

Organizing a 5K Race: an insider's guide

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“For every finish-line tape a runner breaks - complete with the cheers of the crowd and the clicking of hundreds of cameras - there are the hours of hard and often lonely work that rarely gets talked about.” -Grete Waitz



Introduction

My experience with organizing 5K races began just before I entered my sophomore year of high school. I was invited to a ten-day leadership conference run by an organization called *People to People* in Palo Alto, CA. At the conference, a representative from a company called **Youth Venture** provided materials for delegates to design a community service project for their own hometowns. As a passionate runner and a citizen of a town where road races are popular, I created a plan for a 5K race. During the conference I refined my plan, and eventually **Youth Venture** decided to sponsor it with a generous grant.

My vision became a reality when my team and I held our first annual **Woofin & Hoofin 5K and Doggie Dash** in Glen Ellyn, Illinois. We had a great response from the community, including local businesses, and the turnout exceeded our expectations. As an IRS-certified 501(c)3 non-profit, our organization donated all proceeds from the events to animal welfare organizations. Although we chose to focus our energy on combating animal cruelty, we learned that 5K races could be formatted for any charitable cause. At its essence, a 5K can be a fundraiser for, and an opportunity to increase awareness about, virtually any issue. If you feel passionate about a topic, you can create an awesome 5K event. 5K races can be organized by anyone. I was only 16 when we started **Woofin & Hoofin**, and had all the pressures of school, sports, friends, and extracurriculars on my plate. Our experience proves that even five busy teenagers can design and execute a successful 5K charity-race.

The following guide is from an insider. We were normal students who wanted to impact our community, and we learned the hard way, without help from professionals or fancy firms that run 5Ks. When we searched the web for help starting an organization to host 5K races, the results were shockingly narrow. I want to give the comprehensive guidance to beginners that I could never find. This guide represents the sum of what my team has learned over the last two years about being making social change happen through a fun community event. We hope that by using this step-by-step guide, with visuals and detailed descriptions, you can turn your passion for any cause into sustainable, professional-quality 5K events. If you already have experience of your own concerning road races, please do not hesitate to contact us in order to improve this guide. We hope that teenagers in particular will see the power of 5K races to impact a community and combat apathy with community outreach. Remember, whether you're a working adult or a young high school student, you can start impacting your community in positive ways every day. Why not start today?

-Adin Lykken
President, Woofin & Hoofin

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The time it takes to plan a 5K race depends heavily on the schedules of those organizing the event. For the purposes of this guide, the race will be based on a 7 month timeline. This timeline is only an estimate and should be adapted to the needs of your race team. Not every part of a chapter should be accomplished at the same time. This guide suggests the order of steps to be taken, but the procedure can be reordered depending on your team's needs.

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Part I: Planning

“Unless commitment is made, there are only promises and hopes; but no plans.”
-Peter F. Drucker

Choosing a Cause

So you are considering organizing a 5K event to raise money and awareness for a cause. My team gets asked all the time, “Why did you choose to raise money to help animals?” Personally, animal welfare is just one of several of social issues in which I take particular interest. My town has an established animal shelter with which we were able partner in order to utilize funds effectively. Part of our decision was based on what other causes 5K races in my community already addressed, as well as the opportunity to host a fun owner/dog “Doggie Dash.” One of the advantages of setting up a 5K road race is that you can adapt the event for any cause. A safe bet is to stick with a cause that you feel passionate about.

Types of Causes

Many race directors choose to combat diseases such as AIDS, diabetes, and various types of cancer. Although massive events admirably run by organizations such as the American Cancer Society do exist, local smaller scale events can still make a considerable impact. To begin brainstorming, think about whether someone important in your life has been touched by an illness, and if you would want to donate funds to an established medical organization in their name. You may choose an illness that you are simply curious about and wish to combat. If you do choose to base your event on the prevention/treatment of a disease, do some preliminary research on the condition. This may focus your interest and increase your awareness of the impact of the illness on your community. Additionally, find out if you can partner with a local hospital, clinic or physicians to obtain sponsorship and guidance for the event.

Another flourishing motivation for 5K races is environmental causes. Environmental issues can include: climate change, deforestation, clean energy, wildlife conservation, poaching, animal welfare, etc. The sheer variety of causes means that almost anyone can find a subject that interests them or affects their lives. This type of cause may lack the personal connection that a race based on someone afflicted with a disease could garner, but by emphasizing the global impact of many of these issues and properly presenting damage being done to current ecological conditions, you can create huge enthusiasm. Take note that some environmental issues may be politically charged. Just remember that for everyone who does not participate because they disagree with your view on climate change, for example, many others who feel strongly about the topic are likely to notice your event.

Some race directors are motivated by traditional social issues like world hunger, poverty, illiteracy, homelessness, and shortages of school supplies. These types of causes have specific faces behind the tragedy, and exist all across the country and in other nations. One of the greatest attractions of these causes is the chance to sponsor a specific school with funds or provide support for your own local food pantry or homeless shelter.

Community events can encompass all of the previous categories. In my hometown, when a beloved member of the community passed away from cancer, several citizens created a huge 5K in his name, “This Run’s For Jack”, in order to contribute funds for skin cancer research. This type of personal connection can really give an event momentum. Community connections may touch environmental issues as well. For example, a 5K could create awareness and funds for a

wildlife area in need of preservation. Connecting a specific cause to a community can greatly increase participation and unlock access to the resources of local institutions and businesses. For example, a local wildlife shelter might agree to bring a few animals on-site for the event.

Before finalizing your cause, consider if any other major events in the area work towards the same goal and whether the appeal of your cause is broad enough to get the attention of your community. If you plan on partnering with an animal shelter or a hospital for the event, research more about those institutions, and especially find out if they themselves hold a similar fundraising event! Finally, choosing your cause will guide many of your decisions down the road. Be sure that you feel fully committed to a specific issue before assembling the team of individuals who will also take a stake in your project.

Creating a Team

The success of your project is primarily dependent on those you work with. As the race director, you will have numerous and important responsibilities, but you cannot hope to accomplish every necessary task by yourself. Having a group of flexible, responsible, and motivated team members is paramount for setting up any race. Start considering individuals who you know the best. Well-trusted family members, friends, fellow students, and coworkers should all be considered when building a team. While considering possible team members, remember three crucial qualities to seek:

1. These people should be able to handle an issue with the race project and separate it from your personal relationship. A lack of objectivity can create problems with getting things done for the race, and can be very awkward for other team members. Race directors should avoid giving their closer friends in the team special treatment, as even a slight suggestion of favoritism can create animosity amongst the rest of the group.
2. Team members should be motivated for success. One of the lessons of directing a race is that initiative dominates intelligence. Although intelligence is an important trait in a team member, having the motivation to take action and make decisions is the real key to success. Avoid taking on individuals who seem only half-heartedly interested in the cause, or those who only want their name on a list to look impressive. Try to identify exactly why individuals want to join the team; this will give you a better idea of whether they are motivated for success and how hard they are willing to work for that success.
3. Select people who are independent. As the race director, you will have to assign your team members specific duties to complete. To a certain extent, you could hover over them like an obnoxious honey bee, ready to comment on their every move. Most people prefer a greater degree of freedom when going about their work. When everyone goes their separate ways, team members should be able to make decisions, interact with others, outline their goals, and assess what needs to be done next, without checking in with the race director every five minutes.

Approaching members

When I first approached my fellow students to join my team, I had already selected a cause and drafted a rough outline of the project. This outline included when I wanted the race to be held, a general idea of the cause I wanted to target (animal welfare), as well as some rudimentary items that would need to be accomplished (obtaining sponsors, ordering T-shirts, etc.). I found a moment of quiet with each person and gave a 30-second explanation of my idea. In my pitch, I stressed the novelty of our situation (a team exclusively composed of teenagers) and also reassured them that we had plenty of time to achieve our goal and could thus act at a leisurely pace (oh how wrong I was). I emphasized that I had never heard of any group of students setting up a 5K from scratch. It seemed prudent at the time to point out that my town had successfully hosted other 5K races and that some had grown to considerable size. Some of my potential recruits politely said “no”, while others requested more information via email. Several said that they would like to be involved with the project right away. My initial observations regarding

their enthusiasm toward the project turned out to be relatively accurate predictions of their commitment in the following weeks and months. Be sure to reinforce the idea that any commitment is serious, both in terms of time and work, in order to avoid mixed messages.

Team structure

My first team consisted of five individuals plus myself making up an executive board. By the time of the race, some personnel turnover reduced that number to four individuals in addition to me. Although the entire organization thus consisted of five high school juniors during the first year, younger students were added onto the board in order to ensure longevity of the event. The bylaws of our organization (similar to a constitution) stated that we needed a President, Secretary, Treasurer, and at least one Vice-President at any given time. Our team was relatively small compared to other 5K teams. Another race in my town has 8 executive board members and 17 individuals on the board of directors, and another race is run entirely by our local park district. In short, race teams can be of almost any size. Just be sure to include enough people to share the work, but not so many that coordination between different aspects of the project and delegating tasks becomes confusing. For a first-time race, consider between 4 and 14 other individuals as board members.

Assigning Jobs

During the planning of our event, my team and I discovered that our responsibilities were dictated more by our schedules and what we were best at, rather than our official titles. Although this versatility did allow us to be very flexible in order to accomplish whatever challenge we had to face, we found it was important to begin the process by outlining positions and the responsibilities that accompany them. Board members can be separated into multiple tiers of authority if desired for your organization. The following is a general outline of some vital positions for any board, as well as some sample positions that can be useful when planning a 5K race.

President:

The President often has final say in all race matters and coordinates directly with senior board members. The President designates goals, schedules meetings, and maintains a guiding vision over the project to ensure success. The President should be someone with great initiative, who can keep expectations in perspective, and also bring others together in order to share ideas and information. The President should select specific tasks to accomplish and then delegate responsibilities to his or her team. Day to day, the President must check the progress of team members and make sure tasks are on schedule with the race timeline. He or she may choose to take active roles in any of the tasks needed for the race, but should primarily be concerned with providing direction and vision.

Vice-President:

The Vice-President is directly under the president and often has flexible duties. Our board had two Vice-Presidents at any one time. The rest of the board often designates jobs for the VP to accomplish as they appear, and the President in particular may have the VP help him or her address specific tasks. As one of the most versatile positions, the VP could deal with legal work

(applying for permits), be in charge of set-up on race day (registration, table placement, etc.), be in charge of applying for new grants and seeking ways to obtain additional funds, etc.

Secretary:

The Secretary's primary duty is to record and sort records of the organization. At meetings the Secretary must take the minutes, which are essentially just notes of what was discussed at the meeting. The Secretary often keeps both electronic documents and written forms organized as well.

Treasurer:

The Treasurer must keep full financial records for the organization, both because doing so is required by law and because keeping track of finances is important when planning a cost-effective fundraiser. Have the Treasurer consider opening a debit or credit card in the official name of your non-profit when it becomes certified. My team and I went to Chase Bank in order to obtain both checks and a debit card in the name of **Woofin & Hoofin**. To aid in electronic record keeping, consider opening an online account with your bank of choice in order to keep track of purchases and donations.

