



Oregon Road Runners Club May 2024 Race Director Workshop Manual





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Introduction

Race event organizations and race directors are committed to encouraging health and fitness through running and walking. Participating in races and events is one of many ways people further their love of the sport and pursue their athletic goals. Directing a race can be a fun and challenging experience. With effective planning and good organization, you can make a successful race a reality and a truly wonderful experience for all.

This manual provides helpful guidelines for organizing a quality race. It is not, however, a replacement for experience. This handbook is designed for the first time race director coordinating a small to mid-sized (100 to 700 participant) running event. Preparing for and putting on a running event consists of a multitude of different elements. And while this manual will provide you with tools and suggestions, remember the running event is yours to customize, taking advantage of new concepts and fresh ideas, to meet the needs of your customers - your runners and walkers.

A separate appendix includes samples of race documents as well as various partner vendors and organizations' links.

This manual is not intended to be all-inclusive. Some races require more work, while others require less. Good luck in putting on your running event!



Initial Planning

Planning may not be the most enjoyable component of race directing. But it is the absolute most vital part for achieving success.

Introduction

Before you begin planning a race, you should ask yourself the following questions:

Do you have plenty of time on your hands? Coordinating a running event can take more time than you imagine. And there is always more that you can do.

Are you able to find others who are passionate about your cause and willing to be a lead volunteer and help with the planning? Planning a running event is more enjoyable and manageable as a team.

Are you a detail oriented person? The success of your running event is totally dependent on how well you and your team of volunteers answer the question - what would I want this experience be like if I were a registered runner? The key is to focus on, anticipate and implement the smallest of details, whether it be weather, number of participants, medals, food and most importantly, the number of volunteers needed to serve the runners and walkers.

You may also choose to conduct hands-on research. Register for local area running events. Notice how the events are organized. Take note of best practices you could incorporate in your event as a race director. Also note negatives you'd do differently.



Purpose

The purpose of your running event will determine everything from registration pricing to SWAG.

What is the reason for your running event? Is it to . . .

- Raise funds for a non-profit cause.
- Bring awareness for a cause, charity, organization.
- Support a community activity and fitness for all.

Race Committee

There are many different organizational items involved in putting on a race and you will need help. Ideally, you should create a race committee consisting of members who are passionate about your cause and/or about the reason you are directing the running event. For a small to mid-sized race, a planning committee of three to four members is sufficient size and each committee member can take responsibility for a main area such as, but not limited to:

- Course, timing, registration, aid stations, equipment
- Online website and registration platform
- e-blasts, social media, sponsorship
- Post-race food & festivities, awards and SWAG
- Volunteers

Race Naming

The name of your running event should in some way describe your event and include the course distance. Consider these named running events as example:

- Is your race a fundraiser for a specific charity, like St Jude's 5K?
- Is your race in a unique location, like ORRC Vernonia Marathon?
- Does your race take place at a specific time of year, such as ORRC Turkey Trot at the Zoo?



Race Location

Questions to answer:

- Where will your race be held?
- Do you want to use roads or trails? Answering this question will determine permitting and volunteer requirements.
- Will you need shelter for the participants in case of rain and/or cold weather? Answering this question will determine securing equipment requirements.

Race Date and Time

Select a race date that works for you and your organization. But be aware of other events around that time. For example you don't want to plan your event on the same weekend as Hood to Coast or Portland Marathon.

Things to consider:

- **Dates of other local running events.** Google "Portland running event calendar" to ensure there are no other established, nearby competing events with the same or similar distances.
- **Time of the year.** Summer can get very hot, Winter can get very cold and damp. You will need to plan for runners' accommodations based on climatic conditions.
- **Early morning races** work best for most participants.

Target Audience

Your target audience will set the theme and tone of your race and will influence your marketing.

Things to consider.

- Walkers
- Youth - new runners and walkers
- Those who have a connection to your cause



Budgeting

Budgeting helps control your spending,
track your expenses, and save more money

A budget is a critical piece of your running event planning. A budget provides an overview of costs and allows you to set registration fees. A budget will also help you determine what items you need registration fees and sponsors to cover.

Factors you should think about when creating a budget include, but not limited to:

- Permit and insurance fees
- SWAG - medals, socks, free items given to every participant
- Overall awards, raffle prizes, pre and post event food/beverages
- Equipment and support supplies - rented and/or purchased
- Volunteers
- Administrative overhead
- Marketing /social media - online and third party
- Third party registration platform fees
- Sponsorship donations (cash or in-kind donations)
- Designated charity's desired fundraising amount

Next page shows a 10K race sample budget.



	Budget	Actual
INCOME	\$21,000	\$20,110
EXPENSES		
Facility Rent	\$800	\$208
Promo/Advertising	\$70	\$0
Shirts & Hats	\$1,250	\$1,801
Timing	\$1,390	\$1,170
Volunteers	\$260	\$249
Supplies	\$200	\$214
Awards	\$600	\$652
Food	\$2,500	\$2,446
Permits	\$346	\$286
Porta Potties	\$750	\$895
Travel Expense	\$215	\$214
EXPENSES	\$8,381	\$8,134
PROFIT/-LOSS	\$12,619	\$11,976
NUMBER OF RUNNERS	600	



Course, Permits, Insurance and Certification

The Portland Metro area provides over 300 miles of bike paths, 200 miles of running trails, and endless roads and parks to support running events.

General liability insurance protects you as the RD, your organization and volunteers against any claim filed by a race registrant. Most permits will require that you provide proof of insurance of \$1 million minimum. More information on permits and insurance will be provided in this handbook.

The Distance

Standard distances for a running event are 5K, 10K, 15K, ½ marathon and full marathon. In reality your race can be any distance you want so long as the course is accurately measured. A shorter distance is easier in terms of logistics. However, registration fees are directly related to the course distance with longer distances requiring greater support services.



The Course

The composition of a course can also determine the number of registrations. Do you want a course run on the roads or on a trail? Do you want an easier course that is primarily flat, or a more challenging course with hills? Do you want a course in the city or a course in a park?

Your course will also determine how many participants your running event can accommodate. A course set on closed streets can accommodate more people than a course in a local park or on trails. It is very important to cap the number of people your course can manage. If a race event and course is over-crowded, no participant or volunteer has a good experience. But a sold-out race with fewer participants is a good start for success. After year one, you may find that your course can accommodate more runners and you can expand the registration cap.

