into which you can add bib numbers, maintain wave starts, etc. Some, such as the Time Machine brand, can be integrated to use with your \$1000 + race clock.

c) Clocks

Remember that having a large race clock is great for visual affect, but you don't actually use it for timing, unless you integrate it with an additional timing system. Most often, you are going to use a wristwatch or stopwatch to start the official race time, and then just start up the race clock and synch it up to the official time. You can buy a race clock for a little over a thousand dollars, or you can rent one for \$80 or so. Obviously, if you have 12 races each year, you'll save money by purchasing a clock rather than renting it.

d) Using a laptop

The next step up from buying race timing machinery would be to simply use a laptop computer. Every computer has its own clock, with all the space you would need to save and store race finish places; you just have to have the right software. You can develop your own, or you can find similar programs online. There's one available for \$100 from perfect-timing.org that has all the features of the timing systems that cost thousands. There is even a race timing system application (Tap Timing) you can download onto your i-phone.

The main benefit of using a computer to do the timing is that the results (hopefully) will already be formatted. If you have a good system for your laptop, you can input race numbers and click off times as the participants finish, and then simply print the results on your computer printer vs. if you're just using a stopwatch, you'll have to calculate the results per age-group, etc. and then either write it down, or type it up on a laptop and print it out.

It is best, when thinking about what kind of timing system you want to use, to consider how you're going to integrate the results. One downside to relying on a computer is that it's often difficult to see in the sunlight, and they can be difficult to use when it's raining or extremely cold outside.

e) Hire someone to do your timing for you.

If you can get someone that will time your race relatively inexpensively (for example for a few hundred dollars), then that may work out best for you. But, you should be able to time your own race without having to spend thousands and thousands on a timing company.

Chip Timing versus Tear Tags

a) Chips

Most big timing companies use some sort of chip timing, which means that each participant's information has been connected to the electronic signature of a small chip that they fasten to their shoe or ankle. Then, when they hit the timing mats at the finish line, their time is automatically processed like a scanner hitting a Universal Product Code at a grocery store. You can, of course, buy and program your own chip timing system, but it would be a lot of work.

1) Pros of Chip Timing

It can give the participant a net time, which means it can give a reading at start mats and finish mats (because with larger races it takes a while after the race starts to get to the finish line.) Also, chip timing systems can give split times by placing mats at various distances, which is why it's also very popular among triathlons and other multisport races.

2) Cons of Chip Timing

The downside to chip timing, other than it being very expensive, is that it fails a lot. With all the added mats, chips, wires and computer input, there's a lot more that can go wrong.

b) Tear Tags

The simplest method of timing is to use some sort of timing device, a stopwatch or computer, in combination with spindling tear tags. When runners come into the finish line, the timer mechanically records their time as they cross the line, and then volunteers in the finish chute tear off the tag at the bottom of the number and spindle it on a wire or string.

1) Pros of Tear Tags

This method is virtually fool-proof. As long as you can spindle the race number of every finisher and make sure they aren't ever taken off the spindle, you have a quick and easy way to tally results. Later, when you create the official results, you simply match the information on the first spindled race number with the first time, the second number with the second time, and so on.

2) Cons of Tear Tags

a) Not everyone will wear their race number as instructed, or they will wear it on their back, or maybe they'll have it in their pocket. One solution to a runner who finishes without a tear tag to put on the spindle is to have your volunteers keep a handful of blank tear tags in their pockets, and simply spindle a blank one when necessary, writing the finisher's race number and name on it.

b) You really need to ensure the volunteers understand the necessity of keeping the tags in order.

c) Complications can arise when racers try to finish side-by-side, or when they switch positions after crossing the line but before their tag is torn from their race number.

The Finish Chute

As stated earlier, complications can arise when racers try to finish side-by-side, or when they switch positions after crossing the line but before their tag is torn from their race number, and, this why we have a finish chute.

Construct your chute to work for you

- 1) Make the finish line easily visible
- 2) Encourage runners to keep going until they've crossed the line
- 3) Have volunteers in the chute jump in front of the runners to gather and spindle tear tags, and then move them along to exit the chute.
- 4) The width of the chute should be narrowed so that they can only move through one at a time, and another volunteer can make sure they stay in their respective finish position until their tags have been torn (they really don't mind being pulled and pushed along the chute, as long as you congratulate them and tell them where they can find refreshments, etc.)
- 5) The end of the chute is also a good place to throw a finisher's award around their neck, or hand them free stuff.

Backup Results

Setting up the perfect timing system does not mean there won't be some issues. There may still be some problems, such as hitting the stopwatch more than once per finish, or otherwise causing the finish times and tear tags not to correspond correctly.

The best way to ward off this problem is to write down the race number of the finisher whenever you have the time, and you can see it, or have a volunteer do this. Most computer programs for your laptop will allow you to add in and correct bib numbers, and you can get so accurate at it that the tear tag spindle becomes merely a back-up for double-checking results.

Even without a laptop, though, you can scribble down bib numbers and finish times here and there as you're recording their times on the stopwatch that will provide enough back-up to be perfectly accurate with thousand of people, especially if you have two people on the timing and two or three volunteers in the finish chute.

Tallying Results

If you're using a laptop computer system, you should be able to download or input the registration information before the race starts, (the preregistration and day-of-registrants,) and then use this in conjunction with your timing software. This way, when you want overall results or age-group results, you simply sort it by the column you want, and print it. However, if you're using a different system, or are otherwise tallying the results by hand, the quickest way to tally the unofficial results is by going off the tear tags.

It's a good idea to give yourself a day or two to post the official results online, and you can still make changes if someone complains or points out an error. Usually the error is caused by an unreadable registration form or tear tag, or by someone giving their entry to a friend who is of another age or of the opposite sex. Nevertheless, you should be able to post unofficial results within a half-hour or an hour of the end of the race. Simply type or write out the award category and places, (overall male, overall female, masters, male 0-19, female 20-24, etc.) Then, go through the spindle, from the first number to the last, and fill in the places. You can usually present an entire awards ceremony this way, handing out ribbons and plaques, without ever looking at the finish times or your timing device.

First of all, you don't have to wait for the race to finish to start tallying results. If your laptop software permits, you can print out partial results at any time, and update periodically. If you're tallying off a spindle, turn over the timing duties to a volunteer once the bulk of your participants have come in. You can grab the spindle from your tear tag spindling volunteers, give them a new one to work with, and start in tallying. Secondly, you can give your finished participants something to do as you tally results and / or wait until the race is finished to hand out their awards.