Design Director:

The Design Director is in charge of creating the image of the organization. Often times, the Design Director will shape a color scheme, a logo, posters, lawn signs, T-shirt designs, taglines, etc. often in conjunction with whoever designs advertisements. It is recommended that the Design Director be provided access to Adobe Photoshop, Illustrator, or a similar design program.

Media Coordinator:

Media Coordinator is a position that encompasses several tasks that overlap with other positions. The MC drafts press releases for local media and deals with them directly. The media coordinator also deals with sponsors, making contact and then following up to obtain specific materials or donations. Finally, the Media Coordinator works with the Design Director to craft a series of advertisements for the organization.

As the project moves forward, it is natural that team members may wish to change jobs to better suit their skills. Try to communicate exactly what is expected of each individual. Sometimes, team members may wish to leave the project. Even if their departure arrives at an inconvenient moment, ensure them of your understanding and try to move on with as little animosity as possible. Finally, when a team member becomes uncooperative even after repeated discussions, fails to communicate at all, or attempts to sabotage an event, the board may decide to remove that individual. Maintaining a professional attitude and avoiding unreasonable behavior on both sides can make a difficult situation a little bit easier. Consider changing electronic passwords and presenting the ejected individual with a certificate of service hours as compensation for their efforts. Even better, avoid this type of situation to begin with by outlining job descriptions and expectations clearly before the project begins.

Making a Plan

After constructing a board of effective team members, it is time to starting planning your project. For Woofin & Hoofin, I first using a template provided by Youth Venture, the same company that gave me my initial funding. This plan allowed me to craft a general outline that concerned goals, a tentative timeline, responsibilities, as well as how this project would fit into my hectic schedule as a student. I would recommend composing a plan with all members of the team right from the start of the project.

Race Specifics

To help craft a blueprint for the months to come, decide on some specific elements of your race. Consider the following questions:

- In what season or month will you host the race?
- Will the race be strictly a 5K or should a fun run or other activities accompany the event?
- Who can give advice to your team on this project?
- What are some sponsors that might be interested?
- How can your team learn more about the execution of other 5K races?
- What type of people do you want to target with your advertising?
- Where will the money go exactly and what purpose will the funds serve?
- What items could you get donated?
- How many participants do you anticipate?
- How will you attract board members for following years?
- What techniques will your team use to balance this project and school/work over the course of the following months?

Timeline

A critical element of your race plan will involve a timeline. Try to be as specific as possible with dates even if they are only provisional. Race directors can follow vastly different timelines for planning their race, often depending on their personal schedules for work or school. Some first-time races have been planned in less than 6 weeks, while other teams have taken 20 months. How long you take depends on your schedule, your foresight, and numerous other variables. As a rule, plan on taking no less than 6 months to plan a first-time event. As time goes on, revise your timeline even if events have already occurred. This will make the process of planning for your 5K next year much easier. Create as detailed a timeline as possible using the following format.

Sample Timeline

Time	Event	Details	Person Responsible
early August	rent stage	check with Park District	Adam
August 13	attend Flower 5K	check how they set up tables	Vice Presidents
2 nd week August	course certification	meet with USATF rep	Eric

Expenses

Planning out your team's finances is also a crucial part of planning. Although in time you may find you have miscalculated costs, try to estimate your expenses from the start. Do some preliminary research as to the cost of items such as T-shirts, stage rental, and bottled water. As time goes on, keep adding onto and revising your expense account. Additionally, when you begin accepting donations, use your online banking statements along with a revenue sheet to keep track of your finances. The Treasurer has the responsibility of keeping track of expenditures and revenue for the organization. Create an expense sheet using the following format:

Sample Expense Sheet

Item	Amount Needed	Cost of 1	Total Cost	Deadline	Notes
bottled water	250	\$.79	158.00	June 14	pick up 2 days before 5K
T-shirts	330	\$6.00	\$1980.00	May 20	make sure get enough S
Race bibs	200	free	free	June 20	runnersworld.com

On a similar vein, keep good race statistics, especially the numbers dealing with registration (number pre-registered on-line and on paper, number registered on race day, etc) to aid in planning for following years.

Becoming and Maintaining a Non-Profit

*For those already belonging to an established organization, please move onto the next chapter.

Becoming a non-profit organization should be undertaken at least 6 months away from your race, as filling out forms and having them processed can take considerable time. The process of creating a certified 501(c)3 non-profit organization may seem intimidating, but the steps are straightforward if you know where to look for guidance. I will not pretend that I am an expert on becoming a non-profit since I only followed the guidance I found from others. In most states though, you will have to file forms with your state attorney general and with the IRS.

To begin forming your own unincorporated non-profit association, follow this online tutorial from the Foundation Center:

<http://foundationcenter.org/getstarted/tutorials/establish/>

To obtain 501(c) 3 tax-exempt status from the IRS, you will need to file IRS Form 1023, “Application for Recognition of Exemption under Section 501(c)3 of the Internal Revenue Code”. This is a long form but the instructions are pretty clear, and the more complicated parts of the form do not apply to a simple unincorporated nonprofit association. IRS requires that your association have Articles of Association, Bylaws, a Board of Directors, and an Employer Identification Number (which you can get online). When you complete Form 1023, mail it to the IRS along with Form 8718, which is essentially a cover letter, and the filing fee explained in the instructions. If you make a few simple mistakes, IRS will catch them and send you suggestions on how to revise your application. When your 501(c)3 status is approved, IRS will send you an official notice with a Document Locator Number (DLN).

Additionally, to make sure you are complying with your state’s regulations, search online “*how to start a non-profit, (state name).*” Be sure to note that you may have to fill out forms every year to comply with your state’s regulations.

The positions you have already designated to your board members may be adapted to your official nonprofit organization, as can any mission statements or general goals already outlined. Be sure to take meeting minutes and have records of major decisions on file for the government and for your race committee next year. Consider setting up a group Gmail account and providing access to your board members. Gmail has important apps like Google Calendar that you can use to plan out coming events for all board members to examine and edit.

If you’re interested in bypassing this process and instead hosting a certified Woofin & Hoofin event in your area, please contact us at woofinhoofin@gmail.com. We would love to provide guidance and support if you would like to adopt our cause for the betterment of your community.

[Figure 5, attached copies of W&H Articles of Association and Bylaws]

Defining the Project Stage I

At this point you have created a plan and are an official non-profit. You have probably done some defining of your organization within your plan, and have applied for any needed grants. You may have already considered such concerns as where to hold your event, when it will occur, and what kind of image you want to project as an organization. If you have a head start on these issues, that is great. “Stage I” of the project means that before you go forward in the process, you should have dealt with several issues in particular.

Design

In order to better flesh out the identity of your organization and make specific choices concerning your 5K event, you should look to design. First, come together in a group and discuss some core graphical elements that are representative of your organization as a whole. For example, for a race concerned with heart disease, having a friendly red heart on your printed materials might be desirable. Next, brainstorm possible designs for the following items:

- Color Scheme
- Logo
- Lawn signs
- 8.5” x 11” posters
- 4.25” x 5.5” announcement flyers
- Website (where tabs go, etc.)

In order to gain inspiration, search online for the aforementioned items used by other 5Ks and racing organizations. Of course, copying another organization’s logo and the unauthorized use of a Google image is prohibited by law. In order to design a logo of your own, you have two main options. Using a program like Adobe Photoshop or even Microsoft Paint, you can design and modify images like a logo (or a T-shirt design) on your computer. Alternatively, you can have a member of your team or an outside artist draw a logo by hand and then use a computer to scan and then manipulate the image. As time goes on your project will change, but for now try to gain at least a best preliminary option for these items.

Concerning your color scheme, use common sense and don’t overload. Choose perhaps 4 colors (including black and white) that work particularly well with your theme and idea, and try to stick with those. For logos, be sure to not to use too many colors or too detailed lettering. Simplicity should define your logo, and it should be versatile enough to appear on all of your publications. Concerning lawn signs, try to keep things simple with only necessary information. Make sure the lettering is easy to read and eye-catching. For posters, follow the same guidelines as with lawn signs, but be sure to include visuals and more catching language if space permits.

Woofin & Hoofin's progression of logos

Early



Final



Woofin & Hoofin's progression of lawn signs

Early



Final



Race Specifics

After considering visual elements of your project, turn toward the details of the race itself. You may already have discussed some of the following issues, but try to finalize them as best you can at this point. Brainstorm your top two picks for each item, and try to consider as many factors as possible in making your decisions.

- Race Date (day/month/year)
- Race Times (when to start, when will clean-up be over)
- Location (rough area of course, home base site)

Although these items may at first seem simple, they will most likely change over time as you discover the existence of conflicting events and work with your local government. For example, when the W&H team was planning the date of our race, we changed the date twice: first because

we discovered a huge animal-centered race occurred on our date only a town away from us, and second when we discovered our new date was already taken by a 5K using the same park we wanted. We also ended up changing the home base of our course and the course itself. Therefore, be prepared for some changes and be flexible. Consider the following questions:

Date: Near or on any major holidays? Are other large events going on near that time? Will those involved and the target audience be in town? Weekday vs. Saturday vs. Sunday?

Location: Near heavily trafficked areas? Enough room for tables? Enough parking? Will construction be going on? Can you visualize runners starting and finishing on a nearby street? Any established restroom facilities? Enough room for a possible stage?

Course: Similar to any other courses in the area? Moderate number of turns and hills? Away from heavily congested streets? Safe surfaces? Will construction be going on?

Time: If the event is occurring in the summer, is the start time early enough to avoid the heat? Will the time overlap with any other events occurring at the home base facility? If the event is near e.g. a religious institution, will the timing of the race start and finish complicate the traffic situation?

Getting Funding

Begin actively seeking funding at least 5 months away from your race to give you adequate time to find suitable grant or loan programs and to make sure you have cash in hand when your team needs it. Obtaining initial funding is essential for the success of any 5K event. This does not refer to end profits or donations from sponsors, but the capital to make purchases before you begin generating funds. Initial grants or even loans will be useful for generating revenue later on. For example, T-shirts must be purchased before you obtain all of your registration revenue, and fees must be paid before you are ready to accept donations.

Ways to Obtain Funding

DoSomething.org is a fantastic website that helps those under 21 find and organize social action programs. They have numerous grants for many types of projects, most around \$500. If you are under 21, visit them at <http://www.dosomething.org/grants>.

Youth Venture is an organization that enables those under 21 to plan a social service event and provides up to \$1,000 in funding. To check out the numerous advantages to entering a **Youth Venture** plan for consideration, visit <http://www.genv.net/>.

Jenny's Heroes is an organization that helps those over 21 to make a definitive impact in their community, providing up to \$25,000 of necessary funds. Check them out at <http://www.jennysheroes.com/>.

Sparkseed offers a comprehensive 2-year program for collegiate social innovators. This program is designed to provide comprehensive tools and up to \$1,000 in funding for those in college. Visit them at <http://sparkseed.org/>.

You can also find funding by soliciting seed money or donations from your family, friends, and neighbors. Experiment with unique ideas like having your team host a bake sale if possible or pooling your resources to host a large garage sale.