Courses come in two types - closed and open. A closed course is one that does not share the roadway with either pedestrians, bicycles or motor vehicle traffic. It holds a great advantage in that the risk for accidents is smaller. The race course is closed to everything except your race. An example is the 22 mile portion between Banks to Vernonia of the Vernonia Marathon that is on an Oregon rail-to-trails State Park. The disadvantage is a closed course can be expensive to permit, difficult to access, and harder for traffic control purposes and to place volunteers.

An open course, by definition, shares the open road with vehicular traffic. The advantages are the costs are usually less and they are best for smaller events. The disadvantage is that open courses can lead to congestion with other people, cyclists, and accommodating for intersection stop signs/traffic lights and many times the permits require hired certified flaggers.



Course Configuration

The location of your race will, in part, determine the configuration of your course.

- **Point to Point**

This type of course design is the most complicated for race directors to control. The start and finish lines are in different locations.

Participants are usually bused to the start line and then run/walk to the finish line where they parked their vehicles. This course requires bus rentals, a separate start and finish area and your start line volunteers will not be able to do double duty at the finish line.

- **Loop**

A loop configuration has the same start and finish line, allowing you to have one large area set up for pre and post-running event activities. A loop allows runners to spread out as the race progresses. The disadvantage of a loop is to be a certified course since measuring for an accurate distance is harder.

- **Out and Back**

Like a loop configuration, the out and back has the same start and finish line providing less work for initial set up. However, a narrow out and back course can lead to congestion with the faster runners coming back while the slower runners/walkers are still going out. One advantage for an out and back course is that certification is easier.



Once the course distance and configuration have been determined, then map the course out online. Strava, Runkeeper, Nike Run Club and RunGo are four of many apps that allow you as a race director to estimate the distance. Next, using a GPS watch or one of the apps, you will want to run the course. This will allow you to see traffic patterns and understand any directional issues. Consider the following safety issues as you run:

- Motor vehicle traffic
- Intersection crossings (both motor vehicle and pedestrian)
- Start/finish lines and neighboring pre/post event areas
- Busy bike paths
- Busy pedestrian paths
- The ability for participants to run with dogs and jogging strollers, if allowed.

The GPS and online apps are not exact. To obtain an accurate measurement, you will need to use a measuring wheel, hire a certified measurer or use a bicycle equipped with a Jones Counter that has been calibrated on Portland's measured mile, located on NW Front Street. Accuracy is key.

Aid Stations

Participants will expect aid stations with water/replenishment on the course and should be provided every 2-3 miles depending on the course distance, weather and the terrain. If you are not providing aid stations, ensure to tell your runners and walkers ahead of time and on your website.



Marking the Course

Mark the course extensively so runners do not get lost. The course should not be permanently marked in any way with paint. Spray chalk use is prohibited in many municipalities. Inexpensive and easy ways to mark a course the night before or morning of your race include:

- Directional signs on stakes mounted into cones or stuck into the ground.
- Chalk arrows on pavement, if allowed by municipality
- Flour arrows on dirt/pavement/gravel
- A-frame sandwich board signage

Permits and Insurance

No matter where the running event is held, municipality/park permits are required.

- Check with all of the city, county, state and park agencies on whose land you want to use in your event.
- There may be multiple permits that you are required to obtain and you will be required to provide proof of insurance in order to finalize the permits.
- This insurance is for liability so the individuals and organization/s hosting the event are not held responsible unless there is negligence their part.
- The city, county or park will require that they be named as an additional insured party. See appendix for insurance information.

Reducing risk management and keeping the participants safe is the number one race director's goal. Obviously not all problems can be foreseen and prevented. Therefore, obtaining sufficient insurance is critical to a running event's ultimate success.



Where to Purchase Insurance

Insurance can be purchased through:

- Road Runners Club of America's (RRCA) insurance program
- USA Track and Field (USATF).

As part of the insurance program, all permitting agencies require a Certificate of Insurance issued by the insurance carrier. This is what you will be including in your permit application.

NOTE: Advise your insurance provider within 24 hours of any injury or incident should they occur.

Course Certification

You may want to consider having your course certified if you want the following:

- Participants in your event want to qualify for another event, such as Boston marathon.
- Participants are ensured of an accurate distance and time
- Desire to attract a larger audience who only run certified courses
- Believe an age group record might be set at your event

Who Can Certify a Course?

- Many professional timers, such as Huber Timing, can map and certify a course for you if you hire them to do your results for your event.
- You can contact the USA Track and Field Association and their local state rep for additional information regarding this process to certify your course.



Website and Running Event Logo

An online presence is essential for the success of any running event. Having a website means that customers are able to find your event, anytime, anywhere. It can also cut costs if you don't need to print flyers with paper registration. Equally important is creating an event logo as a branding marketing tool

Website and other options

It is critical to create an online presence for your race. Your race website allows participants to find information on their own and allows you to quickly and easily provide updates.

A website can take a significant amount of time to develop, and will need to be maintained as your race details solidify. Be sure to update relevant dates, results, and photos in a timely manner. The information you should include on your web site can be found in the appendix.

One huge advantage of a website is that online registration platforms can be linked and appear transparent to your website. Some of these platforms are RunSignUp, Race Roster and Ultra.

If your race is associated with an organization or charity, you can ask them to host the race webpage with or without the registration platform.



Facebook

If your race is a one-time event or you wish to keep the event small and/or lower cost, Facebook can also be used. Registration platforms can also be linked to your Facebook account.

Race Specific Email

You should also have a separate email address for race queries. Website hosting services will provide you with unique emails, but you can also create a Google email address. If your activity is nonprofit, Google for Nonprofits is free. This will allow you to keep race communications separate from your personal/business email, provide a more professional look to your event and allow you to pass on the email address if you one day decide to step down as race director.

Race Logo

Your logo should capture the spirit of your event. Careful thought to color and design are important, especially since you will want to use your logo for years to come. Keep in mind your race logo will most likely be used on t-shirts, print and electronic media, and letterhead. It is best to work with a professional graphic designer who can create your logo in formats necessary for hardcopy, online and t-shirts.

Paper Race Brochures

The vast majority of runners/walkers use the internet to seek running calendars. Brochures are no longer the standard marketing tool. Use brochures sparingly as they can be expensive and increase your event costs.



