



**SEMPER FI & AMERICA'S
FUND**

HOSTING A RUN/WALK EVENT FOR SEMPER FI & AMERICA'S FUND

Step 1. Get a solid planning committee together.

Planning a successful Walk/Run requires time, people and resources. Set up a committee that will help you throughout the process and the event. Talk to other people in your area that have had similar events. Do as much research as possible! Look for people that have done events, volunteered, and have time, talent or treasure to help.

Step 2. Check local regulations.

Contact local city councils and law enforcement agencies to fill out proper applications/permits to see if you can have an event in your area.

Step 3. Set a date, time, location and estimated number of participants.

What's the best time of year in your area for a race? Schedule when there are not competing events-- or tag team onto an existing event like a local fair! Give yourself at least 6 months to plan- a year is better!

Step 4. Fill out the SF&AF Guidelines and Proposal Forms

Scan or send your forms to us promptly and we'll go over it with you in detail.

Step 5. Get to know your SF&AF Event Manager

Don't hesitate to contact us at anytime, ask questions!

Step 6. Logistics - Plan, Plan, Plan your Event

Pre- Event Planning

- What is your monetary goal for total raised? Total given to SF&AF?
- Who will submit applications/permits to city/law agencies
- Who will handle volunteer outreach?
- How will you register participants? How much should the registration fee be for runners? How much will go to the SF&AF?
- Who will handle the marketing and graphics to advertise the race
- Who will take care of renting scaffolding, tables, time equipment, sound system, portable bathrooms and other equipment?
- Work with your SF&AF Event Manager for promotional materials, giveaways and incentives

At the Event:

- Who will handle checking in the runners at registration?
- Who will handle safety and first aid?
- Who will handle traffic management of the runners?
- Who will prepare food and water for the runners?
- Who will handle timing the event?
- Who will handle volunteer coordination?
- Who will handle media?
- Murphy's Law- something will happen so plan for all contingencies so you are ready for almost everything!

After the Event:

- Who will handle clean-up?
- Who will return the equipment?
- Who will handle finances—reimbursements, expenses and donations?
- Who will send thank you's

Step 7. Enlist the help of local businesses.

Write letters, make phone calls, set up in-person meetings. Who can help finance or publicize the event? If they can't give money, can they donate supplies? Can a local printing shop donate flyers and ads or T-shirts? Check out big companies too. You never know what corporations would be willing to give away: water, energy bars, snacks, sports drinks?

Step 8. Spread the word!

Get the word out in digital and non-digital form: Twitter, Facebook, e-mails, Craigslist, newspapers, magazines, local TV stations, local radio shows, and community centers. Have a good description, logo/picture and/or flyer ready. Pass out pamphlet and flyers. Consider also runner's publications, runner's websites and other media outlets in the running community. Semper Fi & America's Fund will help spread the word on website and twitter.

Step 9. The day of the event!

Make sure that you, your planning committee and your volunteers all know what they are responsible for and how the event will be run. Have informational SF&AF brochures and flyers to pass out to the spectators. Encourage people to donate even if they are not a runner or a walker. By enlisting all the runners and non-runners to donate their time and money, you are maximizing your impact on the community as well as the SF&AF.

Step 10. Say thank you!

Now that you are done with cleaning up, returning the equipment and tying up the loose ends with the finances, don't stop there. Thank all the volunteers and participants for making this a successful event. Publicize the successful outcome of your event to your family, friends and contacts. Make sure SF&AF has a picture or story to share about the success of the event on social media. Write a blog entry about your experience. By sharing the fruits of your labor with others, you never know who else might be inspired to make a positive health impact in his or her neighborhood.

Step 11. Pat Yourself on the back!

You've done an amazing event and your efforts will make a difference in the lives of our wounded, critically ill and injured service members and their families. Know how much your efforts, time and heart are appreciated. Think about making it an annual event! Feeling inspired? Check out SF&AF website for examples of other races held for us.