Managing Funding

In order to manage initial funding and accept donations, your Treasurer will need to create a bank account at your local bank. This account will be registered as a business and can be accessible to multiple members of the board, (most likely just the President and the Treasurer). Your local bank will walk you through the correct steps to creating the necessary account. When managing money, be sure to keep personal finances separate from business finances. Additionally, ensure communication between team members in order to make sure every expense has a specific purpose. Use the online account feature explained earlier in order to manage your assets more effectively. Remember that every dollar not spent can be donated to the cause of your choice. Sometimes expenditures that might seem necessary will not directly translate into increased participation in your event.

Forms, Forms, Forms

One of the most exciting parts of planning a 5K race must undoubtedly be filling out pages of paperwork. If you have already created a non-profit association, you are familiar with paperwork. Fortunately, although the title of this section may be intimidating, most of the forms from here on out are simple to complete. The forms in this chapter deal primarily with your local town government and USATF. Completing these forms about 4-5 months away from your event will give you ample time to have your paperwork approved.

Every town, village, and city has different regulations concerning 5K events. In my suburb of Chicago, the village government oversees many 5K events each year, so the process was fairly streamlined. As you have already selected some possible home bases for the 5K event, find out if any of them fall under the jurisdiction of your local Park District. If so, contact them before you contact your local government. Find out if the park or other facility has ever hosted a 5K and if you could host a race at the location on one of your selected dates. Ask if there are other events scheduled on the same day at the facility and if you will have to vacate the premises by a certain time. After you and the Park District official have discussed your options, call your local government and find out who usually deals with 5K races or athletic events. Police officials usually handle road races as they can block off the streets and are aware of current construction.

While talking with your local police department, inquire if it would be possible to have a local fire station send its auxiliary ambulance on call for your event. This would mean you could have an ambulance at the event in case of any emergencies, as long as the paramedics do not receive a call to action.

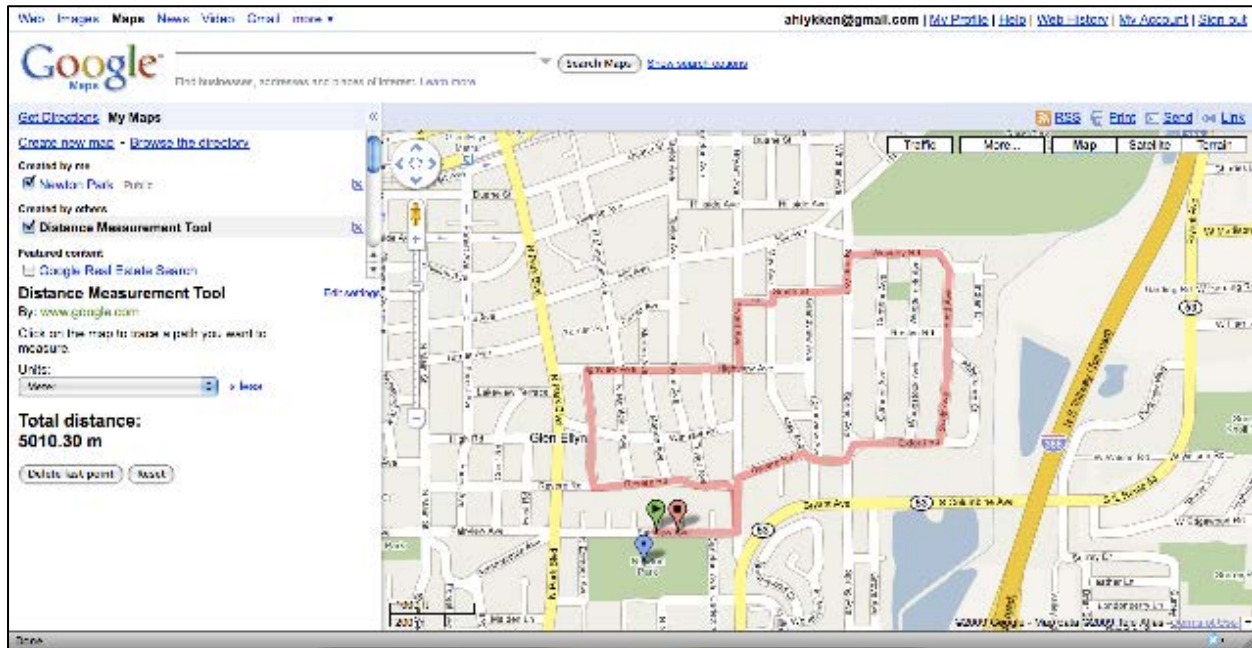
After you make contact with the correct government official, propose your idea for a 5K race in person. Explain general areas you are considering for the course, any construction going on around those areas, possible dates, and (after having checked with your Park District rep if necessary), possible home bases for the race. Ask about what insurance your local government requires (USATF can provide \$2,000,000 in coverage) and what services are provided to manage traffic near the race course on race day. Fill out any forms your local government requires and keep open communication with the representative in case you have a question or need to change information. **[Figure 1, attached copy of local municipal form]**

After your local government official has helped you narrow down your options, meet back with your team. Finalize your race date, location, and general course area if necessary. Visit possible home base sites and reconsider the questions in the previous chapter. Pay attention to how changes in weather like rain might affect the terrain. Concordantly, consider how home bases work with courses. To plot out a course, use the following steps:

1. Sketch a rough outline of a possible course on a map, even if you have to estimate distances.
2. Visit <http://maps.google.com/>
3. On the left hand side of the page, click "My Maps".
4. Search for your home base location and position the map so the streets you think you want your course to run on are visible.

5. On the left hand side, click “Create new map”.
6. Give your map a Title and a Description.
7. On the left hand side under “Featured Content”, click “Distance Measurement Tool”
8. Select Metric Measurement and use the tool to plot out a course that is roughly 5,000 meters.
9. Repeat if necessary to experiment with different courses.

W&H’s rough course, plotted with Google Maps



After you have determined your best course with home base location, it is time to contact USATF. USATF is the “national governing body for track & field, long distance running, and race walking in the United States” (usatf.org). Most race directors choose to have their events sanctioned and their courses certified by this organization.

Event Sanctioning

1. Visit <http://www.usatf.org/events/sanctions/>
2. Read the information, especially concerning Liability Insurance, and scroll down to download an application.
3. Consider the fees you have to pay (two separate checks, one for your association and one for the national organization).
4. Fill out the Application for Sanction form.
5. Fill out the Event Request for Certificate of Liability Insurance, insuring your local government and Park District if necessary as a third party.
6. Within 15 days after your race is over, fill out the Post-Event Report Form.

Course Certification

Although course certification is not mandatory for a 5K race, we recommend in the strongest possible terms having a course certified. Certification not only last for 10 years, it is a one time fee of \$200 that adds legitimacy to your event. Also, records for a 5K race can be set only on an officially measured course.

1. Make sure that you have selected your best course option.
2. <http://www.usatf.org/events/courses/certification/>
3. Search their database of Course Measurers, find your state, and locate a measurer in your area. Course certification usually takes about 1.5 hours and works best in clear weather.

Designing a Website

Hosting a website is extremely beneficial to a non-profit organization. Although not necessarily required for 5K online registration, having a website lends legitimacy to your cause and allows you to present more information about your project. Additionally, you can outline any other projects your non-profit might undertake in the future besides 5K races. In a later chapter we will cover creating an online page purely for the purposes of online registration. These pages can contain information about your organization, but not to the same extent as an independent website. However, creating a website even with a website builder can be time consuming and somewhat expensive. If you choose to create a website for your organization, you will need to buy a domain and then build your site.

Domain

In order to have a website, you first need to purchase a domain. A domain is essentially the URL of your website; it is what makes the site unique from others. Many companies that offer domains for purchase also have free website-building software, so consider this when shopping for domains. Domains are usually purchased for between \$2 and \$8, while a year of hosting usually runs between \$80 and \$150. Some sites that sell domains include:

www.godaddy.com/

www.domain.com/

www.inmotionhosting.com/

Website Design

Many companies offer website builders as well as domain hosting. Some just sell website building software without domain support. Regardless, research multiple options online to find the best fit for your organization. Remember that building a website can be time consuming, so be sure to give yourself ample time to construct one. If you do choose to create a webpage, make sure your tabs are clearly visible and all pages provide accurate and detailed information. If you can, find out if you can have your website design donated by an organization connected with your cause or if you can receive guidance from someone with expertise in the field. As examples, consider the websites of the following 5K race websites below:

Run for the Stars <http://www.runforthestars.com/>

This Run's for Jack <http://www.jacksfund.org/>

Woofin & Hoofin <http://woofinhoofin.org/>

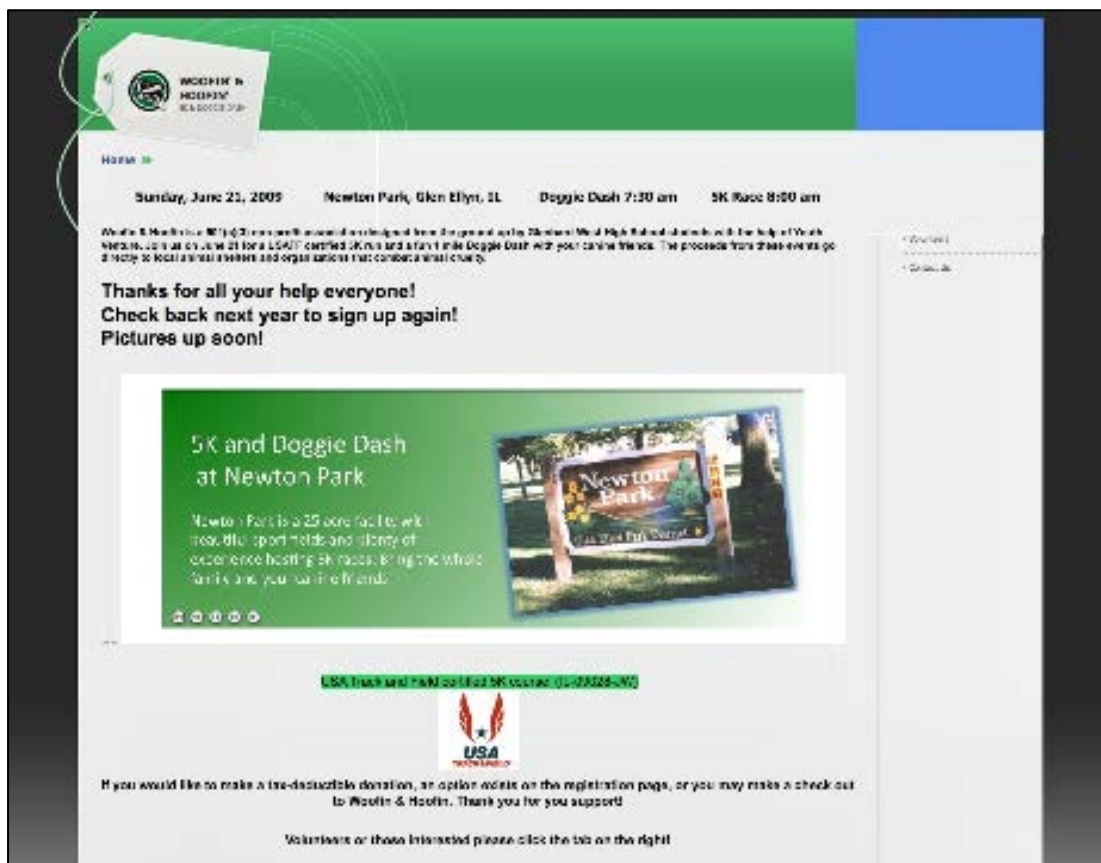
Online Registration

One of the greatest benefits of having a website for your non-profit organization is the chance to offer your race participants the chance to register online. Many companies offer web pages you can design just for your race registration. Some race directors forgo designing a website and merely build one of these registration pages to have their registrants online. This should most certainly be considered an option for your race and will be discussed in a later chapter. These companies allow you to have funds electronically transferred to your organization's bank account and keep track of your participants. If you choose to create both a website and one of

these pages, simply make your website to have an obvious link to your designed registration page. Consider two of the most commonly used companies below:

Active <http://www.active.com/>
Sign Me Up Sports <http://www.signmeup.com/>

W&H's preliminary website homepage



Timing

Accurate timing and the processing of official results are expected at every 5K event. The whole process of assigning bib numbers to specific runners, timing them as they cross the finish line, and having the results quickly processed can be confusing for first-time race directors. Having a timing company hired around 4 months away from your event means you have a greater chance of having your date open and their full attention focused on you. When setting up a 5K race, most people consider one of three options to obtain accurate timing results for their runners: chip timing, bib/tag timing, or hand timing.