Registration

A streamlined registration process/platform will ensure a positive experience for both you and your participants and will enable you to create necessary reports and download critical information for race day.

Registration Fees

A number of factors are involved in setting your registration fee. You will want to have a price point that covers your costs, but does not deter participants. Factors that will determine your registration fee include:

- Purpose of your race (raise money or break even)
- Race distance (longer events are usually more expensive)
- Giveaways/SWAG (T-shirt, medals, hats, etc.)
- What other area race fees are (don't want to be over-priced)

Registration Discounts

Discounts can encourage participants to sign up early and provide an incentive for more people to come to your race. You will want to limit your discounts to ensure you cover your costs. Also limit your pricing to include no more than three pricing levels, with race day registration being the highest.

Discounts can include:

- Early registration price levels at least \$5 each below race day registration. Discount varies with race distance.
- Youth and children
- Family discounts
- Groups and Teams



Ways to Register for a Race

Virtually all registrations are handled online, even day of race registrations. You may wish to develop a paper registration for those wanting this option.

Online Registration

Online registration allows the following:

- Participants can easily register up to the day of the event
- Allows for a database for the timer to use if changes at the last minute are necessary
- Allows for easy management of entrants, including issuing refunds or transfers of entries.

Online registration platforms are not free. The costs can be included in the registration fee, or more frequently, charged to the registrant when registering. RunSignUp, Race Roster and Ultima are three of the most popular registration platforms.

Communicating with Participants

At minimum, you should be communicating via email with your race participants three times prior to the event. That's where online registration platforms come in handy - they make this task easy with their software tools that come with their platform.

- Registration Confirmation – usually this is an automatic service.
- Pre-Race Email – Ten days before the race, send out an email to all participants reminding them of the race, the time, instructions for parking and the race day schedule.
- Post-Race Email – One to two days after the race, send an email thanking all participants, volunteers and sponsors asking them to complete an anonymous post-race survey. (See appendix for information on post-race surveys)
- Facebook and Twitter will also enable you to keep participants updated without being intrusive.



Refunds

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

- No Shows - If participants contact the race director ahead of the event and have a reason why they cannot come, you may decide on a case-by-case basis. You might offer them the chance to transfer their entry to another person or to the following year's race. However, in general, races do not provide refunds for people who contact you after the event.
- Canceled and rescheduled event - Refunds are usually given when an event has to be canceled or rescheduled
- Weather Concerns - For events not called off, but where there is/was a weather concern, in general it is at the race director's discretion as to when to provide refunds.

Transfers

Some races allow pre-registered runners to transfer their registration to another person; some races expressly prohibit it. The key issues being accurate results and liability. Ideally, the race director should be informed of any transfers (if allowed) and all transfers should sign waivers and provide updated personal information. You might have a blanket policy or decide on a case-by-case basis.



Timing and Bibs

Timing is a key component of your race and it is important to advertise what timing method you will be using. When determining which timing system to use, consider how you are going to integrate and present the results.

Timing options for your event include:

- **No Official Timing**

No timing/No awards: Many fun runs work quite well without timing participants. You should have a race clock at the finish line so participants can see their time when they come in, but you will not keep track of finishing order or times. Non-timed races usually have lower registration fees.

- **Manual Timing**

A smartphone or iPad/smartphone can be used as a timing device. Manual timing can work well for smaller races and no awards/finishing times are required.

- **Chip Timing**

Chip timing is now the standard form of timing for mid to larger sized races. With a chip attached to their bib, the runner is recorded by a timing system when crossing the start line, a split or the finish line. The information is then immediately available on the system and to the runner/walker at the finish line.



Hiring a Timing Service vs Doing Your Own Timing

Chip timing systems are expensive to purchase and can cost upwards of \$20,000. For that reason, most events hire a timing service.

Timing services should cover such items as

- Banners/arch way for start and finish area
- All necessary electronic equipment including generator, computers, printers and iPads for finisher results
- Online day of race registration capabilities
- Chips and bib number assignment
- Creating and setting up a simple finisher chute
- Having a backup system in place
- Instant online finisher results that are posted to your site.
- List of award finishers

Plan on spending \$2-\$4 per runner, depending on the length of your race, number of runners and type of timing requested, with a minimum cost of at least \$1,000. The appendix lists local area timing services.

Results

Chip timing technology allows for immediate hardcopy and online results. Timers also provide iPads at the finish line for participants to determine their times and standings.

Most races have results divided into age categories in five-year increments and broken down by gender. Ribbons or awards are usually given out for the top 3 finishers in each age category as well as to overall top male and female finishers and top master finishers (over 40). Having a separate walker or non-binary category may also be a consideration.



Bibs

Race bibs allow you to compile race times and results. Using your registration platform or manual system, you will have captured personal information including name, birthday, gender, email, mailing address and distance (if event has multiple distances). Your timer will have access to this information in order to properly rank and report finisher times.

Race bibs can be customized with your race logo, sponsor logos, and even participants' names. See the appendix for race bib supplier and free race bib offers. Bibs also come with a tear off bottom option to be used for raffle or bag check. Bibs should include your race event/organization logo as well as event name and distance, if multi-distances are offered at a single event.

Consider early bib pick-up a day or two before the event. This will eliminate the mad rush of processing hundreds of runners and walkers minutes before the event.

Dynamic Bib Assignment

Dynamic bib assignment is when bib numbers are assigned at bib-pickup. Many timers using this process can show up at early bib pickup with bibs and iPad type devices, used to assign bibs. It's quicker not to preassign bibs numbers, but to assign bibs as participants show up. The online registration platform loaded in timers' iPad-type devices make this job super easy.



SWAG

SWAG refers to free promotional items given to attendees such as race medals, socks, food, ribbons, etc.

Medals

Many longer distance events give medals to all finishers. Metals cost between \$4 and \$7, dependent upon the size, artistic design and number ordered. Various medals vendors are listed in the appendix.

Ordering time is at least 30 days for domestically produced medals after design proof is approved and number ordered established.

Shirts

Shirts are also an important giveaway for all distances, not just the longer ones. Including a free shirt depends upon your budget. You can include it in the registration fee, or sell it separately during your online registration process.

Shirt cost can be between \$7 to \$14, depending upon the size, artistic design, material and number ordered. In addition, consider offering both male and female cuts.

You should consider using a graphic artist to design a shirt front which includes your organization's name and race logo. It's also recommended to put your sponsor's logo on the back of the shirt for marketing opportunities.



