



# Local Event Host

April 7, 2018 **WORLD HEALTH RUN**

5K Run / Walk

## Production Manual

Please complete the **Local Event Host Interest Form** to receive additional information for your

- National Peace Corps Associationna Affiliate Group,
- Rotary Club,
- CUGH Member University Program or Student Group, or
- Nonprofit Organization, University, School, or Other Groups.

<http://www.worldhealthrun.org/host-a-whr>



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## **We are thrilled to welcome you to the team!**

Or if you are just exploring, We are very happy to provide you with more information if you and your group are thinking about joining.  
(We recommend it!) ; )

Currently, we are all training hard for the 5K in April...

But I'd, personally, like to give you a little background information just so you know where we are coming from. Our group is comprised of a bunch of community-minded, sports-loving, everyone-welcoming peeps – you know the type. We are Returned Peace Corps Volunteers, Rotarians, and Global Health project managers and academics. We may (or may not) be runners, but we ARE community advocates. We also happen to believe in health equity.

On top of all of that, we are eternal optimists...Even though we are aware that there are marginalized groups in low resource areas around the world, as well as within high income countries, that currently have little to no access to health care. ...Even though we are painfully aware of the statistics and the data that illustrate the disparities around the world in health and illness. We, never-the-less persist.

Think about runners all over the world running along their own path. Imagine a single group run in a single community supporting a single project. Now think about the reach and trust AT THE LOCAL LEVEL of the National Peace Corps Association, Rotary, and the Consortium of Universities for Global Health. Now, centralize some of the work, empower the local groups through shared resources, and imagine what occurs in five years from now when there are hundreds of runs on every continent that support not only local initiatives but foster inspiring collaboration by these institutions and beyond toward common goals.

Running is not THE answer but it is AN answer. This group of scrappy, somewhat fearless, shake-it-off and go again folks have put our heads together and built something that we are quite proud of. We have re-imagined running for a cause. We have reconstructed what it means to partner for a common issue. AND we have done this by emphasizing the POWER OF LOCAL.

Are you Relentless? Indomitable? Spunky? Dauntless? Brassy? Gritty?  
We invite you to lace up and join us!



### **WORLD HEALTH RUN organizes two types of runs**

1. Individuals around the world can sign up for the **VIRTUAL WORLD HEALTH RUN** that can be run (or walked) from any location each person chooses. You can run, jog, or walk on the road, on the trail, or on a treadmill.
2. In addition, there are live **LOCAL WORLD HEALTH RUNs** anywhere there is significant interest and registered Local Event Host(s). The **PREMIER WORLD HEALTH RUN** takes place in Chicago, IL.

We are seeking Local Event Hosts to help co-produce **LOCAL WORLD HEALTH RUNs**. If your group signs up to host a local run and that location is not designated as a sanctioned **LOCAL WORLD HEALTH RUN**, your group will still benefit from recruiting registrants. There are many benefits to participation!!!

### **Your group is welcome to join us!**

And better yet, you should know that you are not alone!

Really, there IS power in numbers. If your group has thought of organizing a race in the past and has balked at the magnitude of the task, you can now feel more comfortable knowing that through **WORLD HEALTH RUN**, it is a team effort.

World Run, Inc. will be with you every step of the way (as we'll explain in a few pages). In addition, you will be able to partner with other really cool groups in your community. Rotary Clubs, NPCA affiliates, Universities, and other community groups will all be invited to come together to co-host the local event. You'll share the workload, meet some cool folks, and this may even open up other opportunities for collaborating! Who knows?!

### **OK! So, you're ready to hear a bit more.**

In the following pages, we will take you through all of the key points of participating as a Local Event Host. This manual serves as a means of introducing the general parameters to groups considering signing up while also providing detail to groups who have taken the plunge. When you have learned a bit more and feel ready to jump in you can register as a Local Event Host as detailed here.

### **If you are ready to jump right in.**

**You can register your Organization, Club, Chapter, or Affiliate Group**

Please complete the **LEH Interest Form** to receive additional information.

<http://www.worldhealthrun.org/host-a-whr>



## Step 1: Group and Project Eligibility

### Is your group eligible to participate?

Acceptance as a Local Event Host requires that your group qualify in two steps:

- A. Your organization TYPE must be eligible.
- B. Your project must be approved.

### A. Organization TYPE Eligibility as a Local Event Host

We are currently accepting only a limited number of types of organizations as Local Event Hosts. Your organization must be categorized as defined here. We may request documentation to confirm your organizational type.

**Your group qualifies as a Local Event Host** if you are a:

- National Peace Corps Association Affiliate,
- Rotary Club,
- Consortium of Universities for Global Health (CUGH) Member Institution or official student organization at a CUGH Member Institution,
- Group at an Educational Institution (University/College/Secondary School Group) that is NOT a CUGH Member Institution, or
- Registered Non-profit Organization.