Chip timing is considered by many to be the best form of timing, albeit often the most expensive. Chip timing works by having runners interlink an electronic disk into their shoes when they race. Using a special cord, the chips are removed at the finish line and then processed for results.



A sample chip used for timing

Chip timing can even give split times and is considered the most accurate form of timing if precise results are required. However, chip timing can also be very expensive (my team and I were given an estimate of \$1,300). To learn more about chip timing, contact ChampionChip at <http://www.championchip.com/>.

Bib timing is the term we use for an alternate form of timing that utilizes race bibs or tags for timing but is still organized by a company. Bib timing is traditionally less expensive than chip timing, with estimates sometimes ranging around \$700 or lower. Some companies use innovative methods such as electronic tags or bracelets to electronically score race participants. The race company my team and I hired would download our online registrants and then print labels that displayed all of an individual's information. These labels would then adhere to race bibs. When using any company, ask them about their procedure for how to obtain race bibs. For the rest of the guide, I will assume your team utilizes a race bib system.



A sample race bib

The price of these newer systems varies by company and some systems may not be suitable for races under 1000 participants. Bib timing still remains a traditional and reliable option that can work very well for even first-time events. Contact local timing companies near you to discover your various options and get a price quote.

Hand timing remains in use for more informal road races. This term refers to when race directors must manage their systems entirely by themselves without a company to help them. Although this method may save hundreds of dollars for an organization, achieving accurate results quickly can be a challenge without an efficient system manned by many volunteers. Some race directors have finishers record their own name, age, and sex on the back of cards pre-labeled with their finish number. These cards are then analyzed and results (with or without times) are compiled. If you feel the costs of hiring a timing company are simply too great for your organization, try to research online how other race directors have set up their own system, or refer to Rainbow Racing's guide at <http://www.rainbowracing.com/Images/GuideForRaceDirectors.pdf>.

Defining the Project Stage II

At this point in the race planning process, take a moment to reflect on the challenges you and your team have faced as well as your accomplishments. Update your timeline and expense sheets and mentally prepare to make some important choices if you have not already. Defining the Project Stage II concerns the finalization of the identity of your 5K. Take this time to revisit these elements of design discussed earlier:

- Color scheme
- Logo
- Website
- Flyer design
- T-shirt design

Now make final decisions regarding each of these items. This will allow for greater standardization across your material. For example, a finalized logo and color scheme will now decorate all of your posters and your website from now on.

A Word about T-shirts

At most 5K races participants will expect at least a T-shirt to be included along with any other bonuses they receive. Even race-day registrants and volunteers usually expect a T-shirt to be available to them. Unfortunately for you race directors, T-shirts are often one of the greatest expenses for a race, as they usually cost upwards of \$5 for every person. Keeping the need to be fiscally responsible in mind, try to keep your design to 2-3 colors on the front, and black lettering on the back to list your website and sponsors. Especially for a first-year race, you want to keep costs to a minimum, so shop around both online and offline to find the best prices for your situation. Most races have a white T-shirt, but some race directors opt to go with a colored base. Consider if you want volunteers to have a different color T-shirt (ex: normal shirt is white while volunteer shirt is gray). Ordering T-shirts can be tricky because of their expense and the inaccurate nature of estimating your number of participants. Remember that first time 5K races usually have between 70 and 200 people, and you may have anywhere between 20-60 volunteers involved in your race. When you estimate what percentage of each size to buy for your shirts, remember to order at least some XL and, if you advertise heavily in a place with many children, make sure you have enough small sizes. To make your estimate more accurate, inquire how long in advance you must place an order to receive it by your packet pickup date while shopping around. That way you can have the best possible idea of the number of participants you have and thus how many of each size shirt you need before you order. It is also important to keep statistical records on number of T-shirts ordered in various sizes, what you ran out of, and what was leftover, so you can estimate the number you need next year.

Woofin & Hoofin's progression of T-shirt designs

Early



Final



Race Specifics

Before you can release any advertising material, you must have crucial details pinned down concerning your race. These include:

- Date
- Start time (most start between 7:30 A.M. and 9:00 A.M.)
- End time
- Entry fee (commonly either \$20 or \$25)
- Where funds will be donated
- Project staff (clear knowledge of board members and responsibilities)
- Race course (distance, mile marks, start and finish line)
- Home base location
- Timing system (company or at least type of timing)

Sponsorship

Sponsorship for your 5K lends not only financial backing, but often credibility, exposure, and products you can distribute to your race participants. Consider asking sponsors for space to display registration brochures, a cash donation, or an item for your race bag. What sponsors you choose will depend on your location, connections, and what you want your race to focus on.

Make a list of all potential sponsors you want to target. These can include athletic stores, local restaurants, small businesses, corporate businesses, and any organization you would like to ask for help. Some sponsors will require a statement from your organization on letterhead. In this case, search the internet for formats or pre-made letterhead you can purchase cheaply.

Break down sponsors into two tiers and consider your options. Remember that sponsors may have different times when they wish to be contacted. Most corporate sponsors need to be contacted at least **6 weeks** in advance to receive any aid, while other stores in town can be contacted a week before to provide aid or race bag items. 3 months away from your race date represents the time when you should have sponsors planned and initially contacted about their donation policy and if they could provide you aid. Consider giving sponsors relevant to your cause or with an athletic product a table or both at your event. You may suggest a donation for this privilege if you feel that would be appropriate.

Tier 1 Sponsors

These sponsors are those businesses that form the foundation of most 5K races. These include large supermarkets in your area that can donate food, water, and supplies for your event. Franchises such as Starbucks, Caribou Coffee and Einstein's Bagels may provide the staples of bagels and coffee for your event. Sometimes these stores have day-old baked good you may be allowed to use for your race. Local sponsors are best as long as they supply what your race requires. Every race is different and what food you choose depends on your preference. Some races serve no refreshments while others have tons of food available. As a general rule, races with food tend to have some selection of oranges/apples/bananas and bagels/granola bars with coffee available. If you choose to serve food and drink at your event, be economical and practical about your choices. For example, if your race is in the summer, lemonade might be a better choice than coffee. Also, if you are buying fruit, do not assume that everyone will eat an entire apple or banana (make small slices). Try to have food and drink donated as much as possible, and shop around to find inexpensive choices if you require a greater supply. Above all, water is an absolute requirement at every 5K event. Typical estimates are about 2 bottles of water and 1 food item for every participant.

Tier 2 Sponsors

These sponsors are those organizations that donate items that may be specific to your 5K. Brainstorm restaurants that could donate coupons, athletic stores that could donate gift cards or other prizes, and any business with a product to promote. At every business, ask about promoting your race with an ad in their facility, a donation of money, or an item for your race bag.

Although you may be tempted to approach a limited number of stores that relate to your event, try to branch out to reach as many sponsors as possible. Ask athletic stores if they would contribute an item (like shoes or a gift card) to be given to the overall male and female winners. Do not assume that your costs will be automatically covered by registration fees, and remember that every extra dollar donated helps your event be successful.

After brainstorming, approach potential sponsors with your proposal. You may want to call in ahead of time inquiring about their standard policy toward non-profit organizations, especially for a nationwide franchise. Be sure to express to every sponsor that your organization is 501(c)3 certified. They may require a copy of your tax exemption letter you received from the IRS as proof. When calling or inquiring about sponsorship in person, be sure to ask for a manager or someone who deals with donations. Try to communicate to sponsors that they will receive positive exposure on your T-shirt, brochure, and other advertising if they wish. Specifically point out how having a sample of a new product in a race bag would help get the word out. Keep in mind that many businesses, like your local grocery store, do not need publicity and will make donations out of generosity. Putting such companies' logos on the back of your T-shirt is still a nice courtesy and will add credibility to your cause. When approaching potential sponsors, be polite and courteous. Try not to be expectant that sponsors will donate to your organization, and respond to rejection with a smile and a "thank you."

Race Packets

Some of the most valuable items sponsors can provide will be materials for your race packets. Besides giving your participants T-shirts and race bibs, you may also want to provide fun coupons and other little items. To save money, some races provide race packets for only those who pre-register, while some provide them for all participants. Example items in race bags might include a mini granola bar, gum, energy shots, sun block, lotion, powdered Gatorade or lemonade, trail mix, flyers for other races, coupons for local stores, and chocolate. In order to fill your race bags with goodies, consider requesting items of sponsors as you approach them. New stores in town in particular may be interested in getting the word out to consumers about particular products.

Registration

Registration for your race is perhaps the most commonly examined statistic to evaluate its success. Having a high number of registrants and having those runners return for following years should be a top priority in your organization. Registration typically manifests itself in 3 forms: pre-registration online, pre-registration on paper, and race day registration.

Pre-Registration Online

Using the internet to register participants presents a streamlined and simple option for registration. Names and complete information on each individual can be downloaded by the timing company of your choice and payments are electronically transferred to your organization's bank account. Some races rely entirely on online registration for participants. Give your team about 3 months from your race day to design and locate potential web services to provide you with a registration page. Strive to accept registrations as soon as you feel all of your information is accurate and not much later than you begin your advertising campaign. As stated earlier, instead of building a separate website, many race directors simply make a webpage that presents their information and gives an online registration option using site like:

Active

<http://www.active.com/>

Sign Me Up Sports

<http://www.signmeup.com/>

Consider this as a viable option for your first year race, and visit these sites or others like them to design your own form. For these sites you will have to provide your bank account number and create a username with password. While creating your form for registrants to complete, be sure to include the following information:

- Event name
- Price
- Day and date
- Location (address) of home base and rough course location
- Packet pickup location and time
- Distance
- Race start time
- Event end time
- Contact name and email
- Short summary of event or organization
- Waiver and release form
- If strollers or pets are allowed on the course (recommended no pets in a certified 5K and strollers should start toward the back of the pack)

Be sure to include the following fields for participants:

- First name
- Last name
- Birth date
- Age
- Gender
- Street address

- City
- State
- Zip code
- Phone number
- Email address
- T-shirt size
- Emergency contact name
- Emergency contact number
- Additional donation amount (optional)

The program should automatically create a field for credit card information and most of the aforementioned items. Be sure to include the link to your website or your registration page on all of your printed material. Make sure to close online registration in time for your timing company to print labels for your race bibs and not leave you scrambling at the last moment. Check with your timing company to find out the best time to close your registration form.

