NASeA Guide to
Organizing 5K/2K Walk and Run

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Background:
Nepalese Association in Southeast America (NASeA) and its partner organizations in Abi Kattel Foundation (AKF) have organized several walk and run event. The purpose of this guide is to share key experience and list out some tips so that any organization or group that plans such event would learn and gain insight.

Why organize walk and run event?
By organizing a walk and run event an organization would benefit in a multiple way. First, this is fun event so people of all ages participates, second it advertises and promotes your organization, third it raises funds, fourth it lifts the morale and confidence of the volunteers in your organization and above all, everyone who participate gets the best gift — good health.

Plan at least 3-4 months before the event:
Gather a group of committed people and discuss plan, possible risks, option, benefits etc. Raising funds, deciding on number of T-Shirts and printing those, confirming at least one nurse with first aid, buying enough water for runners, preparing detailed brochure about the event, preparing/ordering bibs or number tags, assigning volunteers, preparing awards and trophies/ certificates for winner, ensuring security during the event, getting light snacks or breakfast ready, preparing waiver forms, contacting local or regional media etc. are some of the items that need to be accounted for. Make sure the all the sizes of T Shirts are ordered – small, medium, large and extra large. If mostly children are registered then more of small size is needed. Likewise more of Large or extra large size are needed if more adults are expected. Recruit volunteers early on for different tasks including Registration, T-shirt preparations, Water Stations. Abi Kattel Foundation also hired a run manager for organizing the run. NASeA recruited its own volunteer to manage the run.

Confirm Location and get permit:
Mostly, the walk/run events require a permit from the city or county office. Contact your local city office and discuss your plan. NASeA obtained a permit from city of Dunwoody in Georgia in one of the run/walk event it had organized. AKF made 'Special Event registration' with the Palm Beach County Parks and Recreation in Florida.

Scout the location:
Once the location is confirmed, you need to scout it so that you can better coordinate. Note the condition of road or trail, the flow of traffic and whether or not the traffic be closed or open during the event, start and the finish point, places you will put table for registration, signage, banner, tables with water etc.

Gather sponsors and advertisers:
In one of the walk and events that NASeA organized, it sold advertisements at the back of the T-Shirt it distributed out to runners/walkers. This attracted many advertisers. Promote the event in online newsletter, newspaper and whenever you find 'calendar of event' is given out. AKF contacted local sports store, radio, Active.com and used general email from different sources. But the most important word of mouth should never be ignored – word of mouth.

Advertise and promote the event:
Use all the channels to advertise using facebook, twitter, mailing list announcements, electronic or paper newspaper. Forward the information to partner organizations. NASeA also did home to home promotion in one of the event it organized. Encourage advertiser to come to your event and bring a tent or two, door prizes.

Few Days Prior to the Run:
Buy water or hydrating liquid, get all the signs and banners together, check the expiry date of first aid material and make sure you carry with you the adequate supply. Remind the potential walker and have your team members convince them. Get all the signature needed on the certificates from dignitaries. You need to have walkers/runner sign a waiver form mentioning that you are free from liability if any injury or unexpected incidents occurs.

On the day of the walk and run event:
Arrive early at the site and set up your tent, table and registration. Set up the registration form and the waiver form ready. Place volunteers at half mile, 1.5 mile, 3 mile with enough water or juice for them to drink. Encourage people to carry a bottle of water along. Before, during and after the run event the place should be kept as tidy and clean as possible. Depending on the volume different stations for registration should be set up. For instant, in the run event organized by Abi Kattel Foundation, it set up three stations for writing walk-in registrants, two persons for checking early registrants, one person for handing bibs one person for handing T-shirts, one (better two) persons for handling cash transaction for the registration. Two (possibly 3) clip boards are needed for registering people.
For snacks/ breakfast energy bars, bagels, cream cheese, donuts, water, juice or energy drinks should be arranged.

For questions or suggestions please contact naseaamerica@gmail.com or any other persons below:

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