Post-Race Activities:

You can define the success of an event by how long people hang out after the race is over. Put as much feeling into this as you can, as it represents the personality of the race almost as much as the course. An added bonus is that while participants are eating, drinking, conversing and being entertained, you'll have plenty of time to tally results.

a) Food

Providing post-race food is the easiest way to get them to hang around a little while, and sponsors and volunteers love to help out in this capacity.

b) Prize drawings

Another easy way to buy a little time is with a raffle. Simply hand out raffle tickets, and then draw among the crowd to give away prizes. Again, if you have sponsors involved, they'll want to provide you with items you can give away as prizes.

c) Awards

For the actual awards, there are a number of possibilities with ribbons, plaques, trophies, or anything within your budget you think is original and carries on the personality of the event. You may want to give out finisher medals, age-group ribbons, overall trophies, or any combination thereof. Sometimes a well-placed award will bring the participant back to race or volunteer for several more years, possibly for generations.



5) Budgeting

Creating a Budget

Many factors go into creating a budget, including but not limited to:

1. Permit/insurance fees
2. Will you provide a t-shirt or other item for all entrants?
3. Do you have a sponsor helping cover costs such as providing food?
4. What types of awards/prizes will you give out?
5. If raising money for a charity/cause how much are you trying to raise?
6. Do you have to pay for a group of volunteers?
7. What fee will you charge to register and how much of that fee will go to covering your costs?

Sponsorship/Vendors

There is no exact method for working with sponsors and no exact amount to determine a sponsor. There is also no exact way to acknowledge or promote sponsorship. However, in general sponsors can donate either cash or products that a race director would have to purchase for their event.

How do you find sponsors? There are no rules for obtaining a sponsor. In general race directors can first go back to previous sponsors of an event, or sponsors of other local events. Race directors can also contact/approach local businesses or local sporting goods/running stores, or local fitness clubs.

One thing to keep in mind is lining up your participants with local business' customers. A community race may appeal to a local bank or credit union, real estate office or mortgage company. A women's only race might be attractive to a salon or child care provider, or even a self-defense class instructor.

Also, any sponsor should be asked to take an active role. A sponsor can just write a check and give you their logo; however they and your participants will get more out of the relationship if the sponsor is involved. Ask the sponsor to man an aid station or work at post-race awards. Getting them invested is also a good way to bring them back for future events.

A sponsorship can be cash or trade (also called in-kind). By honestly evaluating what your race needs, you may identify potential in-kind sponsors that can remove items from your cash budget. For example, a local restaurant may be able to provide refreshments; reducing or even removing that line item from your budget!

T-Shirts

Determining whether or not to have a race t-shirt can come down to funding, and if you want to charge runners extra or not. Including a t-shirt in the registration fee can increase the fee significantly. In addition you have to be able to determine how many t-shirts to purchase and how many of each size prior to the event. All of this can impact your registration fee and overall budget.

Photography

In general, you should not promote any photographer who is not paying you to take photos of your race and / or giving you some photos to use to promote your race. Photographers can come to your race and take photos of participants in an attempt to sell them to participants, but if you promote their business, make sure they're promoting your event and / or giving you something in return.

Sample Budgets for a 10K

Budget

| Expenses: | 2008 | 2009 |
|--------------------------------------|--------------|----------------|
| Traffic Control | \$394 | \$ 500 |
| Permit fees | 100 | 100 |
| T-shirts, apparel | (150) 1,950 | (190) 2,813 |
| Porta-potties | (7) 550 | (8) 625 |
| Race timing | 300 | 300 |
| Printing (4,000 Brochures) | 1,084 | 1,084 |
| Entertainment (Music) | 0 | 0 |
| Postage, mailing | 134 | 134 |
| 3 School Buses | 250 | 250 |
| Fruit, snacks, drinks | 492 | 370 |
| Supplies, paper cups, napkins | 110 | 110 |
| Advertising, publicity | 130 | 130 |
| Medals, Ribbons & Awards | 801 | 830 |
| Raffle Prizes (Business Gift Certs.) | 100 | 100 |
| Garbage hauling, disposal | 25 | 25 |
| Contingency Fund (refunds) | <u>30</u> | <u>50</u> |
| Totals | 6,450 | 6,838 |
| | | |
| Donated food, supplies, prizes | <u>600</u> | <u>600</u> |
| Total Expenses | 7,050 | 7,408 |
| | | |
| Income: | | |
| Registrations | (395) 5,925 | (425) \$ 6,375 |
| T-shirt, apparel sales | 2,250 | 3,000 |
| Cash business Donations | 2,100 | 2,190 |
| In Kind Donations | <u>600</u> | <u>600</u> |
| | 10,875 | 12,165 |
| | | |
| Donations: | | |
| Pace Setter Athletic | \$1,000 | \$ 1,000 |
| Dr. Richard Orth | 200 | 200 |
| Curves | 200 | 200 |
| Eagle Foundry | 200 | 200 |
| Willamette Falls Hospital | 250 | 250 |
| PGE | 0 | 250 |
| Reliance Connects | 200 | 0 |
| Les Schwab Tire Center | 50 | 0 |
| Glen James | 0 | 90 |
| Brooks (In Kind, Apparel) | <u>600</u> | <u>600</u> |
| Total | 2,700 | 3,600 |



6) Volunteers

Where do you need them?

You need volunteers for just about every task, from registration check-in, to course monitoring, to aid stations, to finish line, to food preparation.

How do you find them?

There is no standard way to find volunteers but here are a few suggestions:

- a) Contact prior volunteers for the event to see if they are willing to volunteer again
- b) Contact local high schools or local high school coaches. Many high school students having a volunteer/community service requirement for graduation, and many high school teams try to raise money.
- c) Contact local boy/girl scouts troops
- d) Ask for volunteers on the flyer for the race. Runners who cannot run might be willing to volunteer
- e) Invite sponsors to provide volunteers, and make sure you give them proper credit for their contribution.
- f) Reach out to local volunteer organizations such as Hands On Portland, who will allow you to post your event for free on their volunteer boards

Paying for groups?

You might consider paying clubs or teams if they provide a group of volunteers. While prices for groups vary, one suggestion for clubs/teams is \$10/person up to \$200. This amount can vary depending on the number of volunteers.

Volunteer tasks assignments

Coming up with volunteer task assignments is a time-consuming process but will save you a lot of time and headaches on site. If you make a list of tasks that need to be completed, and compare it to an event schedule, you can give each volunteer a personal schedule.

For example, a volunteer that works registration can do much more than just check people in. That volunteer can first hang up check-in directional signage, then work registration. If you have time, you can prepare a toolkit for each volunteer: in this case, put check-in signage, nails, and a hammer in a Tupperware container for the check-in volunteer. Then when registration is complete, they can also take down signage and put all of their tools back in the container so it's ready for your next event.

