



How to Plan a Virtual Run

- I. **Choose a date for your Virtual Run**
 - A. Check what other runs and events are happening in your community
 - B. Some people select an entire weekend versus one day but either way is fine

- II. **Create a Timeline**
 - A. Registration open date
 - B. Registration cut-off date to be guaranteed a medal
 - C. Registration close date
 - D. Date graphics are due to medal company
 - E. Date to email virtual bib
 - F. Date final count of medal is due to medal company
 - G. Email to participants prior to run to wish them luck and ask them to share photos with your hashtag
 - H. Social Media Post day of virtual run to wish participants good luck and to have fun
 - I. Date to pick up and mail medals
 - J. Social Media Post after the virtual run to thank all participants

- III. **Create a name and a design for your virtual run**

- IV. **Create a virtual bib using your design and name**

- V. **Decide when you want to mail the medals**
 - A. Some people mail them 4 days prior and some mail them the day after

- VI. **Registration and Medals:**

Option #1 – GP2C will handle registration, medals, and shipping

 - A. Set up registration through GP2C (Just call Amei or Kristi and we will handle it!)
 - B. Use our medal provider
 - C. We will work closely with you on design, timeline, and shipping

Option #2 – You handle Registration, Medals and Shipping

- D. Decide if you are going to handle registration through PayPal, Cash App, email, etc. (ensure you are capturing full name, address, email, and phone number)
- E. Contact a local medal company (let them know you are doing this as a fundraiser for a non-profit and see if they will give you a discount)
- F. Get a quote for 25, 50, 100 and 150 medals, also is there a minimum order or set up fee?
- G. Ask them the design specifics, size, and file type
- H. Try to find a sponsor to cover the cost of the medals, shipping, and shipping supplies
- I. You will need to know the date that the medal company needs the final count by (this will determine what date to tell registrants they need to register by to be guaranteed a medal)

VII. Create a Facebook Event

- A. Invite your friends, family, and co-workers to your event
- B. We will share the event and invite our networks as well
- C. Promote your event at least weekly (or preferably every 3-4 days) in the 2 weeks leading up to the event