**Examples of Eligible Registered Nonprofit Organizations include:**

- Community based nonprofits,
- International non-governmental organizations,
- Hospitals,
- Religious Institutions, and
- More.

### Peace Corps Post?

If you are a Peace Corps Post that wishes to sponsor a race or races at post in your host country, please collaborate with a NPCA affiliate and/or a Rotary Club to raise money for one of your projects. You can find the appropriate collaborators through the following links:

- NPCA Affiliates: <https://www.peacecorpsconnect.org/companies>
- Rotary Clubs: <https://my.rotary.org/en/search/club-finder>



## B. World Health Run Project Criteria

We are proud that **WORLD HEALTH RUN** is able to empower your local group and support the work that you are doing! We want to hear about the project that you have decided to highlight and for which you would like to advocate. We will approve projects that have a Human Health, Planetary Health, or Health Equity related mission. We will also confirm that your project does not have any conflicts of interest and that it aligns with **WORLD HEALTH RUN**'s mission.

### Defined Human Health, Planetary Health, or Health Equity related mission.

- Clear and direct
  1. health care prevention services,
  2. health care treatment services,
  3. health workforce education,
  4. community / client education,
  5. health systems strengthening,
  6. distribution of equipment, materials, or supplies,
  7. environmental or planetary health,
  8. policy,
  9. advocacy, or
  10. other health project consistent with the **WORLD HEALTH RUN** mission.
- Clear and direct support, education, systems strengthening, or advocacy for human health equity.

### Confirm alignment with **WORLD HEALTH RUN** mission and responsibility pledge:

- The project does not directly provide resources to a political cause, candidate, or official AND
- The project is not religious in nature, name, focus, activities, or outcome.

During the application process, we will ask some straightforward questions to clarify that your project is eligible for funding through **WORLD HEALTH RUN**.



## Step 2: Group Benefits and Responsibilities

**Your cause will profit by joining this collective movement.**

As a LEH, you will have a personalized **WORLD HEALTH RUN** webpage highlighting your group's cause. Through this **WORLD HEALTH RUN** official platform, your group will be able to fully direct your campaign.

### A. Local Event Host Benefits

Your group will

- Have a webpage on the **WORLD HEALTH RUN** website through which the public can register under your affiliate group or donate directly to your project;
- Raise funds for your group's health-equity focus project (through sponsorship, merchandise sales, registrant designation funds, & fundraising), whenever someone registers under your group's name for either a virtual run or a live local run; and
- Receive administrative, management, and coordination support from World Run, Inc. for local race production.

**WORLD HEALTH RUN will help you make your run a success.**

World Run, Inc. will be with your group every step along the way. We provide detailed instructions to manage a local event. But collaboration doesn't stop there--World Run, Inc. provides race registration, registration packets, merchandise, event insurance, and local race permits. We will work directly with your group to organize your race day include race route development, booth organization, water station planning, and set-up / clean-up coordination.

**WORLD HEALTH RUN is designed to greatly benefit local groups and projects.**

We have worked very closely with all of our Major Collaborating Partners to develop an accounting process that responsibly supports the production of the **WORLD HEALTH RUN** in all locations while appropriately dividing the profits from the event among various priorities:

- Funding for the local affiliate, club and chapter projects is emphasized as a top priority (see Figure below).
- Direct support to the administration of the MCPs.
- Funding of our Global Impact Projects, including collaboration with our MCPs.



### Example Revenue Split\* for Local Event Host

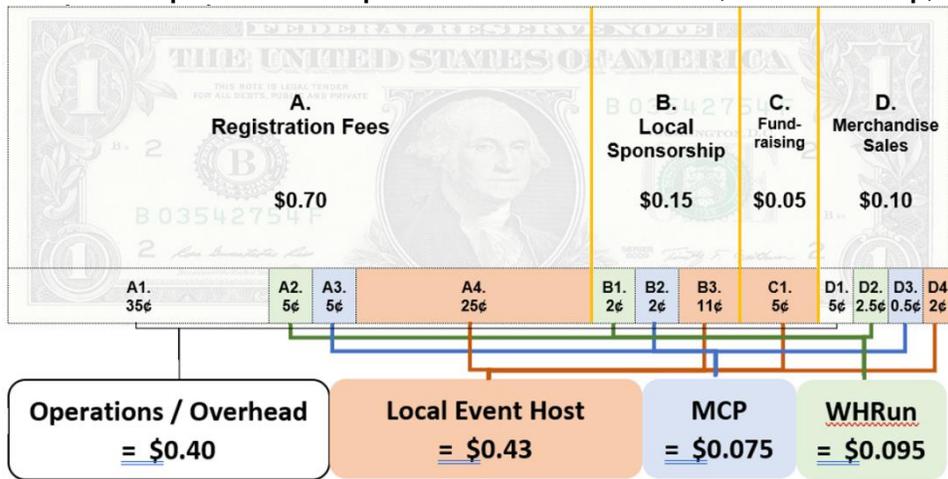
Registration Fees will likely account for about 70% of the revenue stream.