It's important to consider lining up your volunteers with the volunteer jobs available. Younger volunteers may be better at handing out prizes than at directing traffic; you'll want stronger people to help with set up and tear down as it'll likely mean moving boxes!

(See example of task list from Hagg Lake Mud Runs)

Volunteer recognition and empowerment

The most important thing you can say to a volunteer is "Thank you." The second most important thing – if you truly mean it, is "I trust your judgment." And the third most important thing is, "I have your back."

By providing information to your volunteers about their roles at the event, you are giving them the power to make decisions during the event but also letting them know you will support their decisions. Most volunteer tasks are pretty simple – "tell them to turn right at this corner" – but you can give them the power to stop runners if a vehicle ignores road closure sign.

If you can give volunteers event t-shirts, vouchers for registration for a future event, or just a certificate of recognition, they will really appreciate it.

Sample Traffic Volunteer Assignments for an ultra run

Volunteer Information: Traffic Volunteers

There are a number of positions for traffic volunteers:

1. Lead Sain Creek Lot Volunteer: John Smith
2. Lead Boat Ramp C Volunteer: Jane Doe
3. Sain Creek Volunteer: Dick Brown
4. Boat Ramp C Volunteers: Mickey Mouse, Goofy, Donald Duck
5. Out and Back Turnaround Volunteer: Minnie Mouse
6. Out and Back Intersection Volunteers: Chip and Dale

Here is a rough schedule for the morning for Traffic Volunteers:

6:30a: John Smith, Dick Brown, Minnie Mouse, and Chip and Dale arrive and check in with Race Director

6:45a: Jane Doe, Mickey Mouse, Goofy, and Donald Duck arrive and check in with Race Director

6:50a: Out and Back Turnaround and Intersection Volunteers are in position for Early Start 50k runners

7:00a: Boat Ramp C Volunteers in place

7:50a: Out and Back Turnaround and Intersection Volunteers are in position for Regular Start 50k runners

8:30a: Any traffic volunteers running 25k are relieved of their duties (Dick Brown and on-course monitor John Smith)

8:50a: Out and Back Turnaround and Intersection Volunteers are in position for 25k runners

9:00a: Traffic volunteers return to Sain Creek to turn in their gear such as reflective vests and traffic signs

Specific volunteer information:

John Smith:

Arrive at 6:30a and get safety vest and signage. You will be positioned between the driveway and the pavilion and will guide traffic to the next available spot once the other end is full. Have people park in a row as they pull in as opposed to just selecting a spot, and make sure they're parking close enough to their neighbor vehicle so we aren't wasting any spots. Note that any 10-year participants should be directed to their own personal parking spot in the Sain Creek Lot. (We will have communicated this to them before hand.)

Once this lot is full, head on over to Boat Ramp C and check in with Jane Doe. There, you will continue to help drivers know where to go to park.

Dick Brown:

Arrive by 6:45a and check in with Race Director to get your safety materials. You will be stationed at the driveway of the Sain Creek lot and tell drivers which way to turn at the bottom of the driveway to the next available spot. Note that any 10-year participants should be directed to their own personal parking spot in the Sain Creek Lot. (We will have communicated this to them before hand.) Once the Sain Creek Lot is full, stand at the front driveway with the "Lot Full" sign so that no additional cars try to get in that area. (10-year runners will still be allowed in, as well as official vehicle and people dropping things off.)

Jane Doe:

Arrive by 6:45a and check in with Race Director to get your safety materials. You will have a crew of three volunteers for the large lot and will need to make sure they are all accounted for. You have a larger area to cover so I recommend wearing running clothes so you can get information quickly and check in with them from time to time.

Your volunteers will be positioned according to traffic. Goofy will be at the driveway to the Boat Ramp C parking lot until 8:30a, telling drivers which way to turn when they get to the bottom of the hill and answering basic questions. At first, you will have one volunteer (Mickey Mouse) in the lot closest to the trailhead. She will watch for open spots and help drivers find them quickly. Once that lot is full, she will move one to the driveway where that lot branches off to block any additional cars from coming in that area. John Smith will join her around 7:15a and will work in the larger lot area, closer to the water.

At 8:30a, Goofy and John Smith are relieved from their duties because Goofy is running in the 25k and John Smith is working as on-course support. At this time, you should stand at the driveway and have Mickey Mouse near the bottom of the hill to direct traffic.

The whole time you are greeting runners, make sure that you let them know that starting at 9 AM, the trail connecting the Boat Ramp C parking lot and the Sain Creek parking lot will be closed to any foot traffic other than runners still on the clock. You will get a lot of complaints. A good response is, "I completely understand. The race directors have closed it for the safety of those still running their race, and walking on the shoulder of the road you will still be able to see runners – and cheer for them – and it takes only about 30 seconds longer by road."

You will also be responsible for making sure signage remains up during the day and answering questions about the signs. There will be three important types of signage: 1) Caution – Runners in parking lot (with cones and flour markings) 2) Gate closes at 4p (this is for people at the lake who are NOT with our event. We will unlock the gate for our participants to get out.) and 3) No trail traffic unless you are currently participating in the race and on the clock. (this will be posted at the bottom of the hill and multiple times at the trailhead.)

It is important that you remain visible in the parking lot during the race. A few years ago there were a number of break-ins and many participants lost their valuables – a non-participant took the opportunity because the lot wasn't monitored. (If you see this, call HQ immediately and do not approach the person yourself. Your safety is more important than a wallet!) You will be seeing runners as early as around 11a, so if you need a break just call us and we will swap you with some other volunteers for a little bit.

Mickey Mouse and Goofy:

Arrive by 6:45a and check in with Race Director to get your safety materials. Then head over to Boat Ramp C's parking lot with your Lead Volunteer Jane Doe when the Sain Creek lot is getting full. Your tasks will include helping people find a parking spot (but the lot is huge, so don't worry) and making sure they understand that the trail between Boat Ramp C and Sain Creek will be closed once the 25k starts to all non-racing traffic. This is a change from previous years and people will complain about it, so it's best to tell them early. We will be putting this information in all pre-race communication but some people will claim not to know.

Minnie Mouse:

Arrive by 6:45a and check in with Race Director to get your safety materials. You will need to park in the roundabout near the pavilion because we will be asking you to drive to the out and back three times. We will also be putting signs on your van windows identifying your van as the official course vehicle. (and maybe some fun stuff too.)

The turnaround cones will be placed before you head out there, and there will also be markings on the ground just in case they get moved somehow. You will drive about 50 feet past the turnaround and park so that you are not blocking the road. We ask that you are out of your car by 10 minutes after the early start (7:10) and five minutes after the regular starts (8:05 and 9:05) just in case Paula Radcliffe shows up. Please cheer for the runners and take pictures if possible, but your #1 job is to make sure they turnaround. Since only one distance will be running at each start, you can just yell out "Turnaround here" as they approach. Be sure to stand far enough back from the cone so they have plenty of space.