*As a side note, if you use Sign Me Up Sports at <http://www.signmeup.com/>, you can create an additional event option to receive donations without having a participant register for the event.

Ex:

Please select a race.*

- 5k \$25.00
- Doggie Dash \$20.00
- Just a Donation (no registration) \$25.00

Pre-Registration on Paper

Using flyers or brochures to register participants remains a widely used practice among 5K directors. By having brochures available in multiple stores and community areas, you can give participants direct access to registration right as they learn of your event. Although the specifics of brochures will be discussed in a chapter below, we will now discuss what the registration column should look like. Many brochures devote 1-2 columns to registration and include most of the information mentioned above for online registration. Be especially sure to make clear where the brochures should be mailed/dropped off. Also, if your waiver and release will not fit on the designated space, simply put a box where participants can check that they have reviewed the waiver online. Search out the brochures of other 5K events for ideas and sample formats. Consider beginning paper registration in conjunction with your ad campaign or using brochures when you visit businesses in your local area.

Race Day Registration

For many first-time races, almost half of all total participants usually sign up on race day. Thus, be sure to handpick those volunteers that will deal with registration and plan out your registration procedure. Usually timing companies will have explicit instructions on how to register new members, so simply make sure your volunteers have reviewed the material. Your registration area will need at least 4 people managing new registrations. Races have differing formats for race-day registration. Some races, including my own, have a single table with a tent and four

volunteers. The tent covers the race packets and T-shirts, while the table has instructions for the volunteers, a race map, and a copy of the waiver for participants. The registration form on race day contains most of the fields described above, with the inclusion of a spot to write the bib number that was assigned that person. Also, if the participant is at the race site, he or she probably does not need a summary of the organization. If space becomes a problem, print out two copies of your waiver, put them in plastic sleeves, and have a check box on the form to certify participants have read the document. Try to go over registration procedure ahead of time with volunteers and ensure you have enough race bibs and pins for participants.

Packet Pickup

Most packet pick-ups occur from 3 to 6 days before a race begins and can last up to the day before race day. When participants pre-register, they may want to pick up their race packets, including race bib and T-shirt, before race day. Once runners have been assigned a label and a specific race bib, they can pick up their bag. (See if a local running store can provide the plastic race bags themselves.) Ask a local athletic store or any suitable business if they can be responsible for holding the race bags at their facility, and then allowing participants to pick them up. Staff at the store should have a checklist of all pre-registrants with their bib number and T-shirt size. Have a separate box for T-shirts so you only have to combine all the materials when an individual arrives to pick up his or her bag. Make sure the store can hold money in case onlookers wish to sign up. Having a running store as the site of your packet pickup is even more essential if you want onlookers to register on site. Additionally, you can have more than one location be the site of packet pickup to make things easier on participants, but remember to work out logistical details with your timing company ahead of time. Be sure to include the time and place and packet pickup on your website and brochures.

Waiver

Drafting a waiver for participants to sign when they register can be a daunting if necessary task. Your first step in drafting your waiver is considering any obvious risks that exist on your course compared to the average 5K. Is there construction near your race course? Will dogs be allowed to run with their owners? Next, examine waivers for as many other athletic events and 5K races as you can find. Because most first-time race directors may not be able to afford a lawyer or someone familiar with legal language, you may have to draft a waiver by analyzing and combining the language of other ones. If anyone in your team has connections to a lawyer or a professional familiar with legal language, have them coordinate with your team on the waiver. After you complete your waiver, be sure to include it on your website if you choose online registration as an option and on your paper registration form if no online version exists.

Getting the Word Out

Now that you have defined your project and taken major steps to make your 5K a reality, you have approached an important moment. Up until this point, you and your team could have chosen to disband the organization, cancel the race, and those not directly involved in the project would have almost no knowledge of your work. After you get the word out concerning your project, individuals in the community will become interested and hold you to your word when you give specifics concerning the race. For example, you cannot change the date because people will be extremely confused. In short, after you officially announce your race, you cannot cancel it or enact fundamental changes. Be sure that the details you have planned so far are ideal and you feel ready to move forward. Timing your advertising campaign can be difficult. Shoot for 3 months from race day to begin your advertising campaign, but remember, you should coordinate this with when online and/or paper registration will be available.

Where to Advertise

Having a comprehensive advertising campaign in many places is crucial for success. In any location where you advertise, some will only hear "...5K..." and be ready to sign up to run, while others will hear that same line and automatically decline. By advertising in many locations, you can snag as many of the die-hard runners in your area as possible. You can also expose your race to individuals who might participate and attempt to convince them. Consider the following advertising techniques, but remember that for many of them, most people who see your advertisements will not participate. You want to snag those who have run other races as a priority.

Newspapers:

Newspapers can be an expensive way to advertise unless you present your organization as a story to be covered. Particularly if you are a teenager starting a race, visit the website of your local paper and send them an email giving a comprehensive summary of your organization, including specific details about your race. If you want to have a solid chance of getting an article published, write it yourself and email it along with a picture. This technique worked for my team our first year; we obtained an article for free in a community paper. Remember, you can contact more than one newspaper in your community.

Radio:

Radio advertisements can be expensive and must be evaluated carefully in order to be effective. If you feel one might be particularly beneficial, try to stick with local radio stations or those hosted by colleges in the area.

School/work announcements:

Advertising at a school or in the workplace can be somewhat effective. At a high school or college, placing flyers at strategic locations (above drinking fountains, on announcement boards, etc.) can greatly increase exposure to your event. Some regulations will undoubtedly affect how many flyers you may post and where they can be positioned, so check with the administration first. Concerning the workplace, this strategy can be useful if you work at a large

facility or store, combined with talking to your co-workers. At a small place, verbally inviting your co-workers to participate may be sufficient.

Religious organizations:

Religious organizations can provide excellent advertising space for flyers where local announcements go. The real benefit of these institutions as pertaining to your race is that you can make a personal connection to the event. Find out if your religious representative can make an announcement concerning the race or if you can have it posted in a weekly or monthly newsletter.

Lawn signs:

Lawn signs can help gel your community advertising campaign while adding legitimacy to your event. Since lawn signs can be expensive (usually between \$15-\$25 each), know exactly how many strategic sites around the community you wish to target with your lawn signs. Remember, your house or apartment may not be the best place for a sign if you want maximum exposure. Consider areas with a lot of traffic, but remember to check with your local government what the rules are concerning lawn signs. If you know anyone who lives on a strategic street, ask them if you could post a sign on their lawn. Remember that lawn signs themselves will not necessarily translate into more participants, merely more exposure.

Flyers/brochures in local shops, esp. athletic stores:

Flyers and brochures in local stores increase exposure to your event and allow you to target more specific groups of people. The number of stores you advertise in greatly depends on your willingness to spend time. At the very least, be sure to inquire at least 20 store owners in your downtown area whether you can put flyers in their stores. If you have the time, consider saturating your town and 1 or 2 of the surrounding towns with flyers. Whether you focus on strip malls, downtown areas, or other stores depends on your location.

Athletic and running stores present perhaps the most effective form of advertising available. While you may get exposure using the aforementioned advertising techniques, they do not allow you to focus on individuals who may have run a road race before. Locate athletic stores in your town and the surrounding towns, and be sure to advertise at those locations. Be sure to ask if you can give them brochures with registration information to have sitting out. If a store is located in a central area, consider inquiring if the store would be willing to be the site of your race packet pickup and registration form drop off site. Remember that these stores may have items you could use in your gift bags or give away in a raffle as well.

Flyers at health clubs, community centers, park districts:

Health clubs can yield the same advantage as advertising in athletic stores; they give you more exposure to those that have run road races before. Again, be sure to ask if you can give them brochures to have sitting out.

Community centers and park districts follow similar guidelines. Be sure to put flyers on any boards reserved for community announcements.

Other races:

Advertising at other races most effectively targets individuals interested in similar athletic events. At least a month before their race, ask another race director whether you may have a table at their event. If this is not possible, ask if you can place small advertisements within the race bags of their participants. Following this policy as soon as you have your race details finalized is recommended. Be sure to focus on races in your area.

Facebook groups:

If you are a member of the social networking site Facebook, then you are most likely familiar with the concept of “events.” If no one in your organization belongs to Facebook, do not create a profile just for the organization. Facebook works best when you utilize your existing networks of people. If you do belong to Facebook, consider creating an “event” for your 5K. To do so, follow these steps:

1. Login to your account
2. From the bottom left hand corner of the home page, click on the groups icon for Facebook applications



3. On the top left hand corner of the new page, click “Create Group”
4. Include all the basic information of the race including the date and a short description of the history of your non-profit

Door to door handouts:

As the race draws closer, many local governments will require you to notify the residents along your race course that runners will be going near their area on your chosen date. Many organizations create little 4.25” x 5.5” announcement flyers that are a quarter of a page in size. These sheets give basic details about the race and usually say something like, “The Mighty Fast 5K will be coming through your neighborhood. We hope you will join us or cheer on participants! Thank you!” If you have enough patience, manpower, and printing capacity, you can expand this tedious requirement into advertising. Consider going around more houses than required and distributing these announcements. Merely place them between the front door and the doorframe for each house in the week leading up to the event. **[Figure 2, attached copy of W&H announcement flyer]**

Remember: It is illegal in some areas to place flyers in parked cars, including those in parking lots. The Postal Service also does not allow you to arbitrarily place notices on or in mailboxes. Check with your local government for more specifics on the restrictions of advertising in your area.

Effective Advertising

Designing an effective advertising campaign will maximize your efforts to garner attention to your race. In an earlier chapter, I discussed having someone in the group have Adobe Photoshop in order to design a logo and other designs. If your group does not have access to professional graphic software, Microsoft Word works surprisingly well. Browse around to see if friends have design software you could use or if there are inexpensive programs you could buy for the task. In all of your visual advertisements, try to keep a similar color scheme and repeat the same logo on every one. However, do not be afraid to stray from your standard colors to have your advertisements attract more attention. Aim for simplicity and streamlined edges, making your work look as professional as possible. Printing can be ruinously expensive for any organization, so be sure to shop around to find the best printing deal. Try to limit the amount of color in your visual advertising, but remember that black and white may not attract as much attention. Compare prices at places like Kinko's and any local printing stores. Be sure to mention your organization has 501(c)3 status to see if any discounts would apply. In order to save money, my original team printed some of our advertisements at a printing store while we printed some posters ourselves.