These fees are divided among 4 areas:

- A1) Operations,
- A2) Local Event Host (Note: You will receive about 35% of Registration Fees)
- A3) MCP, and
- A4) **WORLD HEALTH RUN**

This figure also illustrates the relative split in all other categories (local sponsorship, fundraising, and merchandise sales). The combined effect of these various revenue streams will result in your group efficiently taking home about 43% of all revenue that flows through the local race.

**FIGURE: Example Revenue Split\* for Local Event Host (Affiliate Group)**



\*These splits are one model based on a set of assumptions and may shift depending on various factors.

### B. Local Event Host Responsibilities:

**WORLD HEALTH RUN would love to run with you toward health equity.**

As a Local Event Host, you can help us achieve absolute success. We will guide you through the process of

- **Recruiting runners:** Spread the word to recruit race registrants to your cause. We will provide messaging and links through which members of your community can sign up directly under your name with no hassle. We will provide you with a "Local Run Kit" with materials that are clear and easy to use.
- **Collaborating with other groups:** We will help you reach out to other clubs, chapters, and affiliate groups in your area so that you can collaborate in



producing a **WORLD HEALTH RUN** event. Each group will benefit from their own recruitment and secured sponsorships.

- **Identifying and securing local sponsors:** We will provide messaging and materials through our “Local Run Kit” to help you reach out for support within your community and foster the relationships that will remain with you and bring your community together.
- **Race planning:** We will work with at least 5 volunteer members of your group in the months and weeks leading up to the race to make sure that everything is in place, the race plan is complete, and personnel are ready to go for race day tasks. Volunteers will contribute between 1 and 3 hours per week leading up to Race Day. All volunteers will also act as race officials on race day.
- **Race day execution:** We will work very closely with your group leading up to race day to make sure that all coordination and production goes off without a hitch. We will have personnel available by phone if your team has questions or needs last minute support.
- **Project reporting:** We know hard you and your collaborators have worked to have a profound impact. We want to make sure that you can tell your story and describe the impact that you have had. We are proud to work with you. Let’s share what we have done together!

**WORLD HEALTH RUN** does not require a minimum participation in terms of race registrations or local sponsorship number or dollar amounts. We believe so strongly in you and this model of collaboration that we know that we’ll succeed together. We do encourage groups to organize themselves as much as possible and “beat the pavement” as much as possible not only in training for race day but also recruiting registrants and sponsors.

The more you are able to advocate for this event, the better your event will be and the more successful your project will be. By joining forces with other local groups, you will share the burden of work and achieve more together. With this being said, we do require the reliable engagement of 5 volunteers in preparing for and executing on race day. The responsibilities of this volunteer corps is outlined below. We estimate that volunteers will provide 1 to 3 hours per week on average preparing for race day over the course of 1-3 months leading up to race day. Volunteers will be occupied continuously on race day from setup to cleanup. Volunteers will provide another 5 to 10 hours of work subsequent to the race to thank sponsors and report on project details.



## Step 3: Register your Club, Chapter, Affiliate or other Group

We are pleased to have you at the starting line. Thanks so much for participating. We know what your work means to you and your group and how diligently you keep moving forward in your regular activities. Therefore, as a part of your membership in this elite club of runners, we are offering you our World Run, Inc. guarantee. We are absolutely certain that you and your group will not only benefit your designated project but have a ton of fun doing so. Let's get moving and pounding that pavement.

As a Local Event Host, your group will benefit from individuals registering under your group's name on our website. This is true for both virtual runners or live, group runs where they occur. Therefore, this is a great way to raise funds for your project, even if your local community is small or your supporters are not located in one geographic location.

Please complete the **LEH Interest Form** to receive additional information.

- <http://www.worldhealthrun.org/host-a-whr>



## Step 4: Race Planning and Race Day

### Determine if your site will host a VIRTUAL or LIVE LOCAL run.

Individuals around the world can sign up for the **VIRTUAL WORLD HEALTH RUN** that can be run (or walked) from any location each person chooses. In addition, there are live **LOCAL WORLD HEALTH RUNs** anywhere there is significant interest and registered Local Event Host(s). **The PREMIER WORLD HEALTH RUN** takes place in Chicago, IL. Both virtual and in-person participants receive a commemorative race bib and a participant t-shirt.

In order for a site to be able to host a **LOCAL WORLD HEALTH RUN**, certain criteria must be met.

