



## Planning the Tau Delta 5K for Active Minds



The following document has been developed to help your chapter create a local 5-K run for our national philanthropy, Active Minds. Developed by our Grand Historian David Porter (Delta Nu) in 2015, the 5-K run is program that can be scaled to a large community event with multiple co-sponsors and community agency supporters or scaled down to a chapter event with runners collecting donations to enter the race. While the chapter planned events will differ according to campus culture, the idea is the same: to raise awareness about mental health stigma and raise funds for a local Active Minds chapter or the national Active Minds organization.

### **Step 1. Get a solid planning committee together.**

Planning a successful 5K run requires a lot of time, manpower and resources, and can take up to 6 months. The committee should be chaired by a sophomore or junior frater, in order to ensure that the program is planned with enough time to meet campus and community scheduling needs. Consider the following committee leads:

- 5K Run Chair: Responsible for the over-all run and will report back to the executive board and chapter regarding race updates during weekly chapter meetings.
- Donors: Solicits donations for in-kind donations or money to pay for event logistics. Should create letter to help collect donations from local community; ask the National Office for letter of support.
- Runner Entries: Creates race registration and tracks race entries, provides pre-race information and day-of runner check-in
- Logistics/Set-Up: Works to create safe 5-K run, works with local municipality for permits regarding run if off-campus. Works with volunteers for race set-up, including water tent, check-in tent, signs around race route
- Publicity: Creates publicity at least 2 months prior to race, develops post-race t-shirt for people who complete the run, and works with donor chair to ensure sponsors featured on shirt. Make sure that the official Tau Delta 5K artwork is used for all publicity, to brand the event as part of our national efforts
- Volunteers: Recruits volunteers to help with pre-run and day-of volunteer needs. Sends out thank you notes to all volunteers, donors and supporters within 1 week of event.

### **Step 2. What are you raising the money for?**

The 5-K Run can be used to raise money for a variety of purposes: for a specific Active Minds event to be planned with money collected, donated to a local Active Minds chapter, donated to the national Active Minds organization, donated to a specific mental health agency connected with another national observance (donating to Wounded Warrior Project for a Veteran's Day-themed run, inviting local service members to run, specifying that money will support mental health screenings of veterans). Whatever the chapter decides to do with the money, make sure that reason is publicized often and early.



### **Step 3. Set a date, time, location and estimated number of participants.**

Where should the starting point and ending point be? Contact law enforcement agencies or campus program planners to make sure that the route does not break any laws or violate campus policies. Make sure that any campus routes receive permission to set-up outdoor check-in tables or tents. Thankfully a 5-K run can accommodate a large number of participants, but the chapter should anticipate more runners than may show up to make sure that there are enough snacks and water for everyone. The chapter should also determine if the 5-K run will be open to the campus community only or open to anyone who wishes to register and donate to your cause. Make sure to speak to your institution before planning an open community event, in case there are additional rules to be followed.

### **Step 4. Break down the logistics of planning the event—from preparing to wrapping up at the end.**

A few questions you'll need to answer as a planning committee:

#### PREPARATION:

- How much time in advance of the event should the committee plan the event?
- When should the first advertisement or publicity go out?
- What is the minimum amount that should be collected by each runner? Will a team of runners be accepted?
- Is the route selected accessible by wheelchairs or have any other obstructions?

#### THE ACTUAL EVENT:

- How will runners check-in at registration? What type of signage is necessary for check-in area?
- Who will handle safety and first aid? Ask for an EMT volunteer for your event, or ensure that a brother trained in first aid is available.
- How many brothers will handle traffic management of the runners?
- When will food and water for the runners be made available?
- Who will handle timing the event?
- Who will handle volunteer coordination?
- How many event photographers will you have on hand? Where will they be located?

#### AFTER THE EVENT

- Who will handle clean-up?
- Who will return the equipment?
- Who will handle finances—reimbursements, expenses and donations?

Make sure the entire group is completely clear of the respective responsibilities each individual is in charge of, and the protocol of how the event will be run.



### **Step 5. Enlist the help of local businesses.**

Write letters, make phone calls, set up in-person meetings. Who can help finance or publicize the event? If they can't give money, can they donate supplies? Can a local printing shop donate flyers and ads or T-shirts? Check out big companies too. You never know what corporations would be willing to give away: water, energy bars, snacks, sports drinks?