Brochures

Be sure you take time now to draft a brochure for your race. Although brochures are not required for your race if you have online registration set up, they are the most commonly utilized method to gain additional participants with paper registration forms.

Brochures are the most functional of your advertising devices. They present crucial information concerning your race while giving people a direct opportunity to participate in your race without visiting your website. When considering how to design your brochure, try to include panels that accomplish the following:

- detail a history of your race
- **the location and time of packet pickup**
- allow a registration option (discussed in detail in the above chapter)
- an area thanking sponsors
- a volunteer contact option
- contact information
- where funds will be donated
- the status of your course

The newer versions of Microsoft Word have incorporated Microsoft Publisher tools, meaning you can design brochures with them. Try to find sample brochures from other 5K races or athletic events. Be as specific as possible concerning items like awards, packet pick-up, where the funds will go, what the course looks like, etc. **[Figure 3, attached copy of W&H brochure]**

Part II: Execution

“Ideas are easy. It’s the execution of ideas that really separates the sheep from the goats.”

-Sue Grafton

Volunteers

Volunteers are crucial for producing a smooth running race. When considering volunteers around 3 months before race day, first brainstorm potential individuals you and your team knows that may help with the race. These should include friends, peers, relatives, and co-workers. Make initial contact with these individuals and explain your situation. Find out their level of enthusiasm and tell them you will contact them at a later date with more information. To expand your pool of volunteers, make sure your website has a volunteer contact tab and include enticing language on some of your printed material to encourage volunteers to contact your organization. Most importantly, use your networks in school, work, and other activities to attract people. Try contacting high school, college, or recreational cross-country or track teams for their help, and consider asking a local charity or Rotary club to commit volunteers. After your initial contact with volunteers where you note their level of interest and contact information, continue to define who will be assigned to each task.

Tasks

Registration Table: (4-6)

Working your race-day registration tables requires approximately 4-6 individuals. Although your timing company should provide directions for registering day-of participants, these volunteers must be able to work together and react quickly to problems or confusion that may arise. They also need to be responsible, as they will be accepting money and refusing to accept registrations after a certain time. At the end of the event, registration table volunteers will organize the cleanup process. All other volunteers still on site and all board members should assist with the process as well.

Volunteer Table: (1-2)

The Volunteer Table requires 1-2 people to handle all volunteers on race day. When volunteers arrive, they will check in at the volunteer table, where the volunteers will make a note of their attendance. The volunteers here will have copies of everyone's responsibilities and will make sure the race directors is notified if some volunteers do not show up.

Course Cyclist: (1-2)

The Course Cyclist will lead the runners along your course once the race begins. This ensures that the more competitive racers will not be lost along the race course. This individual should be very familiar with the course itself and know how to bike safely. If you know that a small group of runners will break away from the main pack of your runners early in the race, consider having one cyclist lead them while a separate one continues guiding the main pack. You may also want to have this individual or another volunteer be the course sweeper to ensure everyone has finished the race.

Course Monitors: (10+)

Most of your volunteers will fall under the title of Course Monitors. Many local governments will require that volunteers be present along many if not all of the intersections along the race course to monitor barricades and let cars pass when runners are not present. Depending on your course you may need as many as couple dozen Course Monitors. Even if for

some reason your race takes place in a park where you do not deal with traffic, it would be advisable to station Monitors periodically in order to direct and cheer on runners. These volunteers must be able to physically move small barricades and confident enough to direct a car through a clear street.

Split Callers:

Split Callers will be present at the 1st, 2nd, and 3rd mile markers with stopwatches to read out split times. To coordinate timing, sync together the watches of these Split Callers with that of the race starter, then start the race exactly at a pre-determined second. You can also use cell phones to coordinate the start. Note: This volunteer position is only necessary if your timing company cannot provide large race clocks at each mile mark.

Water Station: (1-2 stations x 3-6)

Water station volunteers are responsible for holding out water in paper cups for racers. 5K races usually have 1-2 water stations situated on the course. Usually the first comes after the first mile, while the second comes sooner than the 2.5 mile mark. Volunteers will flank the street and hold out cups at arms length while cheering along runners.

Finish Line: (variable)

Some timing companies request that you delegate volunteers to help them manage race finishers. This number will depend on the needs of your chosen timing company.

Problem Table: (1-2)

Some races choose to have a Problem Table, where individuals can go for miscellaneous problems they may run into. This table can also be the site of first aid help. This system is purely optional and depends on your number of available volunteers.

Photographer: (1)

You may want to have a volunteer on site with a quality camera to capture stills of the event. Be sure to take images of the start of the race and the setup from afar, both for your organization's records and both because you can use these photos for publicity in following years.

Communication

When you first contact potential volunteers, do not be hesitant to call anyone who you think would be remotely likely to help your cause. Search through your cell phone contacts, Facebook friends, and other lists of close acquaintances. After your initial contact about 2-3 months from the event, recontact them about a month from the event to see if they are still interested. Depending on your race date, some individuals might need even more time to finalize vacation plans or other engagements, so you may need to wait even longer to have an assurance of participation. Once you have re-contacted volunteers, hold a meeting about a week prior to your event to go over volunteer responsibilities. You may want to schedule multiple meetings to plan around the schedules of your volunteers. Because each volunteer will have a specific task, try to make voice contact with every volunteer, especially those who do not make any scheduled

meetings. Before the meetings, go through your race site and plan out exactly where volunteers will be positioned and how many you will need at each intersection.

For W&H's volunteers, we held two meetings at the site of our race course home base. For every volunteer, we typed up a few generic sentences, then added descriptions more specific to their job, gave them a marked map of the course where they were stationed if they were a Course Monitor, and a marked map of the home base itself where they were stationed if they had another responsibility. Each volunteer received one of these pieces of paper at one of the two meetings, while our Volunteer Table leader had a copy of everyone's jobs on race day. You may also wish to make a map of the course with all of your volunteers names placed at their designated spots for quick reference (and you could even have these lying out for people to examine).

The type of tasks you will assign to your volunteers as well as the number volunteers for your race will depend completely on your needs. Be sure to staff enough volunteers for all of your requirements and then some extra in case of no-shows on race day. Volunteers commonly receive T-shirts for their efforts, but if you are running low on your supply, hand out T-shirts to volunteers after registration has closed.

Race Day Ceremonies

The actual ceremonies of race day will be your chance to talk directly to all of your race participants and volunteers at the same time. The ceremonies will most likely be broken down into several announcements before the race and a final awards ceremony. To prepare for these instances, consider renting a stage. Stages or an elevated platform of some type is vital if you will address a large group of people. Stages can be pricey however, so improvise or try to borrow one from a Park District or community center at reduced cost. Similarly, you may need a generator to power your sound system if you choose to have one at the event. W&H uses a stage with a generator to power three sound amplifiers connected to a microphone. When music needs to be played, we simply hook up the amplifiers directly to an mp3 player or a computer. Consider a disk jockey or having a high school band perform on stage. Experiment with multiple set ups and shop around to find what works best for your race. Some race directors like to have additional speakers not directly connected to the team speak on race day. Research some individuals connected with your cause if you would like to explore this option.

In regard to awards, race directors take different routes. To save money, some races award certificates for victors in respective age categories. Many established races award ribbons to the top three finishers in each category and medals to the top three finishers for men and women overall. To save money, consider not having ribbons personalized. If you have any items like pairs of shoes donated by sponsors, you can also award those to the overall winners. First time races sometimes have award categories as follows:

1st, 2nd, and 3rd place overall male and female;
for each gender, 9 and under, 10-14, 15-19, 20-29, 30-39, 40-49, 50-59, 60+

More established races have more fleshed-out award categories:

1st, 2nd and 3rd place overall male and female;
for each gender, 8 and under, 9-10, 11-12, 13-14, 15-16, 17-19, 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70+

Consider your financial situation to determine how you wish to structure your awards. Search around for local trophy or engraving stores to find estimates. Typically during an award ceremony, after pleasantries, the speaker will proceed to announce winners starting with the youngest age group for each gender, and then continue on into the oldest age group. The overall winners in each category are usually revealed last, followed by any necessary announcements before the event ends. At the end of the event, count how many awards were unclaimed and promptly mail these to participants.

Final Month Countdown

With about a month left to go before your race day, take a moment to look back upon your work proudly. Take a moment to update your timeline and balance sheet for future generations. With so many activities to accomplish during the month before the race, you and your team might be feeling a little overwhelmed. If you have planned over the last months however, your race will undoubtedly be a smooth success. In this final month, we will go week by week and examine final steps to be taken to ensure the success of your race.

4 Weeks Left

- Plan out exactly where all of your race materials will go on race day. This involves accounting for your tables, chairs, tents, race bags, food, and every other piece of equipment you have. Create a bird's eye view diagram of your home base location and determine proper placement and setup procedure for all of your materials. Try to be as detailed as possible, even noting which side of the tables on which food and water will be placed. While in the process, account for the number of signs you will need on race day. These signs could be constructed out of poster board, and will mark the location of your registration table, refreshment area, volunteer table, trouble table, restroom area, etc. Create these signs so they are visible from a distance to reduce confusion.
- Make sure you have a stage confirmed and a generator if you are using one. Also be familiar with how the setup works and optimal placement so as to entertain participants while not waking up all the neighbors.
- Take a moment to review the positions of volunteers on the course to make sure their placements are logical.
- Research the prices of balloon bundles or arches. If you can find them at a low price or have them donated, they can add a festive flair to your tables or starting line.
- T-shirts should have arrived or be arriving soon.
- Awards and medals should have arrived or should be arriving soon.
- Confirm with timing company correct procedure to register new participants in case you want your packet pickup location to be equipped with that option. Ask them if they will need volunteers at the start/finish line. Also see if you can receive instructions on how to register individuals on race day so you can present the material at your final volunteer meeting with the assignment packets.

3 Weeks Left

- Lawn signs have arrived and should be distributed and displayed.
- Design or order a large poster for your event with the name of your 5K. Decide where this poster will be positioned.
- Obtain cones and flags for directing runners on your 5K course (in conjunction with barricades and volunteers). Check to see if a local elementary, middle, or high school has some supplies you could borrow. Otherwise, check your local park district or sports supply store.
- Confirm items to be placed in race bags.

2 Weeks Left

- Create a race day agenda down to the minute, detailing in particular setup and teardown procedure. Plan on arriving at your home base site at least an hour before race-day registration opens. **[Figure 4, attached copy of W&H race day agenda]**
- Recontact your fire department to be sure they are aware of your ambulance needs.
- About a week before the event, hold your final volunteer meeting/s. Be sure to have every volunteer's responsibilities with a map printed out and ready for them. Again, you may wish to hold the meeting at your home base location in case someone has specific concerns or questions. Bring a copy of your home base setup as well.
- Create a system for checking keys at the event. Consider having participants remember the specific plastic cards connected to their key rings and then identifying keys when they ask for them on that basis.
- Update your sponsors on the current number of number of participants, what time they should arrive, if you are providing tables and chairs, and where they will be located.
- Make sure bathrooms will be open/available at your home base location.

