

# 5K Event Planning Guide

*This document can be used as a guide to build your 5K event. The items below are not requirements, but points of information or questions to prompt you to consider how to shape your event.*

**Type of Philanthropy Event:** Athletic Event – 5K Participant Race

**Length:** Half Day Event

**Difficulty:** Moderate

**Elements:**

- Fundraising:
  - From registration fees, business sponsorships, donations
- Service:
  - By inviting and finding thoughtful ways to integrate the students, parents and teachers from your dedicated partner school
- Awareness/Education:
  - How will participants at the event leave with a better understanding of the needs that surround school and college readiness and any unique needs of your partner school?

## AUDIENCE & PARTICIPANTS

Determining who will both attend and participate is important when you consider how you will market and monetize your event. Once you have decided, ensure that you have given enough notice, checked schedules and calendars for conflicting/competing events and draft a communication plan that reflects the level of detail and professionalism for the audience.

The difference between the audience and the participant in events is an important distinction if you are looking to grow earnings and exposure.

- Phi Sigma Sigma sisters:** set up/breakdown the race, register participants, safety monitors, run/walk/participate in the race
- Fraternity/sorority community:** fraternities and sororities from all councils, how will they be marketed to, acknowledged, celebrated
- University students:** identify organizations, groups of students/faculty or departments on campus who might uniquely be interested in an athletic/active event or the overall cause
- Local community:** students, parents and teachers that attend the partner school may have an interest in attending/participating, local businesses may want to sponsor in some capacity
- Phi Sigma Sigma alumnae:** alumnae living in your area or graduates from your chapter can be included in observance of Founders' Day and their commitment to school and college readiness, collaboration or cross-program with homecoming events to engage alumnae
- Other local Phi Sigma Sigma chapters:** is there the option to collaborate or support other 5k events?
- Parents and families:** attempt to cross-program with parent/family weekends may expand the audience beyond those who live locally
- Other:** athletic clubs, running clubs/groups, gyms, youth groups

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## LOCATION

The physical accessibility and visibility of your campaign/event will shape the overall impact. Take into consideration your target audience, cost, distance, parking, weather, safety and other minimum requirements dictated by the event type.

Almost every location is going to require some type of reservation, contract and/or permit to designate the space for your event. Plan well ahead and communicate with the proper authorities or managers of the space.

If your event is outdoors, make arrangements for a secondary indoor location or alternate date.

- On-campus:
- Off-campus:
- Online:

If the event is off-campus by more than 10 miles you will be required to have an approved transportation plan.

## VENDORS

Once you have determined your location, you will need to determine what supplies and other event elements are not being provided and identify other vendors whose services you will need for the event.

- Catering:
- Rentals (tables, chairs, tents, etc.):
- Entertainment (DJ, photographer, lighting, sound, etc.):
- Signage/Decorations:
- Security/Referees:
- Other:

## ITEMS TO PURCHASE

Outside of items provided by the venue or a vendor, what items will you need to purchase for the event.

| LIST ITEMS TO PURCHASE | QUANTITY | ESTIMATED COST OF EACH ITEM |
|------------------------|----------|-----------------------------|
|                        |          |                             |
|                        |          |                             |
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## SAFETY

As the host of the event the chapter is responsible for taking the appropriate steps to account for any foreseeable risk or safety concerns. Thinking critically about all elements of your event will shape your strategies to prevent harm or reduce risk. Phi Sigma Sigma maintains policies and procedures that may prohibit certain activities that may raise concerns about liability.

- Physical activity:
- Working with children:
- Working with animals:
- Other:

The use of waivers, signage, proper and professional equipment and other risk reduction measures may be required or recommended for your event.

- The Fraternity's template waiver must be used for any physical activity.
- The Fraternity's alcohol distribution/third party vendor procedures must be observed for any event with alcohol.
- Transportation plans may be required depending on composite factors of risk

The use of the **core four officers** (archon, vice archon, philanthropy/service chair and risk manager) when planning your event is critical to promoting safety and delegating important event elements to the risk manager. The risk manager and archon are also responsible for assisting should an incident occur.

## REGISTRATION & REVENUE

- Where will registration be hosted?
- How many weeks will it be open prior to the event?
- How much will registration be?
- How will you be selling any additional items?
- How will you be collecting the money?

## MARKETING

- Who will be responsible for marketing the event?
- How will you cover all of your audiences?
- What communication will participants receive between registration and the event?