If you should encounter any traffic coming from behind you please just ask the driver to wait until after the last runner has come through. You will know it's the last runner because you will see at least one of our two sweepers. Ask any traffic to wait until five minutes after that runner has turned around to keep them safe. You should not see any traffic from the other way because it will be stopped.

You can pick up the sweepers at the turnaround and drive them back in to the pavilion as long as you do not pass any runners.

Chip and Dale:

Please be in position to stop traffic on the far side of Sain Creek Road and on the far side of the driveway to the Sain Creek Parking Lot by five minutes before each start time (7a, 8a and 9a). You can wave traffic through after the sweepers are safely on Sain Creek Road at your discretion, stopping traffic again as the runners return from the out and back. You will know when the last runner has come back because our official course vehicle will come through.

Traffic FAQ:

1. Why can't I park on the shoulder (or in that roundabout)?
 - a. We have signed an agreement with the park in which we agreed to park only in valid parking spots. The shoulders of the road need to be kept clear so that if there is an emergency, emergency vehicles have unrestricted access at all points. If you park on the shoulder, you'll be ticketed. The roundabout is also needed for emergency vehicles.
2. Why is the trailhead between the two parking areas closed?
 - a. We have more runners this year than ever before, and the race directors decided to keep that trail open only for those still in the race. Because runners will be tired – whether they're still racing or all done, their reaction time and abilities will be slower. Keeping non-racing traffic off that trail will reduce the likelihood of a collision. Also, those still racing will know they can focus on their footing and not have to worry about rounding a corner and running into someone.
3. When is the gate closed?
 - a. The gate to the Boat Ramp C lot will close at precisely 4p. The race directors have a key and if you are parked in here, they will open the gate for you. Just make sure to let them know when you finish.
4. Is it safe to leave things in my vehicle?
 - a. You should put all valuables in the trunk of your vehicle or under the seats so it is out of sight. We are not responsible for anything left in your vehicle, but we will have volunteers in this parking lot. If you have anything you are highly concerned about, we recommend that you hide it. (We will have asked people to leave valuables at home.)
5. Are there porta-potties in the Boat Ramp C lot?
 - a. There will be at least one porta potty in the Boat Ramp C lot.
6. I'm late – can't I just park here so I don't miss my race start?
 - a. I'm sorry, this isn't a real parking spot and you can not park here. The volunteer down there will point you to the closest possible spot. I'll radio over to HQ so they know you're on your way but they won't hold the start more than three minutes, so just hurry up!

Sample Registration Volunteer Information for an ultra event

Volunteer Information: Registration Volunteers

There are a number of positions for registration volunteers:

7. Lead Registration Volunteer: Barack Obama
8. Registration Volunteer: Budha
9. Registration Volunteer - Merchandise: Santa Clause
10. Registration Volunteer: God

Here is a rough schedule for the morning for Registration Volunteers:

6:00a: Barack Obama arrive and check in with God

6:45a: Santa Clause and Budha arrive and check in with Barack Obama

7:00a: 50k Early Start

7:10a – 7:45a: This will be one of the busiest times. You will have 50k runners and 25k runners checking in during this period.

7:45a-7:55a: Any remaining 50k runners get priority for checking in and get to move to the front of the line (if there is one).

8:00a: 50k Regular Start

8:10a – 8:45a: This will be another very busy period. You will have 25k runners checking in.

9:00a: 25k Start

Specific volunteer information:

Barack Obama:

Arrive at 6:00a and be shown the organization by God. Each runner will check in with a volunteer and give the volunteer their signed Hagg Lake waiver, which will be on the other tables. If someone does not have one, send them back to sign one before getting back in line. (We will have directional signage.)

As each runner checks in, find their bib number in the file and hand it to them. Their shirt size will be noted on the check in list, so find their shirt size, then give them their shirt and their goody bag.

When the other registration volunteers arrive, show them the layout. When all your other volunteers are in place, work the registration line to make sure people have the signed waiver and especially from 7:45a – 7:55a to help 50kers jump to the front of the line.

Continue to consolidate supplies as more and more runners check in.

Santa Clause:

Work registration as described above, but you are also the key person for merchandise. This includes keeping the shirts organized so it's easy to find the correct size and making sure there are hats on display for purchase.

Budha and God:

Assist Barack Obama with registration as requested. God may have to handle other things from time to time but she will help get people checked in when not handling other things.

Registration FAQ:

1. I registered, what do you mean my name isn't on the list?
 - a. I'm sorry, we have a list of all participants that registered here direct from Ultrasignup.com and your name is not on here. (It is likely you will have a few people try this one and unless they can produce the printed out confirmation from Ultrasignup.com, they will not be allowed to race. If they get upset I will talk to them, but there is no way they will be allowed to race.)
2. Why do I have to sign another waiver?
 - a. The waiver you signed online was for the race itself and goes to Oregon Road Runners Club. This is a waiver that we require all participants to sign because the park needs it. It's part of what allows us to hold this race year after year.
3. Can I start early?
 - a. If you are running the 25k, you will have to start with the rest of the 25k runners at 9a. If you are running the 50k, you may only run the early start if you will take more than 6:30 on the course. (If someone is NOT on the early start list but will need the extra time on course, we will need their name and bib number to give to the timer.)
4. Is there a bag drop?
 - a. There is a bag drop here at the Sain Creek aid station for the 50k runners. Place your bag under that tent (we will have a pop-up and a tarp on the ground) and it will be monitored during the run.
5. Do you have a course map?
 - a. Yes - we will have course maps taped to the information tables and inside the porta potties.
6. Where can I leave my valuables?
 - a. You should leave anything valuable hidden in your car, either in the trunk or the glove box. We are not responsible for anything that may be stolen so it's up to you to be safe.
7. Can I get a different shirt size?
 - a. You may come back after the race to see if there are other shirt sizes available, right now we can only hand out what you asked for when you signed in.



7) Marketing and Publicity

A) Paper Fliers and Electronic Design and Printing

1) Reason to have Fliers

Fliers aren't absolutely necessary if you're using electronic registration, especially if your race has its own website or some other dedicated page on the World Wide Web. But, they do add another dimension to your publicity. Fliers can be expensive to print, but they can also be relatively cheap. Plus, each flier should have an entry form designed onto one side of the page with all the necessary information (and online sign-up info) so you're making it easy for folks to sign up.

2) Quantity

Unless your race sells out within weeks with 100% electronic registration, you should design a flier and print out at least a few hundred. You can print low quantities of a really great-looking flier on demand for cheap through a computer printer or copier, as long as it's designed correctly. If you have a larger budget and want to print thousands of fliers, then there are single-color, two-color, or full-color options.