Ordering Shirts

Your T-shirt supplier will give you a deadline for ordering. You want to be careful not to order too many t-shirts as this can impact your budget.

If you don't want to have to guess at how many shirts to order, you can set a deadline in the registration process where a participant can no longer order a shirt after the ordering deadline is past.

T-shirt ordering tips:

- T-shirts are not guaranteed for those registering the race day. This saves you from costly re-order.
- Consider ordering both men's and women's cut shirts rather than hybrid.
- Include youth sizing if your race has a shorter distance or kid's run.
- Once the order deadline is past, remove the option to order a shirt from your online registration.
- If you are going to cut off ordering shirts by a specific date, be sure to include that information in your marketing plan.
- Only allow T-shirt size exchanges after the event.
- Only allow T-shirt purchases the day of the event after the event is over and you are sure all pre-registered participants who have ordered a shirt have had a chance to pick theirs up.
- Various shirt vendors are listed in the appendix.

Socks

Another SWAG option is full and crew cut socks. Less expensive than shirts, sock costs range from \$3.50 to \$5.30 depending upon length, number ordered and design. Socks come in sizes ranging from small to large. Your sock vendor can custom design your socks. By not including a date on your socks, leftover socks can be used at next year's event.

Various sock vendors are listed in the appendix.



Equipment

Equipment to support your race range from aid stations on the course, to directional and mileage signage, porta potties, sound systems, tents, heaters, food and replenishment drink. The equipment you utilize is not just for the safety of participants, but also ensures a positive experience for both participants and volunteers.

Equipment can be rented. In addition, you may consider renting a truck/van to transport your equipment.

Common Equipment Needs

Race supplies should be purchased or picked up a few days before the race

- Registration Area
 - Tables and Signage
 - Day of Race registration (with clipboards or tables to complete forms)
 - Pre-registered runners separated into groups
 - T-Shirt/socks or giveaway table, if applicable
 - Chairs
 - Bibs
 - Safety Pins
 - Timer iPad registration sign up devices
 - Shirts (or other giveaways)
 - Course Maps



- On the Course
 - Mile Markers
 - Direction Markers, flour or spray chalk to mark turns on ground
 - Cones wherever needed
 - Additional ODOT signage “Runners on Road”
 - Course monitors and/or flaggers, if needed
 - Volunteer safety vests
 - Aid stations with water, nutrition, cups, pitchers, garbage cans with liners. (Longer races will need additional supplies.)

- Start/Finish
 - Clock - provided by timer
 - Tables for medals
 - Medals
 - Canopy
 - Water/replenishment drink and cups
 - Garbage cans and liners
 - Finish area mesh and delineators shutes
 - Sound system, if needed

- Post-Race
 - First Aid Kits Awards (Make sure timer knows how many places are begin awarded)
 - Awards for top finishers. For example:
 - First Place over and and master male and female
 - Age group winners ribbons
 - Prize drawing tickets and items
 - Refreshments:
 - Water
 - Fruit, bagels, treats



Start And Finish Areas

To make things easier for participants and volunteers on race-day, there should be clearly defined start and finish areas, as well as areas for registration and bib pick-up.

Post-Race Activities

Most events have finish line activities with music, food and beverages, as part of the experience. This is your event. You can think outside the box, but keep in mind the purpose and/or theme of your race and have fun.

- **Food**
Providing post-race food is expected at most races. This will encourage participants to stay for the awards ceremony.
- **Prize drawings**
A raffle can be a fun way to engage your participants. You can hand out raffle tickets or draw bib numbers. If you have sponsors involved, they may want to provide you with items you can give away as prizes.
- **Awards**
For the actual race awards, there are a number of possibilities with ribbons, plaques, trophies, or anything within your budget you think is original and carries on the personality of the event. You may want to give out finisher medals, age-group ribbons, overall trophies, or any combination thereof. Participants enjoy receiving awards and having their names called out over the loudspeaker.



Photography

You may want photographs of your race to use for social media, future marketing and to allow participants to see themselves in action. Options for race photography:

- Professional Photographer
 - Many professional photographers will want to sell their pictures to participants and then give you a small percentage of the sale. Others will take pictures for a fixed price, allowing you access to use the pictures as you wish.
 - You may also want to include the professional photographer as a sponsor, thus reducing your costs.
- Do It Yourself Photography
 - For smaller races, you can have volunteer photographers with their smartphones at the start/finish and on the course. Post photos online in social media or your website for participants to access.

Bag Check

If the parking area is not proximate to the start/finish line, you will want to offer a bag check. This provides participants a place for extra clothing before and after the race. This is quite important for events held during inclement weather. The bag check area can be a simple tarp on the ground, and a tented area. Use bib numbers to mark the bags and to match bags to participants following the race.

Day of Race Registration

If you are offering a day of race registration option, you will need to have extra tables designated for same day registration, separated from that area designed for those already registered, who are picking up their bibs. Signage is important to direct participants to the right area. Be sure to have chairs available for the volunteers working the registration tables.



Volunteers

Having enough properly trained volunteers can make or break a running event. Finding enough volunteers can be the hardest part of putting on an event.

Volunteer Assignments

Volunteers are needed for just about every task, from registration check-in, to setting up the course, to aid stations, to the start/finish line, to food preparation.

Volunteer Recruitment

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

- Online registration platforms also include volunteer registration options, containing previous volunteer data. Email them, asking if they are willing to volunteer again.
- Contact local high schools or local high school coaches. Many high school students have a volunteer/community service requirement for graduation. Many high school sports teams also raise money.
- Contact local boy/girl scout troops
- Invite sponsors to provide volunteers, and make sure you give them proper credit for their contribution.

Donating to Clubs/Charities

You might consider donating to clubs or charities if they provide a group of volunteers. While prices for groups vary, one suggestion for clubs/charities is currently \$25 per person for a four hour shift minimum.



Volunteer Task Assignments

- Make a list of all the areas at your race where you will need volunteers.
- Make sure you include the appropriate number of volunteers for each task (i.e. don't have just one person doing registration and 10 people handing out shirts)
- Write a brief job/task description for each area along with the starting and ending time for each task. This will allow you to give each volunteer a concise task description.
- You can then populate this information on your online registration platform that has a volunteer registration option.
- You can also use volunteers for more than one task if the times do not overlap.