- There must be a local event host or hosts with adequate personnel (volunteers) to complete the tasks as outlined in this manual.
- That site must have registrants totaling more than 100 individuals by February 15, 2018.
- That site registration must have among the 20 greatest number of registrants.\*

Currently, we plan to officially sanction only 20 **LOCAL WORLD HEALTH RUNs** in 2018. This number is subject to change depending on overall interest, local capacity, and World Run Inc's ability to support additional events. You can check the website for current information. World Run Inc., however, does encourage as many virtual runs around the world as possible. Registering your location as LEH in 2018 will also help prepare your site for a **LOCAL WORLD HEALTH RUN** in 2019.



## Organize your team

We will be helping you along the way, but there is a little work that needs to be done. In order to get the job done well, we recommend that you organize your team. You will need to designate one of your Volunteers as the contact. We could refer to that person as the Pacesetter! This will be the individual with whom we at World Run, Inc. will be communicating with frequently and who will direct and report back on the other Volunteers' activities.

## Assign Roles to your 5+ Volunteers

There are five recommended Volunteer Roles as follows:

1. **Contact person - Pacesetter**
2. **Event Recruitment and Promotion Lead**
3. **Event Sponsorship Lead**
4. **Event Planning and Execution Lead**
5. **Health Equity Advocacy Lead**

## Pacesetter

Thanks for taking the lead! The Pacesetter will

- communicate directly with World Run, Inc. for all planning,
- coordinate roles and responsibilities with other run co-sponsors in your area, and
- follow up with all volunteers, sponsors, and supporters after your local event to recognize and thank them for their contribution to your successful event!

You will be receiving regular communication from our team. You can always ask questions at [RUN@WorldHealthRun.org](mailto:RUN@WorldHealthRun.org).



## Recruitment and Promotion

This is a very important role and is at the heart of the spirit of **WORLD HEALTH RUN**. Your job is to reach out to anyone and everyone to encourage them to reach out to anyone and everyone. Those folks should also encourage all of their contacts to reach out to anyone and everyone... You get the idea.

Recruitment and Promotion of your Event will comprise of several activities:

- Share your assigned **WORLD HEALTH RUN** page on our website to register as runners, walkers, or advocates. By signing up on your web page, individuals will be able to more easily register under your name. By doing so, they will be contributing directly to your cause.
- Encourage people to contribute to your project on your web page through donations. Your project will receive 100% of these funds, so it is definitely worth the effort to promote your work and your webpage!
- Reach out to the community through social media. Inform local activist groups and encourage them to get involved. Call or email your local news stations and newspapers and reference our Press Kit webpage: <http://www.worldhealthrun.org/presskit> .

We have a number of tools that will help you with this communication.

- Your group's personalized web page
- Social Media tools:
  - **Facebook:** <https://www.facebook.com/worldhealthrun/>
  - **Instagram:** <https://www.instagram.com/worldhealthrun/>
  - **Twitter:** <https://twitter.com/worldhealthrun>
- **WORLD HEALTH RUN** cards that you can personalize, print, and pass out.

## Social Media Planning

**WORLD HEALTH RUN** has created a social media infrastructure that your organization and local groups can easily leverage to benefit your involvement and the engagement of your members. While we expect that we will see a great deal of organic local creativity in expression around this event, we have compiled a few pointers to help us to collectively foster a broad conversation. This will be helpful while we create the space



for what might develop at the local levels surrounding conversations and a social presence. So, to get started... tag **WORLD HEALTH RUN** accounts in your social media posts about the race!

Follow/like our social media accounts.

- FACEBOOK: <https://www.facebook.com/worldhealthrun>
- TWITTER: <https://twitter.com/worldhealthrun>
- INSTAGRAM: <https://www.instagram.com/worldhealthrun/>

Here are a few more ideas:

1. Use #WHR2018 as a unifying tag.
2. Post at least one Facebook Live with a representative from your group to promote your group, your group's project, and the event. This can either be done on your page (and shared on **WORLD HEALTH RUN**'s page) or we can coordinate to do it directly on **WORLD HEALTH RUN**'s page.
  - a. See <https://live.fb.com/about/>
3. Co-brand posts that promote both your mission and the race.
  - a. Example: A video/blog post/badge that highlights a partner organization, utilizing their logo and a few words about why they support the race and its mission.
4. Tag **WORLD HEALTH RUN** and we can share your content on our pages!
  - a. Use the @worldhealthrun tag on all platforms (make sure post is public) or
  - b. #WHR2018 on Twitter and Instagram
5. Coordinate with Mary Owen ( [Social@WorldHealthRun.org](mailto:Social@WorldHealthRun.org) ) from **WORLD HEALTH RUN** to start developing content!

## Sponsorship

This person or team is responsible for getting local businesses to sponsor your event. The best way to do this is to directly reach out to the businesses to inform them of the opportunity and then follow-up regularly over the course of several weeks. It takes a bit of leg work to be highly successful at this. However, the commitment is worth it. Your local group will hang onto a large percentage of the local sponsorship revenue. We have created four tiers of local sponsorship, so that corporations of all sizes wishing to advance health equity globally can contribute.