3) Design

The important thing here is not to skimp on design. If you don't have a volunteer that can design for you, use your local printer. Every print shop will have a designer or graphic artist that addresses their pre-press needs. They would rather print something that looks good than print something questionable and have you complain. Plus, when they're finished, you'll have an electronic file you can keep and update for next year. So, don't be afraid to spend a little to let a professional do the design. They usually won't charge you a lot for the design or layout if you're paying them to print the flier.

Your local printer will also know how to print what you need in a way that looks the best and is cheapest. They can electronically rip an electronic file straight to a black and white or color "photocopier" in a manner that's usually higher quality than if you slapped a hard copy on the glass and copied it that way, and much cheaper than if you used your own table-top computer printer. Basically, you want to avoid designing an overly complicated race logo or graphic that may look fine on a computer screen but doesn't copy or print well. Your marketing campaign should include a race logo or race title that is consistent and easy to read. This should look pretty much the same on your fliers, website, t-shirts, etc.

A) Paper Fliers and Electronic Design and Printing (cont)

3) Design (cont)

So, if you design nice, thick lines and use vector graphics when possible, basically design something printer-friendly, it will also look great on a computer screen. You can take any image and save it down into a lower resolution for a computer screen, but you can't take a low-resolution image and increase the resolution. Also, there are specific differences between electronic and print design. For example, most electronic-media color is Red Green Blue, while print color is CYMK, or (cyan, yellow, magenta and black.) Ultimately, once you have a good, solid design, you should be able to use that on convert it into whatever you need – for the fliers, website, t-shirts, etc.

4) Content:

Make sure your flier (and website) has the basic information. List the date and start time(s) of the race, at least an approximate distance and / or a description of the course, and an entry form (and / or information on electronic registration.) Also, you should have prices for what everything costs, including early registration or day-of registration, and, if available, t-shirt prices and sizes.

Also, you should have contact information, including the name of the organization putting on the event, the name of the race director (or contact person) and a phone number or email address. If you are using mail-in registration, make sure you list who to make the check out to, and where to mail it.

In addition, include anything else racers need to know, including special directions to the start, or a map. For longer races, let them know if there will be aid on the course, if there will be drop bags, and if there will be a shuttle to the start or from the finish.

B) Press Releases

When creating press releases to print and electronic publications, make these soft news stories – write the stories for them, or at least give them the story to write. Invite them out to the event. Don't "spam," as it doesn't work in the long run. Instead, target your market. The attitude and feel of an event is as important as the details.

Send Press Releases to individual people at organizations that will have interest in your event. Include regional papers near the physical location of your event, and electronic communities that may have interest in your event.

- Information that should be included in a press release includes:
- Name of event
- Date of event
- Start time(s) of event
- Distance(s) of event
- Registration fees and how to register, including deadlines
- What is included in registration fees
- A brief description of the course
- Is the race kid-friendly, family-friendly, and/or pet-friendly?
- What other activities will be available at the event?
- Will there be prizes at the event?
- Is the event a fund-raiser? If so, provide information on the beneficiary including contact info.
- Contact information for the event

C) Race Calendars & Websites

There are a number of free online race calendars where you can post your event. More and more runners are looking online to help them choose their next racing adventure. Most have an online form for you to fill out, where you'll need to provide the basic race information (when, where, and how much) as well as your contact information.

Some free calendars that you should contact:

- RunOregon blog (on OregonLive.com) – send details to runoregonblog@gmail.com
- Racecenter.com
- ActiveSalem.com
- CompetitorNW.com
- Active.com
- Signmeup.com
- Ultrasignup.com (for distance events)
- Regional running clubs – WVRR, CCRC, SCRC, CHRC, CORK, Red Lizards, ORRC
- Community Newspapers
- The Oregonian's Event Calendar – oregonlive.com/events
- Trailrunner.com (for trail races)
- Pdxtriclub.com (for multi-sport events)

- Community church & school calendars, if appropriate

If you don't have the resources to create your own website, there are a number of options you can investigate. Online registration companies will provide you with a basic website that has all of the information a runner needs. One really useful tool if you are using the registration page as your URL is tinyurl.com – it allows you to take a crazy long URL and condense it into something people can remember! (Example: Active.com) Blogspot also provides an option for a free website; you won't be able to do much with navigation or formatting; however their websites are attractive and provide an anchor that can be used year over year. (Example: [Dayton Fiesta Run](#)). Facebook is another great option – we will talk about that more later.

If you do have a budget for a website, be prepared for it to take a good chunk of time. The nicer looking a website, the higher a runner's expectation that it have every piece of information they are looking for! You will need to update dates, results, photos, as well as information. However if you are planning a larger event, it will be well worth it for participants to be able to find information on their own instead of having to email you every single time they have a question! (Example: [Hagg Lake Mud Runs](#))

D) Social Networking and electronic chatter

Facebook has become a great tool for event directors.

There are two ways to set up your event on Facebook: as a group or as a page. I highly recommend setting is up as a page, because you are able to do more:

A Facebook Page allows you to:

- Communicate with fans – either all or a segmented group
- Track how your fan numbers and interactions are growing
- Create events and send updates to your members

Have a more casual place to provide updates, encourage discussion among participants, or post photos

Once you have a minimum number of “fans” (I think it's still 100), you can create a facebook Vanity URL. To do this, go to facebook.com/username and select the URL you want. This “marketing-friendly” URL can then be listed on your website, flyers, etc. (Example: [Hagg Lake Mud Runs at facebook.com/hagglakeultra](#))

You can set up a Twitter account as well, and there are tools such as “tweet decks” which allow you to manage all of your social networking accounts in one place. However, this creates a lot of work; there are easier ways to work with Twitter: you can, for example, set up your facebook account so that every post you make on your event page goes out as a Tweet on Twitter!

The biggest challenge with social networking is that it's often contrived. However, if you are passionate about your event and your cause, you have nothing to worry about!

E) Event email communication

Event Email Address:

It's highly recommended to set up an email account for your event. This will do two things:

- Keep your personal life and your event directing duties separate
- Provide an easy to remember, and easy to pass on, email address that is uniquely identified with the event

Gmail offers free email accounts, as do hotmail, yahoo, and other providers. You can set up this account to have an autoresponder during your "off season" or during the week of the event, as well as organize your participants and volunteers into contact lists.

Email Marketing:

If your race has a large number of participants you may be interested in an email marketing product. A popular company is Constant Contact; a local company that I use for Hagg Lake is called Emma. Either way, an email marketing company should offer non-profit rates and have very clear privacy rules: They should NEVER sell your contact lists.

