



## Race for PHACE 5K Run and Family Walk

*In 2013, the first Race for PHACE was organized by families in Pittsburgh, PA USA. The RACE for PHACE continues to be an important fundraising event for the PHACE Syndrome Community (PSC). Many families across the nation have planned events in their hometowns, making this the largest fundraising event of the PSC.*

[If you are planning on hosting an event, either in person or virtually, sign up to be a team captain and register your team with the PSC.](#)

This guide has been developed to assist individuals with planning a Race for PHACE 5K, or a fun walk.

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### 1. Race date, time, and location

Each year, the Race for PHACE is held during the second week of September, allowing flexibility for families to choose the day that works best for their event. The 11th Annual Race for PHACE will be held the week of September 7-15, 2024.

Many families have held virtual events, which encourages their families and friends all over the country to participate. The registration process is the same for an in person or a virtual event.

### *Steps to get started for an in-person event*

- Start the planning process at least six months in advance to allow for enough time to secure location and get permits if needed.
- Choose a location and plan the race course, including mapping out and measuring the route if the course will be a 5K.
- Use the same course as other 5K races held in your community to simplify the process.
- When choosing a location, consider safety for runners or walkers, parking for participants, and public transportation for participants to easily access your event.
- Consider the sponsors you can approach
- Start to recruit walkers, runners, and volunteers.

## **2. Establish budget & goals**

Establishing the type of event you want will determine the expenses you will incur. Estimated costs will depend on projected participation.

Your budget may need to account for:

- First aid supplies
- T-shirts (sponsors can help pay for tshirts)
- Printed materials (flyers, swag bag printed materials, check in sheets, etc.)
- Water stations throughout course
- Food at the end of event (sponsors can help with this)
- Awards (sponsors can help with this)
- Police and permits (police may not be needed for the location you picked)
- Insurance (The PSC may be able to help if needed)
- Port-o-potties (unless you pick a location that already has a restroom or port-o-potty)
- Race Packages: bibs, safety pins, swag, coupons (bibs if you are doing an official 5K)
- Official Races: Rental of professional timing system (and to announce individual running times)



Tip: Costs should be kept to a minimum since the PSC has set the registration fee at \$30 per person for adults and \$15 for children. Many of the mentioned expenses can be donated or supported by sponsorship.

## **3. Permits**

- Obtaining permits can be a time-consuming process, which is one of the reasons to give yourself six months to organize your race.
- Once you have the details of your event (date, time, location, anticipated number of people attending), contact local officials (township, city or borough) to ask what approvals you need.
- You will need approval from your local government/law enforcement if you are requesting road closures. .
- Finding a space that is event friendly can reduce the amount of red tape. *For example: the Pittsburgh Race for PHACE was held on county park property, so the only permitting needed was through the parks department.*



Tip: It is important to start applying for permits as early in the process as possible; a delay in approval could affect the intended date of your race.

#### **4. Insurance**

- Typically localities or venues will require a Certificate of Insurance.
- The amount of insurance will be determined by the locality or venue
- Contact the PHACE Syndrome Community for information if you are required to present a Certificate of Insurance

#### **5. Recruit volunteers**

Volunteers are essential to your event. Your friends and family can serve as a Race for PHACE committee. Depending on the type of event you plan, volunteers are needed for the following:

- Distribution of flyers, advertisements, email blasts
- Permit requests
- Registration
- Race bib and swag bag stuffing
- Early or race day packet pick up
- Set up/Clean up
- Course Marshals
- First Aid
- Water and snack stations
- Timers
- Finish line greeting
- Award presentation

There are many ways to build your volunteer team.

- Local high school students often need volunteer service hours
- Scouts are great volunteers and often are working towards badges
- Local companies support non profit organizations with employee service hours
- Local running or walking clubs
- Large corporations have volunteer programs for employees to give back to the community

#### **6. Promote the event and registration**

Once you have confirmed the details, and have permission to put on the race, it's time to spread the word!

Promote your event:

- Use your social media platforms – Create a Facebook event and tweeting about your event can give a big boost to your reach, exposure, and enthusiasm.
- Send out emails and text messages – Sending out personalized emails and text to your database of families, potential donors, staff, coworkers, volunteers, will help spread the word.
- Go Grassroots – Tell people about the race or simply distribute flyers at local gyms, grocery stores, post around the race location, community centers, coffee shops, etc.
- Advertise in local newspapers or town bulletin
- Contact businesses - Ask for their employees to participate in your event, perhaps the company would have an employee match program - a double win!
- Advertise your event to local running/walking clubs

The PHACE Syndrome Community is available to help you in the following ways:

- Create an event on the organization's Facebook page.
- Email local community members about your event
- Create a webpage dedicated to your event, including online registration
- Create press releases for you to send to your local press

Registration

- Registration of participants will be done through the PSC's platform.
- Work with PSC to develop web page with event details (day, time and location)
- Include the link to the registration in your promotional materials

## 7. Approaching potential sponsors

You can ask for

- Financial donation
- Giveaways
- Race supplies
  
- A local business could fund the race t-shirts and get logo placement on the shirts.
- A grocery store could donate finish line refreshments such as water, juice or sports drinks, power bars, apples/bananas
- Local bagel or pretzel store could donate food
- Advertise their support at your event

*The Pittsburgh race utilized sponsors for food, t-shirts, and other race day costs. Sponsor's logos were placed on our flyers and t-shirts.*

## 8. Race day logistics

For an in-person event, it is recommended to have an 8:00 am (local time) start time, but you can vary this if an alternative time works better for your event. You will want to have all volunteers arrive at least 1.5 hours before the event start time.

Here's a race-day checklist:

### 1. Pre-race

- Setup a welcome table/PHACE information table (The PHACE Syndrome Community can send materials for distribution)
- Have a packet pickup table for those already registered
- Setup a registration table for day of registration
- Setup food/water station (*bagels, bananas, water*)
- Setup secondary water station half way through the route, or at the turn around point
- Set up signage and cones along the course (make sure it is safely coned off or closed)
- Setup DJ/MC Booth or music

- Setup Start/Finish Line and Timing Device or gather volunteers who are timing runners at finish line

## 2. Main event

- Make sure that water station/s are ready
- Volunteers should be assigned tasks, and at their station
- Course is plotted and marked well
- You have a sweeper (last person in the race to ensure safety of the runners ahead of them)
- Make the finish line a party by having music and refreshments for your participants, volunteers, and fans.
- People want to celebrate their accomplishment – if you entertain them, they will be more likely to return next year!
- Have a way to post peoples' times and have your DJ/MC give out awards for winners of whatever categories you choose.

## 3. Clean up

- Recruit a volunteer crew for breakdown and cleanup
- Remove all signage
- Remove water stations
- Bring trash bags for people to put trash in
- Find out where you can dispose of bags

## 9. Post event

- Write thank you notes to all volunteers and sponsors
- Post pictures taken at the event on social media (be sure to have permission to post pictures)
- Send pictures to the PSC so we too can share with the community
- Write post event notes about what worked, what could be improved or changed for next year
- Send any additional donations raised to the PSC if they are in check form

## 10. Virtual Race for PHACE

A virtual Race for PHACE is an event that is not hosted in person, but includes participation from friends and family across the country.

The event is hosted by a captain and a registered team.

Participants have accomplished the run or walk:

- on their own, or in a small group setting
- on a treadmill
- on a bike
- any other way they want to show support

Any questions can be emailed to [info@phacesyndromecommunity.org](mailto:info@phacesyndromecommunity.org)