It's important to match your volunteers with appropriate tasks. Younger volunteers may be better at handing out SWAG than at directing traffic and you'll want stronger people to help with set up and tear down.

Also ensure that each task area has the necessary supplies. For example, the aid station should have cups, water, replenishment drink, treats and garbage bags. Registration area should have iPads, bibs and pins.



Volunteer Communication

As volunteers arrive for their shifts, welcome and thank them for coming. Have them sign in with the volunteer coordinator. Provide them with a quick overview of the event as well as their volunteer responsibility.

All volunteers should have the following information:

- Race start time
- Location of bathrooms/porta potties
- Who to go to for seeking answers to questions
- First aid/emergency number information
- Race director (or team lead) cell phone number
- Course map if on the course

Email volunteers seven days before the event to remind them of the race and their assigned task. Ask them to let you know if anything has changed. Ensure you have a list of volunteer names and cell phone numbers - from online registration - for day of race communications.

Volunteer Recognition

- The three most important things you can say to a volunteer is “Thank you,” “I trust your judgment,” and “I have your back.”
- By providing information to your volunteers about their roles at the race, you are giving them the power to make decisions and letting them know you will support their decisions. Most volunteer tasks are pretty simple – “tell runners to turn right at this corner” – but you can give volunteers the power to stop runners if a vehicle ignores road closure signs.
- If you can give volunteers event T-shirts, credit for a future event registration, or just a certificate of recognition, they will truly appreciate it. After the race send a thank-you note or email to the volunteers with how much money was raised - if a charity event - and/or how many people attended. Let the volunteers know how they contributed to the success of the race.



Sponsors

Sponsors provide your race with either cash and/or in-kind products or services.

While there is no one method for working with sponsors, you may want to create a standard contract for your race sponsors. For example, donations over \$1,000 receive a logo on the race T-shirt, 2 free entries into the race and a logo on the race poster.

By honestly evaluating what your race needs, you may identify potential in-kind sponsors that can remove items from your cash budget. For example, a local restaurant may be able to provide refreshments, reducing or even removing that line item from your budget. Make three lists to help you identify potential sponsors:

- What things you **NEED** for your race
- What things you **WANT** for your race
- What products or businesses you already have a **RELATIONSHIP** with.

When approaching sponsors, ask them, “How can we work to promote each other?”

- In-store signage
- Email newsletters
- Putting their logos on your website
- Allow them to donate prizes, if not cash
- Recruit among their ranks for volunteers.



Sponsors can be asked to take an active role in your race. Ask the sponsor to provide a pre-race packet pick-up site, staff an aid station or work at post-race awards. Getting a sponsor invested in the race will encourage them to come back for future events.

Finding Sponsors

There are no rules for obtaining sponsors. You can contact and approach local businesses or local sporting goods/running stores, local fitness clubs or sponsors of other local events

Keep in mind the interests of your participants and how they match with the local businesses. A community race may appeal to a local bank or credit union, real estate office or mortgage company.

If someone turns you down for your first sponsorship request, thank them and let them know that you also are looking for any raffle prize donations – hopefully they'll see it as a great way to be involved even if their budget didn't have money for a cash sponsorship. Also ask if there would be a good time to get in touch with them for the following year's race.

Thanking Sponsors

Post-race, thank sponsors with a formal letter or even photo or plaque. Be sure to include any copies of race publicity and highlight the amount of money raised for your cause/charity.



Marketing and Publicity

Marketing is about reaching potential customers with the right product. For a race director that means connecting with the right audience for your event and differentiating your event from others on the race calendar.

Social Media

Social media is the biggest platform for marketing your event. This includes, Facebook, Instagram, Tik Tok, and your website. Don't be afraid to get creative and have fun with your marketing. See Appendix H for social media ideas and timetables

Create a calendar to ensure you market your event in a timely and ongoing way. Be sure to check in and respond to posts regularly. If your race is in August, people probably won't care what you're doing in January so you can communicate less frequently. However, this may depend on your race distance. People registering for longer events tend to sign up earlier than those doing a shorter 5K.

Facebook

Facebook is a great tool for event directors. You can set your race as an event or a page. If you set your race as a page you can do the following:

- Communicate with fans – either all or a segmented group
- Track how your fan numbers and interactions are growing
- Create events and send updates to your members
- Have a more casual place to provide updates, encourage discussion among participants, or post photos



Twitter/X and Instagram

A Twitter/X and Instagram account will allow you to quickly update and communicate with race participants and the general public. You can set up your Facebook account so that every post you make on your event page goes out as a tweet on Twitter and on Instagram!

Website And Race Calendars

Make sure your website is user friendly, requires minimum clicks to obtain info, full of pictures, and the narrative is short and to the point. If you have a website calendar for multiple events, use it with links to your running events.

There are a number of free online race calendars where you can post information about your race. Most have an online form to fill out, where you will provide the basic race information (when, where, and how much) as well as contact information. See the appendix for race calendars.

Print Brochures

Use print brochures sparsely. They are costly and not generally used.

If you do create and use brochures, they can be delivered to local businesses and organizations and serve as advertisements. You can also distribute race brochures at/to:

- Local races
- Local running tracks and trails (perhaps nailing an entry on billboards if available)
- Local coaches (high school and college)
- Sponsors' place of business
- Local athletic clubs



Press Releases

Carefully creating a press release and targeting your market properly can promote your race in local news publications and media – including print, TV and radio. Send press releases to individual people at organizations that will have interest in your race and include regional papers near the physical location of your race. Also remember electronic communities that may have interest in your race. See the appendix for information that should be included in a press release.

Clubs and Organizations

If you are a member of a club or organization that has a website, Facebook page or magazine/newsletter, be sure to get the information about the race on the website and in the magazine. For example the Oregon Road Runners Club (ORRC) uses their website, orrc.net, Facebook and Twitter/X and feeds. Include pictures and write a short engaging article about your race to increase interest.

Paid Advertisements

You may want to purchase advertising in local newspapers or running magazines. However, newspapers are not targeted for runners and might not be cost effective as far as paid advertising is concerned. You may get a discount rate if the event is supporting a local charity.

Public Service Announcements (PSA)

Many newspapers have free listings in their local calendar of events and most radio stations, especially those in small cities, will provide free announcements about the race. Free announcements are called “Public Service Announcements” or PSA’s. Make sure you mention your race sponsors if you have the opportunity



Checklist & Timetable Calendar

Knowing your event timeline is essential. Timelines help you schedule when to request permits, order SWAG, and open registration.