Benefits of email marketing are that you can see who is opening and clicking on things in your emails, you can see what they are clicking on, and what time of day/week they are opening your emails. It's also easy to format, and easy to track over time. You can even see if someone forwarded your email on to someone else! (example: Hagg Lake Mud Runs)

F) Sponsors

The main reason to have sponsors is to create a better event for your participants. Sponsors of a great event can also help you promote the event – they'll be proud to be involved! Drive business to them by promoting their products and services, and allow them to drive race participants to you. As a matter of fact, it's a good idea to ask them when you're negotiating the sponsorship – How can we work to promote each other? In-store signage, e-mail newsletters, putting event flyers in their regular mailings ... all are great ideas. Also, allow them to donate prizes, if not cash, and recruit among their ranks for volunteers. The more your sponsors get personally involved with the race, the more they will promote it.

G) Use Your Own Club or Organization to Promote the Event

If you are a member of a club or organization that has a website or magazine/newsletter, be sure to get the information about the race on the website and in the magazine, For example the Oregon Road Runners Club (ORRC) uses their website, orrc.net, and the Oregon Distance Runner. You can put as much information you want on your page on the website, and keep it updated. The club magazine or newsletter can promote your race to members and the friends of the club that receive it in the mail. Write interesting, informational stories about your race – then send it to your magazine/newsletter publisher in an email with a few sentences telling them what you want them to write about, or what is new with your race this year.

The best stories about your race are those that involve your sponsor in some way = free advertisement for them. Every sponsor of all your races should also be buying an ad in your magazine or newsletter. You can lower the price of an ad to an extremely affordable amount if they're donating product or services, or volunteering. Also, write a report after the race; just a short message from the Race Director telling your publisher how it went. And, make sure you send in photos.

If you have one you can also use your club's Facebook page, MySpace page, or Twitter account as a touchstone. This is also a great way to find new sponsors and advertisers outside the club and bring them in, as well as advertise the club and event to non-members. And if allowed you can advertise in other club's websites, magazines and social network pages.

H) Photographer

Some race directors will tell you that you should not promote any photographer who is not paying you to take photos of your race and/or giving you some photos to use to promote your race. Photographers can come to your race and take photos of participants in an attempt to sell them to participants, but if you promote their business, make sure they're promoting your event and / or giving you something in return.

However if your race is a small community race, it may make more sense for you to have volunteer photographers on the course and then post photos online where participants can download them themselves.

Either way, you will want photographs of the event to use in future years' marketing.

I) Know the Name of Your Event

This is very important: what is the name of your event? Know this going in, and be consistent whenever you print or list the name of the race. Find a way to designate what the name of the event is apart from any different race categories or distances.

Going along with this, if you have a title or presenting sponsor or club, make sure that is part of the name, period. For example, the ORRC Turkey Trot presented by West Coast Bank – leaving any part of that name out of the event's title would leave out an important organization that is helping to put the event on. It's okay to nitpick – your event name is your brand!

J) Timing of Publicity

In general race directors should start publicity as early as possible, and no later than eight weeks before the race, and continue up to race day.

1) Planning

- a) Decide in advance which races in the area you could go to and pass out entry forms.
- b) Plan other media coverage, such as local TV and radio. Race directors could possibly be the guest on a local TV or radio talk show if they schedule far enough in advance.
- c) Remember to mention major race sponsors in all advertising. Also remember to clip newspaper articles about the race and save a copy for the sponsors. Race directors could include these as part of your report to sponsors after the race.

2) Ways to Publicize the Race

a) The RunOregon blog on OregonLive.com gets more than 60,000 page views each month and more than 15,000 unique monthly visitors. It's the only local website with constantly updated news about running and runners – and we are more than happy to help you promote your race! Kelly Barten (me) is the main blogger and all you need to do is email your press release, a write-up, or just the details to us at runoregonblog@gmail.com.

b) Running publications. There may be several running publications that service your area. Some in Oregon include the ORRC magazine, The Oregon Distance Runner, Competitor NW, WalkAbout, and RaceCenter.

c) Pass out entry forms at other local races well in advance of your event. Try to target races that attract a similar group of participants to what you're hoping to attract: families, women, competitive runners, runners from a certain geographic area, etc.

d) Ads in local papers or running magazines. Race directors should find out the deadlines for ads so they get them to the paper or magazine well in advance of their event. Since newspapers are not targeted for runners, they might not be cost effective as far as paid advertising is concerned. This might be easier or less expensive if the event is going to support a local charity. (You can, of course, advertise on [oregonlive.com/running!](http://oregonlive.com/running/))

e) Many newspapers will also give free listing in their local calendar of events.

f) Radio and TV. Most radio stations, especially those in small cities, will provide free announcements about the race. Free announcements are called "Public Service Announcements" or PSA's. Make sure you mention the race sponsors if you have the opportunity.

g) Distributions of entry forms. By far, most race entries will result from the distribution of entry forms. Race directors can distribute them as follows:

- 1) Local races
- 2) Mail to previous participants
- 3) Ask local sporting goods stores and health clubs to have them available
- 4) Oregon Distance Runner (ODR) mailings
 - a) Send 1,000 flyers to ODR
 - b) The deadline is the last Wednesday of every odd month (e.g. March)
 - c) Mailing date (deadline for having your flyers to AdMail) is the last Friday of every even month (e.g. April)
- 5) If possible have them available at local tracks and trails (perhaps nailing an entry on billboards if available)
- 6) Send entries to local coaches (high school and college)
- 7) Have entries at the event sponsor's place of business



8) Supplies

Race supplies should be purchased or picked up three days before race

A) Registration Area

- 1) Tables and Signage
 - a) Day of Race
 - b) Pre-registered
 - c) Table to complete forms
 - d) T-Shirt Table if applicable
- 2) Chairs – 6
- 3) Extra forms (from race flyer)
- 4) Money box (\$200.00 change)
- 5) Safety Pins
- 6) Numbers
- 7) Pens
- 8) Shirts
- 9) Course Maps

B) On the Course

- 1) Mile Markers
- 2) Direction Markers
- 3) Cones wherever needed
- 4) Flour to mark turns on ground
- 5) Course monitors with stop/go signs
- 6) Safety Vests
- 7) Aid stations: 2 for 10K, 3 for 15K
- 8) Water, cups, pitchers, garbage cans with liners
- 9) Flaggers
- 10) Police
- 11) Additional signage “Runners on Road”

8) Supplies (cont)

C) Start/Finish

- 1) Sound system
- 2) Clock (charged the night before)
- 3) Table for Timers
- 4) Canopy
- 5) Stringers for Race number tags
- 6) Flagging for finish area
- 7) Base and pylons for finish chute

