Organizing a 5K to benefit Standing Up to POTS®

Organizing a 5K is A LOT of work, but can be a great way to bring people together to support the Standing Up to POTS® Research Fund. Most of the money raised at these events is not from registration fees – it is from getting sponsors for the race and individual charitable donations. There are many details that need to be done over the course of a couple months leading up to the event. We hope that these guidelines will give you an idea of what you need to do to run a successful 5K event.

1. **Choose your location and date**
   * Pick a good venue that is easy for people to find and that has plenty of parking and available bathrooms. For the first time, you might look for a location where other successful 5K events have been held
   * Choose a date and time of day that works for that time of year. Pick a date where not much else is happening in that area so you don't have much competition for participants
   * Get permission to have the 5K in that venue, close off streets, etc.
   * Find a timing company, and reserve your date with them

2. **Plan the logistics of your race**
   * Design a 5K route that takes into account that you will have people with different levels of ability. Try to avoid steep hills. Perhaps offer a shorter 2K for people with POTS to do at the same time.
   * Develop a design that you can use for event related social media, t-shirts, and plaques
   * Decide what awards you will give to participants. These cost money, so you need to think about what is right for your event.
     i. Plaques to the top three male and female finishers?
     ii. Medals to the top three male and female finishers in each age group?
   * If you will give participants a t-shirt, design it early and get prices from a screen print company. These cost money, so again, think about whether this is something you want to do.

3. **Build a budget and find sponsors for your race. Be careful not to lose money on your event.**
   * The way to make money on the race is not through participant registration. Registration generally pays for the costs of the event.
     i. Timing company ~$550-600 for first 200 participants
     ii. T-shirts ~ $6-7 per shirt for one color on front and back (x100 people is $600-700)
     iii. Plaques and medals ~$150 depending on how many and how fancy
     iv. Insurance for the race day in case someone gets hurt
     v. Signs, cones, etc. to mark the event route

- Find sponsors for your race. In order to raise money, you need to ask for additional donations to charity and/or find sponsors for the event
    i. Talk with business people that you already know – doctors, dentists, realtors, bankers, etc. They may be willing to donate in exchange for advertising at the event on signs or the back of your t-shirt
    ii. Visit local businesses to see if they want to donate money, have a presence at your event to promote their company, or donate goods that can be auctioned
    iii. Post a sponsorship packet on your event Facebook page
    iv. Be sure to write a personal thank you note to each sponsor

4. **Advertise your race online**
    - Use social media and email blasts to contact people you know in the area
    - Create an event page on Facebook that has registration forms, waivers, and sponsorship forms available
    - Add your event to local or state-wide running publications. Many of these online publications are free and will attract dedicated runners to your event.
    - Advertise on the event calendar in your area newspapers, radio stations, television stations, etc.

5. **Race day**
    - Organize registration for those who pre-registered and walk-ins
        i. Printout of everyone who preregistered with shirt sizes
        ii. Blank walk-in registration forms
        iii. Blank liability waivers
        iv. Thank you to sponsors and volunteers as needed
    - Get signs up throughout the course
    - Organize t-shirts, awards, etc. so they are ready before registration opens
    - Have drinks ready at the finish line for participants. Electrolyte drinks are great for runners and people with POTS.
    - Have first aid kit on hand
    - Clean-up.