### **Step 6. Spread the word!**

The chapter should have decided by now if the event is open to the entire community or the campus community only. In either case, you will need to make sure you have people who want to run!

Get the word out in digital and non-digital form: Twitter, Facebook, e-mails, Craigslist, local or campus newspapers, magazines, local TV stations, local radio shows, and community centers. Pass out pamphlet and flyers. Consider also runner's publications, runner's websites and other media outlets in the running community. Consider contacting Active Minds to list the event on their website.

### **Step 7. The day of the event!**

Make sure that you, your planning committee and your volunteers all know what they are responsible for. Have informational charity brochures and flyers to pass out to the spectators. Encourage people to donate to the cause even if they are not a runner or a walker. By enlisting all the runners and non-runners to donate their time and money, you are maximizing your impact on the community.

### **Step 8. Say thank you!**

Now that you are done with cleaning up, returning the equipment and tying up the loose ends with the finances, don't stop there. Thank all the volunteers and participants for making this a successful event. Publicize the successful outcome of your event to your family, friends and contacts. Write a blog entry about your experience. By sharing the fruits of your labor with others, you never know who else might be inspired to make a positive health impact in his or her neighborhood.

And finally, make sure that the Tau Delta Phi National Office receives a press release after the event with quotations from the event planner and runners and photographs to feature on the Tau Delta Phi website and magazine, *The Pyramid*. We want to make sure we say thank you to our donors to Active Minds, too!



# Six Week Planning Check List

## Six Weeks Away

- Check the master calendar with your campus activities to avoid conflicting events
- Book space with the appropriate contact person. Contact City Hall if you plan to do 5K off-campus, be prepared for city permits and costs for police detail.
- Develop budget and community sponsor list to contact. See sample letter
- Consider co-sponsorship with another campus organization
- Review any contracts with Campus Activities and have it processed, if using campus-based resources
- Plan promotional campaign

## Four Weeks Away

- Begin preparing publicity and planning distribution
- Arrange event procedures during event (t-shirt distribution/snack tent/refreshments, etc)
- Arrange wrap-up/clean-up procedures
- Create list of volunteers
- Make sign-ups available online (if applicable) or in-person

## Ten Days Away

- Check distribution of publicity/put up fresh posters/get publicity out!
- Confirm set-up time
- Confirm food (if applicable)
- Confirm volunteer schedule
- Develop signs for the day of the event directing participants to the event location

## Day Before Event

- Call volunteers and remind them when and where they need to show up.
- Purchase food/beverages or pick up donations from donors
- Send reminder to runners on location for check-in/where to deposit money collected

## Day Of Event

- Perform any sound/equipment checks necessary
- Double check set-up
- Don't forget to clean up after the event and take down publicity

## One Week After The Event

- Send thank you notes
- Verify that all expenses have been paid and processed
- Fill out program evaluation



## **SAMPLE DONATION LETTER**

Chapter Name:  
Campus Address:  
City, State & Postal Code:  
Phone Number:

Date:  
Name of Recipient:  
Name of Organization:  
Address:  
City, State & Postal Code:

Dear Sir/ Madam,

I am writing to see if you and (Company Name) would be interested in co-sponsoring our Fraternity philanthropy, the "Tau Delta 5-K" run and walk to benefit Active Minds. Active Minds works to address college student mental health needs, and we are proud to partner with this organization to address the stigma of asking for help for mental health. The program would be held on (Date, Time, and Location).

Our goal with the 5K run is to engage our community, both on- campus at (Institution Name) and our local community by offering runners opportunities to raise money that will be donated directly to Active Minds. Runners will have a chance to find sponsors or they can donate directly to the philanthropy. Your support for this event will allow us to expand our race from a campus-based event to a true community event.

Below are the details concerning this year's sponsorship levels:

[Decide what type of sponsorship your event will need]

In addition we are looking for in-kind donations, such as bottled water, energy snacks, printing and marketing materials. Monies collected by our sponsors will help defray the costs of city permits, tent rentals, and t-shirts for volunteers and runners.

If your organization would like to participate in this year's event as a sponsor, you may reach me at (Phone Number). I look forward to hearing from you. Thank you for considering this request.

Yours sincerely,

Signature

Name  
Tau Delta Phi Fraternity, ZX Chapter