1 Week Left

- Locate coolers and buy ice but keep it in a freezer until race day. Make sure water is out before race begins on race day.
- Go around the neighborhood and distribute announcement flyers letting citizens know about your race.
- Stuff race bags with sponsors' items.
- Begin packet pickup at your designated location for your race participants. Remember to keep T-shirts and race bibs separate from race packets until individuals come to pick them up.
- Go over your race course with your lead biker/s. Try providing them and yourself with a small copy of the course to reference while cycling.
- Create a communication system used for race day. This system could be used for relaying basic information as well as synchronizing split timers with the start of the race.
- Locate a first aid kit to supplement your standby ambulance in case of small injuries.
- Create a donation bin for individuals to put bills in, as well as a cash box with change for race day registrants.
- Obtain garbage bags and table cloths.
- Print out the following: registration forms, course maps, waivers, volunteer maps.

1 Day Left

- Buy all food and water not donated, in bulk if possible.
- Load up cars with all necessary materials and tables.
- Review the race day agenda and setup procedure with your team.
- Check the weather report.
- Go to bed early.

Part III: Race Day

“Success has a simple formula: do your best, and people may like it.”

-Sam Ewing

Race day has arrived. You have planned for this day for months, sacrificing your time and energy to make this day a reality. You and your team have planned every detail meticulously and considered a huge variety of choices that have presented themselves to you. You have overcome obstacles and challenges in organizing your race. You and your team are prepared for success. Be sure to arrive at your race site early in case of delays or problems, and have fun.

You and your team worked hard for this moment, **so enjoy it.**

Part IV: Wrap Up

“There are two kinds of people, those who finish what they start and so on.”
-Robert Byrne

Evaluation

Congratulations! Your team has just planned and executed a successful 5K event. Reflect on your success as a team and the great experiences you have shared with each other. Be sure to return all of your borrowed materials and leave your home base area nicer than you found it. Within a few days of the completion of your event, hold a meeting with your team to discuss your success. Talk about what aspects of the project were successful and which aspects were not. Hopefully, you have taken minutes at your meetings to refresh your memory of the steps you undertook. Brainstorm new ideas for next year's event and how to combat challenges that arose during your planning. Find a safe and secure place to store your materials and keep them organized for the event next year. Make sure you keep track of your course's record so you can display them next year.

Be sure to update your balance sheet with your income and final expenses. If you like, you can leave some seed-funds in your account to help with next year's race. Then, contribute your proceeds to your chosen cause.

Fill out USATF's post-event report form within 15 days of your event. This form requires you to send in a copious amount of information on your participants, so designate a team member to type up the necessary data. You should also compile an email list of your participants so you can remind them about the event next year.

Thank You's

As a token of your appreciation, both of sponsors and participants, it is customary to send out thank you notes. Send out notes as quickly as possible following your event, and do not skimp on personalization. Sending out notes to sponsors on nice stationary encourages them to aid your organization next year. Notes to participants also encourage future participation, but they are also crucial when they go to write-off contributions to your organization on their federal taxes. These thank you notes should include a reference to the monetary contribution they made to your event and can be written on letterhead or another quality paper.

To save money, consider sending out participant thank you notes via email to every participant who provided one. If you would like, encourage participants to send back feedback on their race experience. Some 50(c)3 organizations choose to receive discounts on postage from the U.S. Postal service. However, the application cost of \$185.00, coupled with an annual fee of \$185.00 puts this option out of reach for most non-profits.

Sample sponsor thank you note:

On behalf of Woofin & Hoofin, we would like to thank _____ for your generous support in making our 5K and Doggie Dash on _____ a success. The event involved around ____ participants and helped raise over \$_____ for the DuPage County Animal Shelter. Your contribution helped us raise awareness of animal cruelty and provide an opportunity for runners to enjoy running a brand new course on a beautiful Sunday morning. As part of our non-profit 501(c)3 status, your contribution is federally tax-deductible. We cannot thank you enough for your support for this event and we look forward to future collaboration with you.

Sincerely,

The Woofin & Hoofin Team
Wheaton, IL
woofinhoofin@gmail.com

Sample participant thank you note: [*Liz Weingartner*]

Dear _____,

On behalf of the Woofin & Hoofin non-profit organization, we would like to thank you for your participation in our 5K and Doggy Dash event. Your monetary donation of \$____ went towards the effort to prevent animal cruelty and care for animals affected by neglect or abuse. Because of tax-deductible contributions like yours, a donation was made to _____, which offers a refuge for mistreated or homeless animals.

We hope that you will join us next year for Woofin & Hoofin's 5K and Doggy Dash. Thank you again for your help.

Sincerely,

The Woofin & Hoofin Team
Wheaton, IL
woofinhoofin@gmail.com

Legacy

You and your team have successfully completed a 5K race. If this is your first year organizing a 5K race, you now face an important decision. Should you and your team continue this event next year? Your response depends upon your personal situation and convictions. Training new volunteers may be necessary if you are losing board members or wish to expand your event, and new challenges will certainly present themselves next year. Fortunately though, you have paid many one-time fees and done much work that need not be repeated. Whatever your circumstances, have a thoughtful discussion with your team about the legacy of your race and who you want to help lead it. Remember that even if your team took a financial loss this year or donated little, a quality experience will draw back participants and a larger segment of your community for the following year.

Part V: What If?

“When you've got something to prove, there's nothing greater than a challenge.”

- Terry Bradshaw

While planning any 5K race, you will invariably run into unexpected challenges or problems. This section of the guide is meant to address those problems and concerns with suggestions of how to respond to them.

Problem: I want to expand awareness of my cause in general.

In order to emphasize the importance of your chosen cause, you can put info on your website and the advertisements you distribute. Consider fundraising with local middle or high schools or partnering with other organizations that target your cause in an awareness campaign.

P: Bad weather is predicted for my event.

In the case of rain or light storms, plan on running your race. If during the course of the event lightning or a tornado is sighted, have your participants find shelter. You may have to cancel or postpone the event if the weather is too severe. If storms are planned for the week leading up to your event, have an auxiliary date planned so you can inform participants on site.

P: Someone on my team is difficult to deal with.

Having an uncooperative team member can be a challenge for everyone involved. Try to speak with the individual privately and address their specific complaints or uncooperative attitude. Express your empathy toward their grievances and assure them you want them to help make the event a success. Remember that if you feel your organization would be better off without a certain person, they may be removed from office depending on the structure of your Bylaws.

P: Someone was injured during my event.

Remain calm. Send someone to retrieve the first-aid kit or the paramedics depending on the extent of the injury. Try to contain the situation so as not to alarm other participants or disrupt the event. In the case of a serious injury, make an announcement on your sound system to calm other runners and ease their concerns. Consider sending someone from the race team to go to the hospital and report on the participant's condition. After the incident, be sure to fill out USATF's Post-Event Report Form.

P: The IRS has not returned my forms.

Be patient. The IRS may take many weeks to return your paperwork. They will send you a notice upon receiving your documents and will contact you if any information is inaccurate. If you want to check on the progress of your application to become a non-profit, contact them directly with your concern. Remember that tax-exempt status is retroactive.

P: Too many people showed up at my event for me to provide them T-shirts.

If participation in your event outstrips your T-shirt order, you have a good problem with a tricky solution on your hands. You have several ways to respond to this challenge. You can allow the participants to register paying the full price, or you can offer a discounted price for them. If you

know that your T-shirt supplier would provide additional T-shirts quickly and at the cost you paid per shirt in your original order, you can promise to mail shirts to the participants.

P: We did not raise any money from our event.

In the case your expenses outstrip your earnings, your team may have to pay out of your own pockets to repay your debts. Your contribution to your charitable cause may have to come out of your own pocket as well. However, remember that some costs are only incurred in your first year of running your race. Also remember that monetary gain was not the only reason you and your team set up the race; you wanted to raise awareness for your cause. Your participants were a testament to your community's interest in your cause. In any case, carefully analyze why you did not raise enough money or spent too much and then modify your race next year.

Part VI: Attached Forms

Figure 1: local municipal form

Figure 2: W&H announcement flyer

Figure 3: W&H brochure

Figure 4: W&H race day agenda

Figure 5: W&H Articles of Association and Bylaws

Parade and Open Meeting Permit

Application

(Application must be submitted 30 days prior to the event)

Certificate of Insurance must accompany permit application.

Date of Event: _____

Office Use Only Date Received: _____

Sponsor: Name _____
Address _____

Applicant: Name _____ Telephone _____
Address _____

Complete one of the following blocks:

<u>Parade:</u> Purpose of Parade _____ Route Desired: _____ Number of Units: _____ Starting Time: _____ Duration: _____

<u>Open Meeting:</u> Purpose of Meeting _____ Place of Meeting _____ Estimated Attendance: _____ Starting Time: _____ Duration: _____ Sound Amplification System to be used: <input type="checkbox"/> Yes <input type="checkbox"/> No Output of System in Watts: _____ Direction it will be pointed: _____
--

<u>Running or Bicycle Event:</u> Estimated number of participants: _____ <u>Race Course:</u> We wish to use the following established courses: <input type="checkbox"/> North Course <input type="checkbox"/> South Course <input type="checkbox"/> No Preference <u>Distance Involved:</u> <input type="checkbox"/> 10K Course <input type="checkbox"/> 5K Course <input type="checkbox"/> Both Based on the Administrative Rules the Sponsor will provide _____ chemical toilets to be located at _____
--

Woofin & Hoofin
5K and Doggy Dash

*COMING THROUGH YOUR
NEIGHBORHOOD*

Sunday, June 21
Newton Park, Glen Ellyn
7:30-11:00 a.m.

www.woofinhoofin.com

Volunteer Now

Volunteering your time is an exciting way to gain leadership experience, give back to the community, and fight animal cruelty.

Volunteers get free food and coffee!

Name _____

E-mail _____

Phone _____

Comments _____

Contact us at (630) 682-8344
or go online at
www.woofinhoofin.org

Course

The 5K course is USA Track and Field
Certified
IL-09028-JW



The course starts at Fairview Avenue and follows a roughly oval path with moderate hills around Glen Ellyn.

Parking: Parking can be found at the west end of the park and the surrounding streets.

WOOFIN & HOOFIN 5K and Doggie Dash



Sunday, June 21, 2009
7:30am Doggie Dash, 8:00am 5K Start
Newton Park, Glen Ellyn



Woofin & Hoofin

5K and Doggie Dash

Sunday, June 21, 2009

Newton Park, 707 Fairview Avenue, Glen Ellyn, IL 60137

7:30am Doggie Dash start, 8:00am 5K start

About Us

Woofin & Hoofin is a 501(c)(3) non-profit association designed from the ground up by Glenbard West High School students. Join us for a morning of fun in Newton Park and around the streets of Glen Ellyn. The proceeds from these events go directly to local animal shelters and organizations that combat animal cruelty.

5K: The USATF certified course allows runners of all levels to experience a refreshing summer run through beautiful Glen Ellyn. Get set to race or walk with runners of all ages.

Doggie Dash: The 1-mile Doggie Dash lets dog owners of all ages enjoy a relaxing walk or a competitive race with their favorite pets. Designed specifically for dog owning participants, the Doggie Dash lets you walk or run around Newton Park with or without a pooch. Water and restroom stations will be provided for dogs.