D) Post-Race

- 1) First Aid Kits
- 2) Awards (Make sure timer knows how many places are being awarded)
- 3) Plaques for:
 - a) First Place Male and Female
 - b) First Place Masters Male and Female
- 4) Ribbons for:
 - a) 26 different age groups
 - b) Walkers
- 5) Prize drawing tickets and items
- 6) Refreshments:
 - a) Water (most important)
 - b) Fruit
 - c) Bagels
 - d) Anything else



9) Timetable Calendar (month by month, from 7 months before to after-race follow-up)

- a) 7 months out
- b) 6 months out
- c) 5 months out
- d) 4 months out
- e) 3 months out
- f) 2 months out
- g) 1 month out
- h) Week of race
- i) Day of race
- j) Post race

a) 7 months prior to event

- 1) Confirm date, location, distance and course
- 2) Seek approval from authorities and purchase required permits (park, school district, police, etc)
- 3) Solicit sponsors (via letter and follow with phone or person contact)
- 4) Review last year's post race notes and make adjustments
- 5) Review and update race budget
- 6) Place event sign up on web-site for early registration
- 7) Place event notice in "Running Times" and in "Runners World" via web-site
- 8) Seek placement on as many running web-sites as possible
- 9) Confirm event with as many local running publications as possible

b) 6 months prior to event

- 1) Continue to solicit or confirm sponsors
- 2) Approve race budget
- 3) Set up volunteer responsibilities
 - a) Awards
 - b) Registration
 - c) Refreshments
 - d) Start and finish line
 - e) Aid stations
 - f) Road marshals
- 4) Confirm race result timer

c) 5 months prior to event

- 1) Secure sponsor(s)
- 2) Meet with key volunteers
- 3) Draft promotion “action items”
- 4) Measure course, re-mark and certify (if required and approved)
- 5) Start entry form lay-out (copy, camera ready art, sponsor logos, maps, etc)
- 6) Order awards, plaques, ribbons and trophies
- 7) If a “championship race” request status from RRCA representative

d) 4 months prior to event

- 1) Flyer design complete and printer confirmed. Schedule printing for **at least two weeks** in advance of flyer distribution date
- 2) Apply for liability insurance policy and required permits
- 3) Determine flyer locations and number of flyers for each
- 4) Identify races that a volunteer can hand out flyers at finish lines
- 5) Develop shirt design and order shirts
- 6) Follow-up in writing to the key volunteers and confirm the road marshals

e) 3 months prior to event

- 1) Take delivery of and distribute race flyers
- 2) Confirm volunteers via phone and follow up in writing
- 3) Confirm and make a list of race day supplies and equipment
- 4) Confirm race day registration procedures
- 5) Confirm that all permits, sanctions, and insurance forms have been received

f) 2 months prior to event

- 1) Restock flyer locations
- 2) Update list of race day supplies and equipment
- 3) Confirm that all awards, plaques and trophies are on hand
- 4) Confirm medical support (if required)
- 5) Order portable toilets (if required)
- 6) Re-check course markings
- 7) Begin press releases and advertising

g) 1 month prior to event

- 1) Meet in person (on location if possible) with race course marshals, aid station workers, start/finish line helpers. Distribute maps with volunteer locations marked
- 2) Distribute race alert information to surrounding neighborhoods
- 3) Contact local radio, TV and newspapers for PSA inserts
- 4) Review shirt order and reorder if required (based on pre-sold)
- 5) Confirm location of race day supplies

h) Week of race

- 1) Meet with key volunteers and go over last key details
- 2) Confirm registration information, race numbers, etc.
- 3) Confirm food and aid station supplies
- 4) Check weather forecasts and to see if tents will be needed
- 5) Drive course one more time to make sure that there are no surprises (e.g. construction, etc.)

i) Day of race

- 1) Arrive a minimum three hours before the race
- 2) Set up registration tent or area
- 3) Assign a key volunteer to organize all volunteers
- 4) Mark course with markers and chalk (this must be correct!)
- 5) Set up starting line early
- 6) Set up aid stations
- 7) Make sure that you and the volunteers are easily identified (bibs or vests)
- 8) Manage parking from the first car
- 9) Have all permits and insurance papers on hand at the event
- 10) Make sure you have all of your race day supplies (have a checklist)
- 11) Make sure you know how to run your clock and that it is working and fully charged
- 12) Have first aid kit and defibulator available and in location that all volunteers know of (such as by the finish clock)
- 13) If possible assign a volunteer to take photos
- 14) Announce the start time every 15 minutes starting with 45 minutes prior to the event. Make one final announcement 5 minutes before the start
- 15) At the start: announce to the runners any safety issues; thanks for coming; acknowledge sponsors; acknowledge volunteers; inform participants of the award ceremony time
- 16) Conduct the event and HAVE FUN!
- 17) Welcome/thank as many finishers as you can
- 18) Announce award ceremony time several times while finishers finish
- 19) Fax results to the local newspapers that day and to the ORRC website

j) Post race

- 1) Send thank you letters to all volunteers, sponsors, park officials and police
- 2) Review the race with key volunteers (any issues?)
- 3) Make “action items” so that you will correct these issues for next year
- 4) Prepare final income and expenses report
- 5) Hold evaluation meeting with race committee and start planning the event for next year

Sample Schedule for a 10K held in late September

Monthly Planning Schedule

February

Send *letters of intent* to PGE & Tri-met. Send letters to businesses affected. Pick up permit application from City and get signed off by CCSO, Fire Dept., Public Works director and City Manager. Update operating plan & street closure plan. Email date of race to race timer & confirm availability

March

Prepare rough draft of brochure. Mail out letters requesting sponsorship to prospective businesses including brochure draft. Meet with main sponsor, Pace Setter, and confirm sponsorship and Brooks contributions.

April

Request permit application from ODOT and fin it out and file it. Call sponsors who didn't respond to letter or who sponsored race previously. Develop email groups of participants from last year's race. Make sure we are on Chamber & Estacada News events calendar.

May

Confirm permit with PGE. Arrange with School transportation office for school buses. Contact Boy Scouts and Job Corps to confirm volunteers. Get printing bids. Update ORRC website info. Get signmeup.com race info updated.

June

Have brochures printed by mid-June: 1,000 to Admail for July/August for Oregon Distance Runner magazine. Rest to be distributed locally and to running stores in Portland metro area. Open online registration. Send out first email that registration open. Send out press release to Estacada News.

July

Get t-shirt and awards bids and get orders in. Send out 21ld emails. Send press release to East County Gazette. File City permit.

August

Mail out brochures to all local participants from last year and others who didn't have email addresses. Send out 3rd Email. Send press release to Estacada News. Meet with Pace Setter and confirm race details. Contact all major volunteers and recheck availability.