We are accepting sponsorships in the following amounts:

Sponsorship Level	Donation	Benefits
Pace Setters	\$500	<ul style="list-style-type: none"><li>• Logo on Sponsorship Page of Global Website.</li><li>• 2 Race Registration Packages</li></ul>
Rabbits	\$1,000	<ul style="list-style-type: none"><li>• Logo on Sponsorship Page of Global Website.</li><li>• Logo on Sponsor Banner at Local Event</li><li>• 4 Race Registration Packages</li></ul>
Elite Class	\$2,500	<ul style="list-style-type: none"><li>• Logo on Sponsorship Page of Global Website.</li><li>• Logo positioned on Race Banner at Local Event</li><li>• Sponsorship Table at Local Event</li><li>• 6 Race Registration Packages</li></ul>
Champion Class	\$10,000	<ul style="list-style-type: none"><li>• Logo on Sponsorship Page of Global Website.</li><li>• Logo positioned on Race banner at Local Event and ALL Physical Events Globally</li><li>• Private Sponsorship Tent, prime positioning, at Local Event</li><li>• 10 Race Registration Packages</li></ul>

Securing sponsorship requires the completion of the following tasks:

- contact and communicate regularly with potential sponsors,
- be available to respond to questions from your local sponsors,
- provide information and advice to secured sponsors on what to do on race day,
- secure a high resolution logo for the sponsor to be shared with World Run, Inc.,
- organize tables or booths for sponsors that qualify for one, and
- ensure that sponsors are appropriately recognized throughout the event.



## Guidelines for consideration as a global sponsor

### We seek responsible corporate sponsorship.

**WORLD HEALTH RUN** strives to project an image that upholds the highest values in human health, planetary health, and social responsibility. We proudly seek and welcome private donors, corporate sponsors and foundations that fully align with our Mission, Vision, Values, and Responsibility Pledge. We reserve the right to decline requests for sponsorships when there may be a real or perceived conflict between the requesting party's corporate products or practices, and our Mission, Vision, and Values.

Therefore, we do not accept sponsorships from the following industries: alcohol, tobacco, firearm, ammunitions, oil, and coal. We do not accept sponsorships from corporations with unfair labor practices or poor safety records. We welcome the application of every entity who would like to support the health of our world. We will accept all sponsorships on a case-by-case basis, as we meaningfully review the social and environmental impact and corporate practices of all applicants. With this consideration we will carefully review the practices of sponsorship applications from industry where corporate watchdog groups offer a critical evaluation of some corporations. This increased scrutiny may apply but is not limited to industries such as the following: beverage companies, including sugar-sweetened beverages, juice companies, bottled water, insurance, pharmaceuticals, and mining, among others. World Run, Inc. reserves the right to accept or reject any application for sponsorship or to terminate sponsorship at any time if there is a real or perceived violation of the Values and Responsibility Pledge of World Health Run.

World Run, Inc. adheres to the high standards of charity accountability. World Run, Inc. does not sell, loan or distribute its mailing list or e-mail addresses to third parties. World Run, Inc. does not consider promotions that utilize direct mail, telemarketing, door-to-door or vending machine sales.

If you and your organization embrace these ideals and proudly recognize them as part your core mission too, we would love to have you on our squad.



## Health Equity Advocacy

**WORLD HEALTH RUN** will be distributing materials related to health equity and connecting your group and runners to experts in global health. We will need your help to ensure that we are raising awareness about the state of health access locally and around the world. Your group may choose to distribute materials or host a Race Day Equity Discussion. World Run, Inc. can help you organized these sessions and put you into contact with local experts that may be able to help you achieve your desired level of engagement and advocacy.

## Local Event Planning and Coordination

This section of the guide will assist with your duties of course selection, race day volunteer coordination, shirt and bib distribution at packet pickup, race day management, and coordinating with the national team. These tasks are essential for helping your run become a reality! While World Run, Inc. will be supporting you in many ways, we are, unfortunately, unable do some of these things from Chicago or Missouri – no matter how far we run! Your help is essential and will give your run the spirit and character it needs to be successful!

