

Gallagher Fitness Resources + ActiveSalem.com Race Directors ToolKit

Your Team of Coordinators and Their Duties

Course Coordinator:

- ✦ Makes sure the course is accurately measured. Certification adds to race credibility.
- ✦ In charge of course set up and tear down and SAFETY!
- ✦ Makes sure map of course is available prior to event or posted morning of the event.
- ✦ Makes sure the course is marked properly and can be easily followed.
- ✦ Order signage, obtain cones, flaggers, coordination of permits, etc.
- ✦ Sets up accurate mile markers.
- ✦ Determines the location of course marshals and trains marshals.
- ✦ Assigns the lead vehicle and sweeper. Make sure your lead vehicle is familiar with the course!

Water Station Coordinator:

- ✦ How many water stations do you need?
- ✦ Coordinates water stations set up and tear down.
- ✦ In charge of volunteers and training for stations.
- ✦ Need water, cups, garbage bags, gels, electrolyte drinks.

Volunteer Coordinator:

- ✦ VERY IMPORTANT JOB!
- ✦ Have a volunteer check in before race day and know who is going to be where.
- ✦ Volunteers are the life blood of a good race. How are they treated? How do you thank them?
- ✦ Do you have enough volunteers? Always overestimate your needs and plan for contingencies if weather is unseasonable.

Food and Beverages Coordinator:

- ✦ Makes sure all the water and food is available for people as they finish the race
- ✦ Make sure you have enough water, 2 -3 per participant
- ✦ Makes sure this area stays organized, well stocked and clean
- ✦ Troubleshooter mentality – restaurant experience is very helpful



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Recycling and Cleanup Coordinator:

- ✦ Make sure it is easy for participants to recycle water bottles and other recyclables.
- ✦ Obtain recycling bins and order signage.

First Aid/Medical Coordinator:

- ✦ Make arrangements with local municipality to make sure there are ambulances and police on staff.
- ✦ Have a plan! If something were to happen on the course, how long would it take for help to arrive? Do your course marshals have communication from the course?

Start and Finish Line Coordinator:

- ✦ Coordinates set up and tear down of start and finish line.
- ✦ Is the finish line attractive and visible?
- ✦ Makes sure timing service has everything they need and enough volunteers.
- ✦ Takes care of entertainment (music, emcee, announcements, etc).

Awards and Entertainment Coordinator:

- ✦ Have someone in charge of keeping an eye on results and start the award process.
- ✦ Be sure to recognize your sponsors and volunteers.
- ✦ Do you have an award ceremony or self serve?
- ✦ Do you have door prizes to give away?
- ✦ What keeps participants around before and after the race?
- ✦ Make sure you get results to Gallagher Fitness Resources for website

Marketing and Public Relations Coordinator:

- ✦ Send press releases to the local radio and television stations prior to the event.
- ✦ Coordinate a remote with a local radio station
- ✦ Contact local papers and magazines for event listing
- ✦ List race on free running sites
 - www.runningintheusa.com
 - www.RaceCenter.com
 - www.runwalkjog.com
 - www.ActiveSalem.com
 - www.runnersworld.com



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- ✦ Determine marketing budget, contact local media to advertise via billboard, tv, radio and print
- ✦ Attend other races and promote your race
- ✦ Put up flyers at local businesses and Gallagher Fitness Resources

Sponsorship Coordinator:

- ✦ Determine sponsorship levels and sponsor benefits
- ✦ Draft custom sponsorship packages
- ✦ Keep communications with sponsors throughout the race preparation and post race
- ✦ Coordinate a sponsor post race party

Social Media Coordinator:

- ✦ Work with Sponsorship, Marketing, and Registration coordinators to keep consistent message in all pre-race information.
- ✦ Create Facebook page for race.
- ✦ Maintain pre-race announcements and respond to all comments and posts.
- ✦ Invite followers to share information with friends and contacts.
- ✦ Explore other social media outlets for expanding reach of pre-race and post-race conversation – i.e. Twitter, Instagram, Google+, Snapchat, etc.
- ✦ Keep track of all posts and conversations. Keep positive flow of information moving.

Registration Coordinator:

- ✦ Set up online registration – (ActiveSalem.com and RunSignUp.com)
- ✦ Be certain that all event details are consistent across all sources of information (printed flyer, website, online registration, posters, etc.)
- ✦ Formulate registration form
 - Does it convey all the necessary information?
 - Date, Time, Location, Parking
 - Registration fees and dates when they change
 - Age Groups, Age Group Awards
 - Benefactor information
 - Policies for pets, baby strollers, wheeled devices, wheelchairs, etc.
 - Reduced rate for families of four or more?
 - Challenge teams? Corporate teams, etc?
 - Contact information-usually your registration coordinator or race director



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- Participant info needed: Name, address, phone number, age, gender, which event, shirt size (unisex or men/women)
- ✈ Set up packet pick up and race day registration
 - Work with timing services to get info on preregistered participants before race day.
 - Order t-shirts; have a plan if you run out
 - Train registration volunteers; separate race day registration from pre-registration pick up.
 - Organize goody bags.
 - Plan and order signage for registration area.

Parking Coordinator:

- ✈ Some races are limited on parking or people are confused as to where to park. Have someone that can help direct traffic
- ✈ Order signage for parking
- ✈ Train parking volunteers