Following are two sample checklists and timelines for a race event calendar. Some race directors start planning next year's race almost immediately after the current year's event is over. All depends upon the race size and complexity of the project.



Sample RD Checklist with Timeline

ORRC TIMELINE FOR RACE EVENT TASKS			
(RACE EVENT AND DATE)			
10-12 MONTHS OUT	COMPLETED DATE	2 WEEKS OUT	COMPLETED DATE
Create budget for event		Reconfirm all volunteers/and email details	
Confirm date, location, distance and course		Review all permit items	
Secure location for event		Place final t-shirt order	
Create race committee		Final scout of course	
Start any branding or updates to branding		1 WEEK OUT	
Solicit sponsors, via letter, phone, personal followup		Send 1st. email to participants about packet pick-up	
8-10 MONTHS OUT		Confirm details with all vendors	
Identify permits required for event		Meet with key volunteers and go over last key details	
Contract vendors (timing company, bathrooms etc.)		Confirm food and aid station supplies	
Set-up registration web site/page		3 DAYS OUT	
Initiate getting approval from local police/permits		Close all but race day registration	
Once permits are approved, announce race		2nd email to participants w/day of & packet pick-up details	
Have ORRC event page updated		Check weather forecasts if additional tents needed	
Seek placement on other running web sites		2 DAYS OUT	
6-8 MONTHS OUT		Get participant list from timer for packet pick-up	
Identify number of volunteers needed		Drive course to ensure no surprises	
Create promotions/marketing plan			
Circulate press release announcing race date		1 DAY OUT	
Update paper registration form		Packet pick-up	
Continue to solicit or confirm sponsors		Any pre-race set up you can do (mark course if possible)	
5 MONTHS OUT		3rd email to participants (race day details)	
Secure sponsors / Cut off for any sponsors listed on promotional materials		Mark the course	
Create promotional flyers		RACE DAY	
Reserve equipment you need from ORRC supplies		See "Day of Race" tab	
Confirm location of packet pick-up			
Set up volunteer responsibilities- awards, registration, food, start, finish, aid stations, course, etc.		RACE DAY + 1	
4 MONTHS OUT		Correct any timing result issues	
Develop t-shirt design		Send thank you email to participants	
Begin volunteer recruitment, follow-up and confirm			
Distribute race flyers to running stores		WEEK AFTER	
Scout course check on any improvements or construction		Thank you notes to sponsors/volunteers	
3 MONTHS OUT		Mail any checks to paid volunteer groups	
Distribute paper registration forms to partners		Post-race report sent to V.P. Race Operations	
e-blast to past participants & ORRC database		Mail any outstanding invoices to Treasurer for posting/payment	
		Send post-race survey/email to participants	
2 MONTHS OUT		Make "action items" so that corrections will be made next year	
Distribute paper registration forms to partners		1 MONTH AFTER	
Decide on medal/awards and place order		Confirm all payments have been made & monies collected	
Confirm and make list of race day supplies and equipment			
Order portable toilets, if required			
1 MONTH OUT			
Distribute paper registration forms to partners			
Close advance registration/pricing switches			
Design and order/secure bibs			
Meet in person with key volunteers, distribute maps with volunteer locations marked			
Distribute race alert info to surrounding neighborhoods			



Sample Timeline

10-12 months prior to the race

- Create race committee
- Determine race name
- Confirm date, location, distance and course
- Seek approval from authorities and purchase required permits (park, school district, police, etc)
- Apply for liability insurance policy
- Solicit sponsors (via letter and follow with phone or person contact)
- Review last year's post-race notes and make adjustments (if applicable)
- Create race logo
- Create a race budget
- Create race web site/page
- Seek placement on as many running web-sites as possible
- Confirm event with as many local running publications as possible
- Confirm race result timer

6-8 months prior to the race

- Continue to solicit or confirm sponsors
- Finalize race budget & set registration fees
- Set up volunteer responsibilities
 - Awards
 - Registration
 - Refreshments
 - Start, finish lines and aid stations
 - Course marshals



5 months prior to the race

- Secure sponsor(s)
- Meet with key volunteers
- Draft promotion “action items”
- Measure course, re-mark and certify (if required and approved)
- Start entry form lay-out (copy, camera ready art, sponsor logos, maps, etc)
- Order awards, plaques, ribbons and trophies

4 months prior to the race

- Flyer design complete and printer confirmed. Schedule printing for **at least two weeks** in advance of flyer distribution date
- Determine flyer locations and number of flyers for each
- Identify races that a volunteer can hand out flyers at finish lines
- Develop shirt design and order shirts
- Follow-up in writing to the key volunteers and confirm the road marshals

3 months prior to the race

- Take delivery of and distribute race flyers
- Design and order race bibs
- Confirm volunteers via phone and follow up in writing
- Confirm and make a list of race day supplies and equipment
- Confirm race day registration procedures
- Confirm that all permits, sanctions, and insurance forms have been received



2 months prior to the race

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

1 month prior to the race

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

Week of race

- Meet with key volunteers and go over last key details
- Confirm registration information, race numbers, etc.
- Confirm food and aid station supplies
- Check weather forecasts and to see if tents will be needed
- Drive course to ensure no surprises (e.g. construction, etc.)

Day before the race

- Pre-race packet pick up
- Mark the course



Day of race

- Arrive a minimum three hours before the race
- Set up registration tent or area
- Assign a key volunteer to organize all volunteers
- Set up starting line early
- Set up aid stations
- Make sure that you and the volunteers are easily identified (bibs or vests)
- Manage parking from the first car
- Have all permits and insurance papers on hand at the event
- Have all of your race day supplies (have a checklist)
- Ensure all volunteers know what to do in a medical emergency
- Announce the start time every 15 minutes starting with 45 minutes prior to the event. Make final announcement 5 minutes before the start
- At the start: announce to the runners any safety issues; thanks for coming; acknowledge sponsors; acknowledge volunteers; inform participants of the award ceremony time
- Conduct the race and HAVE FUN!
- Welcome/thank as many finishers as you can
- Announce award ceremony time several times while finishers finish

