



## **SADS Fun Run/Walk Kit Fund Raising Event**

### ***Overview***

A Fun Run or Walk serves two purposes for the SADS Foundation; it is both a fundraiser and a means of spreading information about life-threatening arrhythmias and the SADS Foundation's mission. This event offers the family and friends of someone who has died from SADS a way to celebrate his or her life by planning an event near an important day, like a birthday, and to create a positive, life-affirming and life-saving event. Often this type of event helps families with SADS conditions meet others with similar stories.

A fun run can be successful on a small scale, making it a simple event to begin, and yet can grow as large as community interest will allow. By providing two courses, like a 5-kilometer run and a 3-kilometer or 1-mile walk, the event appeals to a broad range of individuals.

Staffing for a fun run requires about 20 people, making it a nice office, high school class, scout troop or other group activity. Organizing volunteer staff into teams with a coordinator for each can simplify both recruiting and event organizing.

You'll want to start planning your event at least 6 months ahead of time. This will give you and your volunteers enough time to organize a course, request donations of supplies, and advertise. Remember, SADS staff is available help you with flyers, press releases, t-shirt artwork and other suggestions.

Thank you for volunteering to spread information about life-threatening arrhythmias and to raise money for the SADS Foundation's work.

## ***Timeline***

### 6 months before

- Determine location – you will want a location that offers restroom facilities and easy access for participants. Often a nearby high school or church makes a good location.
- Determine date – check online for conflicting runs in your area
- Begin recruiting volunteers
- Check with local police/city offices to learn about any permits or fees, and ask if police can help direct traffic and what that might cost
- Fill out and submit the SADS Foundation fund raising event form. With some information, SADS Staff can help you plan a smoother, easier event.

### 3 months before

- Print and begin flyer distribution
- Find T-Shirt donor
- Talk with local TV and Radio about race promotion
- Contact Runner's World ([www.runnersworld.com](http://www.runnersworld.com)) for pin-on numbers and calendar listing.
- Identify donors of post-race snacks and drinks.

### 2 months before

- Map the route
- Reserve timing equipment rental
- Hang a SADS banner prominently in town
- Secure water-stop sponsors (or volunteers, cups and water source)

### 1 month before

- Buy winners' ribbons (or get them donated along with gift certificates for prizes)

## ***Volunteer Jobs***

Fewer than 25 volunteers can put a fun run together. Friends, family, colleagues and neighbors are often more than willing to donate a morning outdoors on a nice day to help. Some volunteers can perform two jobs. For example, some of the registration staff could double as finish line staff. Organizing volunteers into three teams for registration, course support, and finish line with a captain for each team will reduce stress.

Pre-event volunteers	4-5 people who can arrange for the site and route marking, organize a t-shirt donation, create and drop off flyers, etc.
Pre-race registration	10 people (4 serving registered racers, 6 for new entrants)
Course Staff	3 people at 1,2, and 4K posts for a 5K race
Water Stops	4 people for one table at mid course (at the 3K point)
Finish Line/timers	6 people – 2 at the finish line, 2 results “runners” that take results to the 2 people at the results board
SADS info table	1-2 volunteers

### ***Handling the Money***

The easiest way to manage the incoming entry fees is to ask entrants to make their check payable to “SADS Foundation.” The SADS office can process Visa, MasterCard, and American Express payments; call us for the forms and a quick lesson in how to use them. Then you can just forward checks and credit card slips to the SADS office, and entrants aren’t worried about where their money really will go. SADS staff can then mail out tax-deduction receipts/thank you notes to entrants or sponsors for you.

### ***Things to think through***

A rain date

A secure place to keep ribbons, checks, and any permits

### ***Keys to Success***

Having a good turnout depends on getting the word out. Put your flyers at athletic or sporting goods stores, post them at gyms, spa’s and clubs, and contact the high school track coaches. Getting your SADS event listed in the upcoming events calendar of your local paper can also help. Radio stations will do short public service announcements (PSA’s) for free, and SADS Foundation staff will be happy to write you a PSA.

Being well organized with volunteers grouped into teams that understand their duties is critical to minimizing pandemonium on the day of the event.

### ***Printing***

Contact SADS Foundation staff for flyer and registration form templates, T-shirt, and banner art, and other forms or art you might need. Chances are we have something already that can easily be modified for your event.

### ***Thanks!!***

Thank you for all the hard work you have done on behalf of families with heart rhythm disorders. We appreciate your compassion, your organizing, your commitment, and the information you have provided us on forms like this one. It will be used to assist other SADS volunteers in their fundraising efforts.