World Run, Inc. will provide you with direct support or guide your group through completion of the following tasks:

- **Race Course Selection**
- **Determining Packet Pick-up Location, Date(s), and Time**
- **Volunteer Coordination and Assigment**
- **Securing Event Supplies (as needed)**
- **Securing Locally Sponsored Items and Services**
- **Course Marking**
- **Race Day On-site Registration Administration**
- **On-course Water Station**
- **Music and PA System**
- **Start / Finish Line**
- **Finish Line Food and Water**
- **Event Insurance**



To support you, World Run, Inc. will help you

- a) manage centralized operating expenses related to the **WORLD HEALTH RUN**.
- b) manage online registration software and the WorldHealthRun.org website,
- c) host a platform for and manage donations,
- d) manage the registrant as fundraiser program,
- e) Source design and production of shirts, and bibs,
- f) manage local and national social ad campaigns,
- g) manage email communication with registrants, volunteers, sponsors, and donors,
- h) secure permits and event insurance,
- i) ship all WHR supplied items to event sites (shirts, bibs, banners, etc),
- j) ship all virtual packets to virtual runners,
- k) draft press release templates for national PR and event city PR, and
- l) manage all other operational duties related to **WORLD HEALTH RUN** event.



## Local Event Coordinator Guide

Thank you for volunteering to be a **WORLD HEALTH RUN** Local Event Coordinator! This guide will assist with your duties of course selection, volunteer coordination, shirt and bib distribution at packet pickup, race day management, and coordinating with the national team, among other things.

### Race Course Selection

The **WORLD HEALTH RUN** event is a 5K (3.1 miles) run/walk. To avoid permit fees and police support for busy road crossings, first look to local trails and parks for the race venue. The start and finish should be in the same place. A looped 5K course or an out-and-back course are both acceptable. A certified race course is NOT required.

If a city park is used for the course, please check with your Parks and Recreation department to determine if a permit is required. If so, submit to your **WORLD HEALTH RUN** Co-Director for approval.

While looking for a course, try to find a location with public restroom facilities at the start/finish area. If not, portable toilet rental may be required at the rate of one unit per 150 registrants. Please call local vendors for bids and contact the **WORLD HEALTH RUN** Co-Director for prior approval before reserving rental units.



**Race Course Guidance**  
Here are a few tips to help you select a race venue and course that will help your event be as successful as possible:

Where:  
Consider the following options

- public spaces such as
  - A park
  - Running path
- school track or university space (formal approval required)
- donated private space from a corporate or individual sponsor (formal approval required and insurance approval required)

Best Practices:  
(These points depend on your locality)

- Allow the race course to cross a traffic way ONLY if there is formal approval for the blocking of streets through the secured race permit (that World Run, Inc. will help secure),
- Allow the race course on a public walk space or sidewalk ONLY if this is approved on the race permit AND there is a formal designation of this throughout the length of the race course.

### Determining Packet Pick-up Location, Date(s), and Time

The size of the event will determine whether an event location will need two packet pickup dates or just one. For an event of fewer than 200 people, having packet pickup on race morning (generally starting 2 hours prior to the event) will be enough time for everyone to arrive and pick up packets before race start. Keep in mind though that many will want to wear the race shirt on race day and may appreciate having a packet pickup time the day before (April 6). If the event is over 200, scheduling a packet pickup the day before, in addition to race morning packet pickup, will ensure that everyone is processed in a timely manner.

Regarding the packet pickup location, a good place to start is a local running store. Running stores are generally responsive to hosting a packet pick up because it brings customers into the store. Other location options include sporting goods stores, schools, or local businesses with conference rooms.



**DEADLINE: Mar 1, 2018**

- Email start/finish street address and a course description to
  - [RUN@WorldHealthRun.org](mailto:RUN@WorldHealthRun.org)
- Email packet pickup time and location to
  - [RUN@WorldHealthRun.org](mailto:RUN@WorldHealthRun.org)
- If required, receive prior approval for permit fee from a Global Co-Director and submit invoice to [RUN@WorldHealthRun.org](mailto:RUN@WorldHealthRun.org) .
- If required, receive prior approval for portable toilet rental from a Global Co-Director and submit invoice to [RUN@WorldHealthRun.org](mailto:RUN@WorldHealthRun.org) .

**Local Event Marketing and Media Relations**

Reach out to the community through social media. Inform local activist groups and encourage them to get involved. Call or email your local news stations and newspapers and reference our Press Kit webpage: <http://www.worldhealthrun.org/presskit> .

**Volunteer Coordination and Assignment**

In February, you will be emailed a list of registered volunteers for your city or region's WORLD HEALTH RUN event. You are strongly encouraged to reach out to friends and local organizations for additional volunteers. Please recruit extra volunteers because you may have no-shows, unfortunately.