Week after the race

- Send thank you emails to all volunteers, sponsors, park officials and police
- Send out post-race survey/email to participants
- Review the race with key volunteers (any issues?)
- Make “action items” so that you will correct these issues for next year
- Prepare final income and expenses report
- Hold evaluation meeting with race committee and start planning the race for next year



Post-Race Evaluation

Below is a sample of a post-race evaluation form:

ORRC EVENT REVIEW FORM

Event Name:

Date:

Director Name(s):

Expectations:	Met	Did Not	Comments
Location			
Distance			
Date/Time			
Course			
Start/Finish			
Registration			
Shirts			
Food			
Signage			
Volunteers			
Permits			
Restrooms			
Parking			
Participants			
Road Marshals			
Aid Stations			
Safety/First Aid			
Timer/Clock			
Course Markings			
Complaints			
Clean Up			
Other			



Comments

What worked better this year?	
Need to work on?	
Next year possibilities	

History of Event (if available)	2013	2012
Number Runners Registered		
Number Walkers Registered		
Number of Runners Started		
Number of Walkers Started		
Local entrants (<15 miles)		
Entrants from over 100 miles		
Number of Awards Given		



Appendix A: The Course & Insurance & Permits

Insurance

- Road Runners Club of America (RRCA) <http://www.rrca.org>
- U.S.A. Track and Field (USATF) <http://www.usatf.org>
- K & K Insurance www.kandkinsurance.com

Permits

Oregon Department of Transportation (ODOT)

- Multiple contacts depending on location, typically 30 days turnaround to get permit (written request)
- Marlene Nichols 503-665-4006 tnichols@odot.state.or.us

Washington County – Road Usage

- Permit web page
<http://www.co.washington.or.us/LUT/Divisions/TrafficEngineering/Permits/event-permit.cfm>

Washington County – Henry Hagg Lake Park

- Permit web page
http://www.co.washington.or.us/Support_Services/Facilities/Parks/Hagglake/fees.cfm

Multnomah County Right of Way

- Permit web page <https://multco.us/roads/road-and-bridge-permit-applications>

Columbia County

- Permit web page
<http://www.co.columbia.or.us/departments/columbia-county-counsel/counsel-road-events-ordinance>



City of Portland

- Permit web page <http://www.portlandoregon.gov/revenue/2997>

City of Vernonia

- Permit web page <http://www.vernonia-or.gov/living/parkinfo.asp#PERMITS>

City of Banks

- Permit web page http://www.cityofbanks.org/index.asp?Type=B_LIST&SEC={C42953C8-FA6C-49CD-882F-BC2CA142D1C3}

Oregon State Parks

- Call the park you wish to use
- Special event permit http://oregonstateparks.org/ckFiles/files/2014_Special_Use_Permit_App.pdf

Oregon Metro (Land use agency for Multnomah, Washington and Clackamas counties)

- Permit web page <http://www.oregonmetro.gov/parks/picnics-and-special-use/special-use-permits>

City of Portland – Parks and Recreation

- Permit web page <http://www.portlandoregon.gov/parks/38280>



Flaggers (For Traffic Control)

- D&H Flagging, Inc. <http://d-hflagging.com>
- Affordable Safe & Professional Flagging LLC
<http://www.affordableflaggersnow.com>

Emergency Services

- HAM Radio, Hobie Baker 503-654-4197
- Metro West Ambulance <http://www.metrowest.fm>
- AMR Ambulance Service <http://www.amr.net>



Appendix B: Website And Logo

Information To Include On Your Website:

- Name of organization
- Name of race
- Logo
- Race distance – can be included in name
- Date and time of race
- Location – city, park, etc.
- Course photos
- Specify start times for each event
- Course description or map
- Directions to race site (include the street address so it can be map-quested)
- Awards
- Type of timing (chip, manual, no timing)
- What the entry fee includes (or does not include: shirt, pancakes, park entry fee, etc.)
- Kids run
- Walk
- Link to online registration
- Sponsor logos
- Request for volunteers
- Phone number for questions (and/or email)
- Time course closes



Website FAQs:

- Is the event entirely on road/trails?
- Will there be event awards?
- Are shirts sized for women and men?
- When and where do we pick up our running bibs and T-shirts?
- Do we need to bring our registration info to pick up our running bibs and T-shirts?
- Will there be official timing and when will the running results be ready?
- Who benefits from the running event proceeds?
- Can I walk the event?
- Are jog strollers and/or dogs allowed in the event?

Logo Design

- Andrea Schwoebel <http://cargocollective.com/schw/Logos>

Website Hosting Services

- Google Domains <https://domains.google.com>
- Wordpress <https://www.wordpress.com>
- Blogspot <https://www.blogger.com>

Printers

- The Printery 503-359-4533
- Ad Graphics <http://www.ad-graphics.com/>

Mass Email Communication to Participants

- [Mail Chimp](#)
- [Constant Contact](#)
- [Emma](#)

Post Race Survey

- Survey Monkey <http://www.surveymonkey.com>



Appendix C: Registration

Online Registration Services

- [RunSignUp](#)
- [Race Roster](#)
- [Active](#)
- [SignMeUp](#)
- [Ultra](#)

Sample Registration Waiver

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

Signature: _____ Date: _____

*Obtain parent/guardian signature if participant is underage



Appendix D: Timing

Manual/Self Timing

- Web Scorer <http://www.webscorer.com/race-timing>
- Finish Line Clock Rental/ORRC <http://orrc.net/board/board.html>

Finish Chute (Self Timing)

- Make the finish line easily visible
- Encourage runners to keep going until they've crossed the line
- Have volunteers in the chute jump in front of the runners to gather and spindle tear tags, and then move them along to exit the chute.
- The width of the chute should be narrowed so that they can only move through one at a time, and another volunteer can make sure they stay in their respective finish position until their tags have been torn

Professional Chip Timing Services

- Huber Timing <http://www.hubertiming.com/>
- Athletics Timing <https://athletictiming.net/>
- Uberthons <http://uberthons.com/>
- Eclectic Edge Racing <http://www.eclecticedgeracing.com>



Appendix E: Equipment & Supplies

Race Bibs

- Race Ready <https://www.racereadysupplies.com/>
- Marathon Printing, Inc. <http://shop.marathononline.com/>
- Road ID <http://www.Roadid.com>
- Note: Your bib vendor will also sell you safety pins. Do not purchase pins from a fabric/craft store. Get a box of pins from your bib vendor