Course: USA Track & Field Certified Course (IL-09028-JW), official timing by Race Time

T-Shirts: First 100 registrants receive a T-shirt

Awards: Certificates for top 3 finishers in each 5K age group, ribbon for each doggie

Packet Pickup: Check www.woofinhoofin.org for packet pickup info. Currently scheduled at Dick Ponds, Carol Stream starting on Wednesday, June 17.

Sponsors: A big thanks to Hadley Junior High, Dick Ponds, Caribou Coffee, Trader Joes, Dominick's, Einstein's, and many others!



Registration

Mail or drop off at: Dick Ponds (Carol Stream)

Name _____

Address _____

City _____ State _____ Zip Code _____

Phone _____

Email _____

Emergency Contact _____ Contact's # _____

I agree to the waiver of liability (online)

Events

5K \$25

Doggie Dash \$20

(Optional Tax-Deductible Donation)

\$ _____

T-Shirts

Male Female

Age: _____

Size: Small Medium
 Large XL

Make checks payable to Woofin & Hoofin
Or register online at

www.woofinhoofin.org

W&H Race Day Agenda

3:50 Have Oxley drive over to pick up ice and put coolers in with water bottles and water jugs
4:00 Arrival -Adin, Max, Liz, Matt arrive on site
4:00-4:10 Get tent from Kenwood's house -Mrs. Evanston
4:10-5:00 Set up tables, tents, and balloons -Liz, Mrs. Evanston, Mr. Evanston, with later help from Matt and Liz
4:10-5:00 Set up 5K course -Matt, Liz
4:15-5:00 Set up Doggie Dash course -Adin, Max
5:00-5:30 Set up tables, water, tents, and balloons -Adin, Liz, Matt, Brad, Max, Mrs. Evanston, Mr. Evanston, all available volunteers
5:16 sunrise
5:30 Racetime Arrives -Adin greet and help set up
5:45 Mr. Evanston and all Registration personnel report to their stations
5:45-7:20 Doggie Dash Registration
5:45-7:50 5K Registration
6:00 balloons arrive -Liz
6:30 pick up caribou coffee -Mrs. Johnson (leave at 6:20)
6:30-6:45 set up and test sound system, begin music -Max
6:30-6:45 Arrival of Energy Drink Company -Matt, Animal Shelter -Liz, Dick Ponds -Adin
6:30-6:45 Arrival of Volunteers -Mr. Evanston
7:00 make announcements 1) Racetime- everyone who hasn't registered online, please check in at the registration table 2) General- let everyone know where each table is, including food
7:00 put out dog materials (labeled) -all available volunteers, Adin, Matt
7:15 Doggie Dash volunteers go to their posts
7:30 Doggie Dash starts
7:50 5K volunteers at their posts
7:55 get P.A. ready to start the 5K and make sure course is clear
8:00 5K starts
8:00 put out bagels and fruit -Registration personnel
9:10 final sweep for participants ends
9:20-9:40 awards ceremony, thanking all participants and sponsors
9:40-10:20 clean up
10:30 event ends

**ARTICLES OF ASSOCIATION
OF WOOFIN & HOOFIN**

Article 1 – Name: The name of the organization shall be **Woofin & Hoofin**. It shall be a voluntary unincorporated nonprofit association, registered as a charitable organization with the State of Illinois.

Article 2 – Location: The principal offices of **Woofin & Hoofin** shall be located in the City of Wheaton and the Village of Glen Ellyn, DuPage County, in the State of Illinois.

Article 3 – Purpose: **Woofin & Hoofin** is organized exclusively to support the prevention of cruelty to animals, including, for such purposes, the making of distributions to organizations that qualify as exempt organizations under section 501(c)(3) of the Internal Revenue Code, or the corresponding section of any future federal tax code. More specifically, **Woofin & Hoofin** will organize foot race events in DuPage County, Illinois, promoting awareness of the need to spay and neuter pets, and seeking donations for distribution to 501(c)(3)-qualified animal shelters and/or animal welfare organizations.

Article 4 – Initial Board of Directors: The names and addresses of the initial Board of Directors of **Woofin & Hoofin** are as follows:

Name: Adin L.	Address: XXXX, Wheaton, IL 60187
Jody B.	Address: XXXX, Glen Ellyn, IL 60137
Annie L.	Address: XXXX, Glen Ellyn, IL 60137
Elizabeth W.	Address: XXXX, Glen Ellyn, IL 60137
Kyle I.	Address: XXXX, Glen Ellyn, IL 60137
Matthew O.	Address: XXXX, Glen Ellyn, IL 60137

Article 5 – Nonprofit activity: No part of the net earnings of the association shall inure to the benefit of, or be distributable to its members, directors, officers, or other private persons, except that the association shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set forth in Article Third hereof. No substantial part of the activities of the association shall be the carrying on of propaganda, or otherwise attempting to influence legislation, and the association shall not participate in, or intervene in (including the publishing or distribution of statements) any political campaign on behalf of or in opposition to any candidate for public office. Notwithstanding any other provision of these articles, the association shall not carry on any other activities not permitted to be carried on (a) by an association exempt from federal income tax under section 501 (c)(3) of the Internal Revenue Code, or the corresponding section of any future federal tax code, or (b) by an association, contributions to which are deductible under section 170(c)(2) of the Internal Revenue Code, or the corresponding section of any future federal tax code.

Article 6 – Permanent dedication of assets: Upon the dissolution of the association, assets shall be distributed for one or more exempt purposes within the meaning of section 501(c)(3) of the Internal Revenue Code, or the corresponding section of any future federal code, or shall be distributed to the federal government, or to a state or local government, for a public purpose. Any such assets not so disposed of shall be disposed of by a Court of Competent Jurisdiction of the county in which the principal office of the association is located, exclusively for such purposes or to such organization or organizations, as said Court shall determine, which are organized and operated exclusively for such purposes.

In witness whereof, we have hereunto subscribed our names this _____ day of June, 2008.

BYLAWS OF WOOFIN & HOOFIN

ARTICLE I – NAME, LOCATION, AND PURPOSE

Section 1 – Name: The name of the organization shall be **Woofin & Hoofin**. It shall be a voluntary unincorporated nonprofit association, registered as a charitable organization with the State of Illinois.

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ARTICLE II – BOARD OF DIRECTORS

Section 1 – Board role, size, and compensation: The board is responsible for overall policy and direction of the association, and delegates responsibility of day-to-day operations to the officers and committees. The board shall have up to 12, but not fewer than 4 members. The board receives no compensation other than reasonable expenses.

Section 2 – Terms: All board members shall serve one-year terms, but are eligible for renewal for up to four consecutive terms.

Section 3 – Meetings and notice: The board shall meet at least once per year, at an agreed time and place. An official board meeting requires that each board member have written notice at least 48 hours in advance.

Section 4 – Vacancies and renewals: Vacancies shall be filled by the board, Renewals of board membership shall be automatic pending approval of the President and a positive affirmation by the board member whose membership is expiring that he or she intends to fully participate in board functions for the coming year.

Section 5 – Resignation and removal: Resignation from the board must be in writing and received by either the Secretary or the President. A board member may be removed by a three-fourths vote of the remaining board members.

Section 6 – Quorum: A quorum must be attended by at least sixty percent of board members for business transactions to take place and motions to pass.

Section 7 – Initial Board of Directors: The names and addresses of the initial Board of Directors of **Woofin & Hoofin** are as follows:

Name: Adin L. Address: XXXX, Wheaton, IL 60187

Jody B. Address: XXXX, Glen Ellyn, IL 60137

Annie L. Address: XXXX, Glen Ellyn, IL 60137

Elizabeth W. Address: XXXX, Glen Ellyn, IL 60137

Kyle I. Address: XXXX, Glen Ellyn, IL 60137

Matthew O. Address: XXXX, Glen Ellyn, IL 60137

ARTICLE III – OFFICERS

Section 1 – Number and titles: There shall be at least four officers of the board: a President, one or more Vice-Presidents, a Secretary, and a Treasurer. The board shall decide the number of Vice-Presidents serving at any time.

Section 2 – Appointment, resignation, and removal: The board shall appoint all officers. Resignation of an officer must be in writing and received by either the Secretary or the President. An officer may be removed by a three-fourths vote of the remaining board members.

Section 3 – Duties of the President: The President shall act as the chief executive officer of the association. The President shall convene meetings of the board, approve the renewal of board members, and preside or arrange for other board members to preside at meetings of the board. The President shall approve expenditures by the association.

Section 4 – Duties of the Vice-President: The Vice-Presidents shall perform special duties as designated by the board.

Section 5 – Duties of the Secretary: The Secretary shall be responsible for keeping records of board actions, including overseeing the taking of minutes at all board meetings, sending out meeting announcements, distributing copies of minutes to each board member, and assuring that records of association activities are maintained.

Section 6 – Duties of the Treasurer: The Treasurer shall act as the chief financial officer of the association. The Treasurer shall make a report at each board meeting. The Treasurer shall assist in the preparation of budgets, and help develop fundraising plans. The Treasurer shall make financial information available to board members and, at the discretion of the board, to other agencies or to the public. The Treasurer shall assure that financial records of the association are maintained. The Treasurer shall authorize expenditures by the association, subject to approval by the President.

ARTICLE IV – COMMITTEES

The board may create committees as needed. The President shall appoint all committee chairs.

ARTICLE V – NONPROFIT RESTRICTIONS

Section 1 – Nonprofit activity: No part of the net earnings of the association shall inure to the benefit of, or be distributable to its members, directors, officers, or other private persons, except that the association shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set forth

in Article Third hereof. No substantial part of the activities of the association shall be the carrying on of propaganda, or otherwise attempting to influence legislation, and the association shall not participate in, or intervene in (including the publishing or distribution of statements) any political campaign on behalf of or in opposition to any candidate for public office. Notwithstanding any other provision of these articles, the association shall not carry on any other activities not permitted to be carried on (a) by an association exempt from federal income tax under section 501 (c)(3) of the Internal Revenue Code, or the corresponding section of any future federal tax code, or (b) by an association, contributions to which are deductible under section 170(c)(2) of the Internal Revenue Code, or the corresponding section of any future federal tax code.

Section 2 – Permanent dedication of assets: Upon the dissolution of the association, assets shall be distributed for one or more exempt purposes within the meaning of section 501(c)(3) of the Internal Revenue Code, or the corresponding section of any future federal code, or shall be distributed to the federal government, or to a state or local government, for a public purpose. Any such assets not so disposed of shall be disposed of by a Court of Competent Jurisdiction of the county in which the principal office of the association is located, exclusively for such purposes or to such organization or organizations, as said Court shall determine, which are organized and operated exclusively for such purposes.

ARTICLE VI – AMENDMENTS

These bylaws may be amended when necessary by a two-thirds majority of the board. Amendments to the bylaws cannot conflict with the provisions of the Articles of Association.

These Bylaws were approved at a meeting of the Board of Directors of **Woofin & Hoofin** on the ____ day of June, 2008.

Please contact me with any comments or suggestions!

Adin Lykken
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