You are responsible for contacting each volunteer about their assignment as well as when and where to report for duty. Volunteers should be utilized to assist with:

- packet pickup preparation
- packet pickup (where participants receive their shirt and bib) set-up, administration, and breakdown
- course set-up/markings
- race start/finish line area set-up and breakdown
- race day registration management
- manning the water stop station at the midpoint of the 5K course
- managing finish line refreshments



## Event Supplies

### Items Supplied by WORLD HEALTH RUN

- Event registrants' shirts
- Event registrants' commemorative bibs
- Ambassador awards for select local event registrants
- A WORLD HEALTH RUN 5K event banner
- Registrant spreadsheet
- Volunteer spreadsheet
- An MP3 file, to be played at race start
- Safety pins for the bibs

### Items Supplied by the Local Event Coordinator and Volunteers

- On-course signs or cones needed to direct participants
- Tables and chairs for packet pickup
- Water station tables, jug, cups and misc. supplies
- Bottled water or sports drinks at finish line
- Trash bags for cleanup
- At least one speaker for music and recorded message
- Any additional items required to enhance race day
- Posts and ties for the WORLD HEALTH RUN event banner

## Locally Sponsored Items and Services

Approach local businesses regarding local sponsorship including goodie bag items, donated bags, water for finish line, finish line food, coupons, etc. (Because our event is focused on HEALTH, we encourage local races to avoid the use of single-use plastic bottles and the limited use of sugar-sweetened beverages – including sports drinks. If your group decides to use these items, please ensure that there is recycling stations available. Our interest is to maintain, as much as possible, an image of the highest level of human and planetary health. Thank you!)

This event has been presented as an untimed event. But, you are encouraged to contact local timers and schools with cross country teams to inquire about borrowing a timing clock to be set up at the finish line. A local timer might be willing to erect a finish line with clock without timing chips.



**DEADLINE: March 25, 2017**

- Email or call each volunteer about his or her assignment and when/where to report.
- Please communicate with your volunteers in the weeks prior to the event to coordinate the supply of the items listed above.
- **WORLD HEALTH RUN** supplied items will be shipped to your home address and will arrive on or before April 3<sup>th</sup>.
- Contact local television and newspaper media outlets about the local event and refer them to <http://www.worldhealthrun.org/presskit> for additional details. We will keep that page updated with information for the media.

**Course Marking**

If the course has turns, a can of spray chalk or lawn signs may be necessary to guide runners. If there are plenty of volunteers, positioning them at each turn is an excellent option.

Posters or corrugated signs may serve as mile markers. Be sure to check with local run stores because some may have mile markers or other course markers they'd be willing to loan.

**Race Day On-site Registration Administration**

Race day registration is allowed via our website, <http://WorldHealthRun.org> . If your race site has Wi-Fi or if you can otherwise provide laptops for onsite registration, that would be wonderful. Otherwise, they can sign up using their mobile device. Grant them entry by having them display their confirmation email at packet pick. We will not be sending an overstock of shirts, so those registering at packet pickup or at race start will not receive a shirt at that time. Instead, we will mail shirts and bibs directly to race day registrants the following week.

**On-Course Water Station**

A water stop station should be located at the midpoint of the 5K course. Water stop items include tables, cups, water, etc. Electrolyte replacement (Gatorade, PowerAde, etc.) is not necessary and discouraged because they are sugar sweetened, but if a



sponsor donates it, you are free to make the decision to use this. Keep in mind, these are all generally easy items to have donated, so don't hesitate to ask!

### **Music and PA System**

If at all possible, try to secure a PA system at the start line for announcements and music. At the very least, a blue tooth speaker device works nicely for music. We will supply a recorded opening statement to be played at the beginning of the race.

### **Start/Finish Line**

A finish line banner will be shipped to the local event coordinator. It is up to the coordinator to determine a way to erect it. Don't be shy about asking local timing companies to get involved and help the cause by providing a finish line structure. Even local cross country teams (college and high school) may have resources they'd be willing to share in regards to a finish line.

### **Finish Line Food and Water**

Igloos of water with cups will need to be at the finish line. While it's not necessary to have food at the finish line, it's definitely a nice perk after running 3.1 miles! Many businesses are ready and willing to donate food items. Places like local restaurants and grocery stores are good places to check.

### **Event Insurance**

If required by your municipality, proof of liability insurance can be supplied to the local event coordinator. Please contact **WORLD HEALTH RUN** for this information.

### **Global Headquarters:**

CARES, Inc. / World Run, Inc  
407 S. Pennsylvania Ave., Suite 130  
Joplin, MO 64801

### **Global Co-Directors:**

Ashleigh Teeter or Ana Salas – [RUN@WorldHealthRun.org](mailto:RUN@WorldHealthRun.org)



## Step 5: After Race Day

Congratulations on a job well done!!!

World Run, Inc. will be in contact with you to update you on several things including:

- A report about the number of races and runners worldwide,
- A report about the funding raised and to what it is contributed,
- An evaluation of your role for you to complete. This will provide us with input on how to help make next year's race even better,
- A financial report to your group's project as well as guidance on reporting your project's activities and impact.

## Preparing for Next Year's WORLD HEALTH RUN

We hope that you plan to join us next year for the **WORLD HEALTH RUN!**

If so, it is already time to get started!!!!