September

Contact ODOT, CCSO, Fire & Rescue, Bus garage, race timer, Public Works etc and confirm and go over race details. Send 3 more emails. Send press release to Estacada News and notify other media. Meet with EDA & ORRC and confirm volunteer assistance. Go over details with race volunteers. WEEK of RACE: Make sure store registrations are picked up. Print out all registered names before the race. Pick up race equipment and supplies from ORRC warehouse. Obtain refreshments and food for race. Get stage & speaker from library. Bring clipboard to race with all permits and emergency contacts.



10) List of Resources

A listing here does not imply an endorsement. These are resources that have been used by ORRC race directors in the past.

A) Contact information for newspapers, running magazines and websites

1) Websites

| Site | Address |
|--|---|
| ORRC | www.orrc.net |
| RRCA | http://www.rrca.org/calendar/event/php |
| Portland Oregon Sports Authority | www.portlandsports.org |
| Race Center NW | www.racecenter.com |
| Hillsboro Runner | mking@hillsbororunner.com |
| CitySports Bimonthly | www.citysportsnw.com |
| Running Times | http://www.runningtimes.com/calendar/listing.htm |
| National Masters News Magazine | suzy@nationalmastersnews.com |
| www.fitrec.com | hramsey@fitrec.com |
| Runners World | http://205.147.231.71/login.asp?magID=RW |
| www.fasttrackonline.com | |
| Cool Events/Kick Calendar | www.kicksports.com |
| Running Network | www.runningnetwork.com |
| RunOregon | oregonlive.com/running |

2) Local Newspapers

Oregonian
The Oregonian
Attn: A&E
1320 SW Broadway
Portland, OR 97201
503-294-5029 (fax)
newsroom@news.oregonian.com

Gresham Outlook
503-665-2181
email@commnewspapers.com

2) Local Newspapers (cont)

Portland Tribune

<http://myportland.pdxguide.com/signup.wsi>

West Linn Tidings

email@commnewspapers.com

Lake Oswego Review

email@commnewspapers.com

Walkabout Magazine

Pam Granata

503-287-6914

info@walkaboutmag.com

B) T-Shirts/Vests/Swag

Ellison Advertising

3410 SE 20th Ave

Portland, OR, 97202

503-236-8400

Jodie White

bryan@ellisonadvertising.com

www.ellisonadvertising.com

Garment Graphics

1853-A NE Cornell Rd

Hillsboro, OR 97124

503-648-6389

www.garment-graphics.com

Pacifica T-Shirts

Regine Lahde

800-660-1064

regine@pacificat-shirts.com

1615 N French St #201

Santa Ana, CA 92701

www.pacificat-shirts.com

Creative Touch Embroidery & Screen Printing

155 SW 3rd Ave Suite 102

Estacada, OR 97023

503-630-3436

www.creativetouch-embroidery.com

B) T-Shirts/Vests/Swag (cont)

KAP Art, Inc.
Cindy Humphreys
PO Box 8220
Coburg, OR 97408
541-345-9774
cindy@kapart.com

Lone Mountain Sportsware
Jay Robinson
12180 SW 127th
Tigard, OR 97223
503-590-2918
brbns5@aol.com

Crestline
866-488-4975
www.crestline.com

Acorn Marketing
Diana Ludden
503-641-7208 ext. 13
Diana@acornpromo.com
www.acornpromo.com
1001 SE Water Ave Ste 340
Portland, OR 97214

C) Race Numbers

Rainbow Racing
Jenny
800-962-1011
sales@rainbowracing.com
www.rainbowracing.com
814 W Rosewood
Spokane, WA 99208

Road ID
Roadid.com
They will provide free bibs for you as well as coupons for their product

Runner's World
Runnersworld.com
They will provide free bibs for you but will require your participant list

D) Race Entry Systems

Active.com

Signmeup.com

Ultrasignup.com

Racecenter.com

E) Printing of race flyers/entry forms

The Printery
1913 – 21st Ave
Forest Grove, OR 97116
503-359-4533
printery@ipinc.net

F) Finish Line/Timing/Results

Russ Zornick
1221 NE 166th Ave
Vancouver, WA 98648
360-896-2120
rzornick@comcast.net

G) Photographer

Brian Conaghan
Brian.conaghan@gmail.com
<http://conaghan.smugmug.com>

Evan Pilchik
503-679-1510
myEPEvents@gmail.com

Barb Rieber
503-493-7337
www.barbrieberphotography.com

TT photos – Brian Penrose
503- 393-8589
503-510-4572 (cell)
Keizer, OR
www.finishshots.com

H) Trophies/Plaques/Medals/Ribbons

Bren-Barr Awards
Barry Gardner
9880 SW Bidwell Rd
Hillsboro, OR 97124
503-647-5932

Ashworth Awards
Joe Mirocke
800-325-1917
www.Runolution.com/directors.htm

Pins ASAP
Brian Hansen
866-794-9268
503-333-7667
brian@pinsasap.com
info@pinsasap.com
PO Box 68776
Milwaukie, OR 97267

Crown Trophy
5585 SW Arctic Dr.
Beaverton, OR 97005
503-626-1125
www.crownfranchise.com

I) Insurance/Permits/Waivers

ODOT (Permits)
Marlene Nichols
503-665-4006
tnichols@odot.state.or.us
Comments: Typically 30 days turnaround to get permit (written request)

Road Runners Club of America (RRCA) (Insurance)
<http://www.rrca.org>

U.S.A. Track and Field (USATF) (Insurance)
<http://www.usatf.org>

K & K Insurance (Insurance)
www.kandkinsurance.com

J) Other Services (Ambulance/Ham Radio Operators/Porta Potties/ODOT Signs/Flaggers)

Porta Potties
Honey Bucket
Terry Nelson
1-800-966-2371 / 503-849-6854

Schultz Porta Potties
Porta potties
Jennifer Lumber
503-692-9009
Jennifer_lumber@yahoo.com

HAM Radio
Hobie Baker
Venture 700 Radio Group
503-654-4197

Metro West Ambulance
Keren Jeffrey
503-648-6658
kerenj@metrowest.fm

Waste Management
Austin Hatter
AHatter@wm.com
www.wm.com

Sylvan Signs
Near Jesuit High School in Beaverton
John Rhoads (owner)

K) Where/How to Market Event

www.racecenter.com
www.active.com
www.runnersworld.com
www.runningtimes.com
www.orrc.net
www.runningintheusa.com
www.marathonguide.com
www.oregonlive.com/running
www.rrca.org
Flyers at Chamber of Commerce
Race Route Online:
www.usatf.org/routes/index.asp
www.ultrarunning.com/
<http://100peak.com/event/mt-hood-pct-50>
www.competitornw.com