T-Shirts – Local Suppliers

- Leslie Jordan Apparel Design and Manufacturing
<http://www.lesliejordan.com>
- Infinity Impressions <http://www.infinityimpressions.com/>
- Ellison Advertising <http://www.ellisonadvertising.com>
- Garment Graphics <http://www.garment-graphics.com>
- Greenlayer Sports <http://www.green-layer.com>
- Creative Touch Embroidery & Screen Printing
<http://www.creativetouch-embroidery.com>
- Acorn Marketing <http://www.acornpromo.com>
- Lone Mountain Sportswear
<http://www.companycasuals.com/lonemountain/>

T-Shirts – Out of Area Suppliers (May charge for shipping)

- Pacifica T-Shirts <http://www.pacificat-shirts.com>
- Crestline <http://www.crestline.com>

Porta Potties

- Honey Bucket <https://honeybucket.com/>
- United Site Services
<https://www.unitedsiteservices.com/acquisitions/schulz-clearwater-sanitation/>



Appendix F: Start & Finish Area

Photographers

- Lester Tsai <https://www.tsaiphotography.com/>

Trophies/Plaques/Medals/Ribbons

Crown Trophy <http://www.crownfranchise.com> (Local)

Runolution <http://www.Runolution.com/directors.htm>

Ashworth Awards <https://www.ashworthawards.com/>



Appendix G: Sponsors

Local Running Stores (Packet Pick Up/Marketing/Sponsorship)

These stores have been used as retail partner options for ORRC races. They have the ability to cross-promote events, host packet pickup, provide prizes, etc.

- Foot Traffic - Sean Rivers sean@foottraffic.us
- Portland Running Company - Dave Harkin
dave@portlandrunningcompany.com
- Road Runner Sports -
<http://ww2.roadrunnersports.com/retail/portland.html>



Appendix H: Marketing and Publicity

Social Media Ideas (things to post on social media)

- When registration opens
- When early registration fees are about to increase
- When registration closes
- Picture of finisher medal
- Map of course
- Picture of T-shirt design
- Photos from previous years
- Recruiting volunteers
- Thanking volunteers
- What makes the race special
- Food to be served after the race
- Efforts to be sustainable—cupless, composting, etc.
- One week to go....
- Weather forecast for race day.
- One month to go...
- Thanking sponsors
- Non-Binary category

Social Media Calendar

Create posts in batches approximately once a month, based on the following calendar:

- Each post should contain a link to the registration & volunteer page, and an email to contact the RD if people have questions.

Whenever registration opens

- Post that registration is now open with a link to the registration page
- Include a logo for the race
- This should be NO LATER than 4 months out, but preferably earlier



Whenever cost is about to increase

- Post the deadline for the registration fee increase one week prior

6 months out

- Save the Date! - Pictures from last year's event (at least three)

5 months out

- Pictures of last year's medal/swag

4 months out

- Picture/logo of group/organization race is supporting (if any)
- If not supporting a specific group, perhaps a picture of group of volunteers who are helping?
- Registration link (registration should open NO LATER than 4 months out, but preferably earlier)

3 months out start once a week posts

12 weeks out

- Picture of start area

11 weeks out

- Picture of food that is available (e.g. pancakes and toppings)
- Or picture of food truck if having one
- Or logo of group catering?

10 weeks out

- Picture of volunteers in any capacity (aid station, registration, course marshalls)

9 weeks out

- Picture of people boarding buses? (if relevant... "Don't miss the bus!")
- Alternative could be picture of people lining up at the start? ("don't be late!")



8 weeks out

- Picture of shirt (if not available, use last year's shirt with caption "what will this shirt be?")

7 weeks out

- Picture of raffle prizes

6 weeks out

- Picture of rainbow flag (supporting LGBTQ+) and/or BIPOC logo? (with text saying whatever is appropriate)

5 weeks out

- Picture of medals
- Or picture of bib

3 weeks out

- Picture of last year's finishers crossing line

2 weeks out start 2-3 posts/week

2 weeks out

- Map of how to get to start
- Picture of parking lot? Ask people to carpool?
- Picture of volunteers (if you can't run/walk, help out instead!)

1 week out

- More pictures of food
- More pictures of racers on course
- Last chance to register before prices go up on race day

Race day!

- See you here!



Post race (week after?)

- Thank you for participating, link to results and photos, and link asking them to fill out survey asking for comments?

After the race

- Post all pictures where you want participants to see them, for example on smugmug <https://orrc.smugmug.com/>

Press Releases

Information that should be included in a press release:

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



Local Newspapers

- The Oregonian - <http://www.oregonianmediagroup.com/contact/contact-news-team/>
- Portland Tribune - <http://portlandtribune.com/>
- Gresham Outlook - <http://portlandtribune.com/gresham-outlook-news/>
- West Linn Tidings - <http://portlandtribune.com/west-linn-tidings-news/>
- Lake Oswego Review - <http://portlandtribune.com/lake-oswego-review-news/>
- Walkabout Magazine - Pam Granata 503-287-6914
info@walkaboutmag.com

Race Calendars & Websites

- Oregon Road Runners Club – <http://www.orrc.net>
- Run Oregon Blog - <http://runoregonblog.com/>
- Road Runners Club of America - <http://www.rrca.org/calendar/event/php>
- Race Center Northwest - <http://www.racecenter.com/race-calendar>
- Active - <http://www.active.com/>
- The Oregonian's Event Calendar – <http://www.oregonlive.com/events>
- Gallagher Fitness Resource - <http://activesalem.com/>
- Runners World Race Director Resource - <http://www.racedirectorresource.com/>
- Running Network - <http://runningnetwork.com/RNW/index.php/national-calendar>
- Running in the USA - <http://www.runningintheusa.com/Race/Default.aspx>
- American Trail Running Association (Trail Races) - <http://trailrunner.com/calendar/calendar.htm>



Regional Running Clubs

- Willamette Valley Road Runners - <http://www.wvroadrunners.org/events.php>
- Clark County Running Club - <http://clarkcountyrunningclub.org>
- Red Lizards - <http://www.redlizardrunning.com/>
- Central Oregon Running Club - <http://centraloregonrunningclub.org/>
- South Coast Running Club – <http://www.southcoastrunningclub.or>
- Coast Hills Running Club - <https://www.facebook.com/CoastHillsRunningClub/timeline>