**WORLD HEALTH RUN** will be held on April 6, 2019

We will be in touch with more information very soon!



## WORLD HEALTH RUN RESPONSIBILITY PLEDGE

**World Run, Inc.** is committed to upholding the highest degree of social accountability and responsibility. We are locally-focused, practice sustainability, seek responsible corporate sponsorship, conduct responsible business practices, are apolitical, non-religious, and financially transparent.

### **We are locally-focused.**

We celebrate local communities and empower local organizations to make a difference in the world. Our Major Collaborative Partners are all systems empowering local champions. Rotary requires local community prioritization for all their global projects; the National Peace Corps Association supports the Peace Corps, whose volunteers empower local communities globally, and Affiliate Groups in the U.S., who support local service groups domestically; and the Consortium of Universities for Global Health empowers local and global efforts to build health knowledge and evidence-based best practices.

### **We practice sustainability.**

We fund projects with principles that ensure their long-term impact. Within the spectrum of health focus, we emphasize Health Promotion and Prevention, and Health Systems Strengthening. Health Promotion and Prevention assists individuals and their loved ones by reducing or controlling the threat of illness. Health Systems Strengthening ensures reliable community access to quality healthcare services now and in the future by building capacity for both service delivery and sustainable management.

### **We seek responsible corporate sponsorship.**

**WORLD HEALTH RUN** strives to project an image that upholds the highest values in human health, planetary health, and social responsibility. We proudly seek and welcome private donors, corporate sponsors and foundations that fully align with our Mission, Vision, Values, and Responsibility Pledge. We reserve the right to decline requests for sponsorships when there may be a real or perceived conflict between the requesting party's corporate products or practices, and our Mission, Vision, and Values.



Therefore, we do not accept sponsorships from the following industries: alcohol, tobacco, firearm, ammunitions, oil, and coal. We do not accept sponsorships from corporations with unfair labor practices or poor safety records. We welcome the application of every entity who would like to support the health of our world. We will accept all sponsorships on a case-by-case basis, as we meaningfully review the social and environmental impact and corporate practices of all applicants. With this consideration we will carefully review the practices of sponsorship applications from industry where corporate watchdog groups offer a critical evaluation of some corporations. This increased scrutiny may apply but is not limited to industries such as the following: beverage companies, including sugar-sweetened beverages, juice companies, bottled water, insurance, pharmaceuticals, and mining, among others. World Run, Inc. reserves the right to accept or reject any application for sponsorship or to terminate sponsorship at any time if there is a real or perceived violation of the Values and Responsibility Pledge of **WORLD HEALTH RUN**.

**We conduct responsible business practices.**

We ensure all items we source are fair trade, sweatshop-free, and environmentally friendly. We also produce **WORLD HEALTH RUN** events in as many locations as possible to reduce the travel required to participate. At the administrative level, we are committed to being as paper free as possible, and recommend that recycling be available at all race events.

**We are an apolitical organization.**

We make no political statements, political commentary, or legal justifications. We do not endorse or back any political candidates or officials. We only provide unbiased and evidence-based information concerning topics related to human health, planetary health, and health equity. We do provide platforms for discussion and exchange, including lists of reading materials for these discussions. We make every attempt to ensure that all information created for and distributed by World Run, Inc. is factual and responsibly represents the most relevant perspectives in an unbiased and apolitical manner. All discussions, blog posts, readings, etc. reflect only the opinions of the authors and moderators and not the opinion of World Run, Inc. or any of its partners or sponsors.

**We are not a religious organization.**



While we do accept requests to work with religious-based institutions to support relevant projects, we require that religion play no direct, implied, or perceived role in the name, purpose, procedures, or focus of projects sponsored by **WORLD HEALTH RUN**.

**We are financially transparent.**

We report all revenue, expenses, and profits in our annual report which is free to download from our website upon completion of our fiscal year. We direct as much revenue as possible toward our impact projects. However, we do not define what portion of donated funds be directed toward “administrative” versus “on the ground” costs within individual projects. We don’t believe that fewer dollars spent on administration always yields greater impact on the ground. We ask our registrants and donors to consider that reasonable administrative and evaluation costs are necessary for certain projects.

Sustainable interventions require long-term commitments, strategic planning, and close communication between partners. Therefore, the funding of governance, oversight, and training is critical for responsible development. We publish our annual report because we are proud that we have a long term vision for this initiative. We already know that a higher percentage of funds will be needed to establish administrative structures and processes in our initial years. This is necessary to grow our impact projects responsibly, and ensure we win the fight for health equity.

We encourage donors to use **WORLD HEALTH RUN** to support responsible and impactful projects. If you have any questions or concerns about where your donations are being directed, do not hesitate to contact us at [admin@WorldHealthRun.org](mailto:admin@WorldHealthRun.org) . We will put you in contact with the appropriate organization or impact project if more information is needed.