



# Race Director 101



Thank you so much for your interest in organizing a 5K For Kidneys to benefit the American Kidney Fund. Organizing a 5K in your community can be a fun way to raise awareness of kidney disease as a health issue, and raise money for programs and services that will help patients directly.

So, you are the lead organizer and everybody is looking up to you, now what? Hopefully you have put together a great team to help plan your 5K For Kidneys, but as the lead volunteer or "Race Director" that team may be looking to you for guidance. Not to worry, your friendly KIDNEY**NATION** staff have put together this handy checklist to make sure you remember everything!



## 5K For Kidneys Checklist

### 6 Months Out

- Contact KIDNEY**NATION** staff and set up periodic "check-in" calls
- Form a "Race Committee" that will help plan the event. (tip: assign special duties to each member - Race Director, Sponsorship Manager, Volunteer Manager, Marketing Manager, Registration Manager, Course Manager, etc.)

### 5 Months Out

- Select race date
- Secure race location and permits
- Develop the race course
- Contract a race timing company
- Decide on price structure
  - We don't recommend anything lower than \$20, and recommend \$25+ if getting a t-shirt.
  - We recommend an early bird registration if reg fee is \$25 or higher (again, not to drop below \$20).
  - Consider a late registration fee a week or two out from the event and coincide this with the last date to be guaranteed a t-shirt.
  - Consider that if a participant fundraises \$250 or more for AKF they can have their reg fee reimbursed.
- Consider race premiums (t-shirts, goodie bags)
- Set up a race website with race info and online registration. (Your KIDNEY**NATION** staff member will help you with this)
- Set up a Facebook event
- Develop Sponsorship Proposal w/ KIDNEY**NATION** staff





### 4 Months Out

- Begin marketing efforts
  - Email your networks
  - Post on social media
  - Place on local race websites
- Send out Sponsorship packet to businesses in your community
- Send out initial Volunteer Outreach (tip: high schools can be a great way to get a pep band or cheer squad out on your course, or get volunteers for water stops, etc.)
- Design your t-shirts, if applicable

### 3 Months Out

- Marketing email and social media posts #2
- Follow up on sponsorship outreach
- Follow up on volunteer outreach
- Secure volunteer medical staff for event day
- Secure AV equipment for music and announcements at finish line

### 2 Months Out

- Marketing email and social media posts #3
- Order race bibs, safety pins
- Order trophies, if applicable
- Follow up on sponsorship outreach
- Follow up on volunteer outreach
- Secure food and water (granola bars, bananas, water bottles)
- Secure Race Photographer, if applicable (donated services)
- Order porta potties (1 for every 100 in attendance)

### 1 Month Out

- Marketing email and social media post #4
- Order t-shirts
- Create an event day checklist

### 1 Week Out

- Marketing email and social media post #5
- Stuff goodie bags, if applicable
- Review event day checklist with committee and volunteers

**For assistance with the planning and execution of your event, please contact us at  
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